Para. Okays Its Films for Skiatron Test

Negative Universal Reply Expected; UA Undecided

Paramount Pictures will furnish product for a bona fide test in New York City of Skiatron subscription home television, Paul Raibourn, Paramount vice-president, disclosed here.

United Artists said it was considering Skiatron's bid, while a spokesman for Universal pointed out that Universal was one of the few companies that did not furnish films for the Pioneoview test in Chicago and he felt that there should be no change of policy for the Skiatron test.

Raibourn, in commenting on Skiatron's request made to all major companies:

(Continued on page 5)

1952 Brings New Executive Roles to Many in Industry

Numerous executive changes in film home office executive staffs become effective today with the start of the new business year.

Charles M. Reagan officially takes over this morning as head of domestic distribution for Loew's-M-G-M, succeeding William F. Rodgers, now on an extended vacation in Florida, who enters upon a two-year period in an advisory and consultative capacity.

Jerome Pickman, advertising-publicity:

(Continued on page 5)

$9,427,000 Warner Profit Last Year

Warner Brothers Pictures, Inc. and subsidiary companies reported for the year ending Aug. 31, 1951 a net profit of $9,427,000 after provision of $9,100,000 for Federal income taxes and after provision of $700,000 for contingent liabilities.

For the preceding year the net:

(Continued on page 4)

N. Y. Film Delivery Strike Averted Over Holiday; New Deadline Is Set

Deliveries of prints to theatres in the New York Metropolitan area and outlying districts were assured over the New Year's holiday and through this week under an agreement reached between the 14 carrier companies and AFL Teamsters Local No. 817, thus dissipating the threat of an immediate film deliverymen's strike, previously scheduled to begin yesterday.

The agreement to postpone the strike deadline to this weekend was arrived at following a three-hour drivers' work stoppage which had the effect of delaying print deliveries to theatres about two hours, according to Ira Meinhardt, attorney for the carriers. The work stoppage prevailed on Friday during a meeting of negotiators for the union and the companies.

(Continued from preceding page)

Two-Day Color Processing For Film Is Tri-Art Claim

With the completion of the new Tri-Art Color Corp. laboratory in New York, "it is now possible for a producer to have his film printed in color 48 hours after shooting," Al Young, president of Du Art Laboratories, the parent company, declared here.

In addition to the fact that independents and majors now have a laboratory in the East that can give them immediate service on color features, the color system also is available for speedy handling of color

20th-Fox Sets 12 for First Four Months

Twelve pictures to be released during the first four months of 1952 will be the basis of discussion at the 20th-Century-Fox annual sales convention to be held in New York, Jan. 7-11, reports Al Lichtman, 20th's director of distribution.

The schedule follows:

January—"Decision Before Dawn," with Richard Basehart, Gary Merrill, Oskar Werner, and Hildegarde Neil, (Continued on page 5)

"The Greatest Show on Earth"

(Cecil B. DeMille—Paramount)

THE NEWS this morning is that Cecil B. DeMille is sending another big one your way, one which, aptly enough, carries as its title that inimitable and commercially potent slogan of the Ringling Brothers-Barnum & Bailey circus, known everywhere in the land where spare change for entertainment is to be found—"The Greatest Show on Earth."

To this motion picture of and about that circus, and its uncomplicated, behind-the-scenes story of circus people, DeMille has brought many of the showmen's investments for which his productions are noted. Told in a running time of 153 minutes, boasting a cast which includes Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, Jimmy Stewart, Henry Wilcoxon and top personalities of the circus, as themselves, and with eye-satisfying color by Technicolor, the shows are assured of one of the top attractions of the year.

The picture, in essence, is a box seat at not one, but several performances of "The Greatest Show on Earth" and, in addition, a guided tour behind the scenes into many phases of circus life and activity under the big top, even to the interesting details of striking the great show at the end of a date, or

(Continued on page 6)

Top Business Opens '52 at N. Y. 1st-Runs

Yule Week Grosses Grow Into Big Season's Take

New York's first-run theatres greeted the New Year with heavy patronage that commenced in full force generally at Christmas and mounted steadily during the week.

Along Broadway theatres with their glittering marquee displays and spectacular signs proved for the most part to be as much of a haven for New Year's Eve celebrants as were night clubs, hotels and restaurants.

As usual, crowds streamed into Times Square to witness the arrival:

(Continued on page 4)

Neagle, Robson Are Honored by King

London, Jan. 1.—Actresses Anna Neagle and Flora Robson and screenwriter T. E. B. Clarke were made Commanders of the Order of the British Empire in today's Royal Honors List.

Among the numerous films Miss Neagle has appeared in are "Spring in Park Lane," "Maytime in Mayfair," and "Odette." Her latest is "Lady With a Lamp." Miss Robson has been seen in "Saraband for Dead Lovers," "Good Time Girl," "Black Narcissus," and many others. Clarke wrote "Lavender Hill Mob" and other Ealing successes.

Miss Neagle last week was named the "First Lady of Britain's Screen" for the fifth successive year in Motion Picture Herald's annual poll of "Top Money Making Stars."

(Continued on page 6)
PHILADELPHIA, Jan. 1.—A new contract between WPTZ and Republic Pictures, under which the station will get exclusive TV rights here to 101 Westerns and 26 features, has been consummated here.

Such Western stars as Johny Mack Brown, Sunset Carson, Don Barry, Smiley Burnett, Bob Steele and Duncan Renaldo are included in the films. The agreement was hailed by the station as insuring a continued flow of profit for its product films.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

DANNY THOMAS

"I'LL SEE YOU IN MY DREAMS"

PLUS THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

Double Dynamite!

UP FRONT BARGAINzł

169 W. 42 ST.

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PLUS THE MUSIC HALL'S GREAT CHRISTMAS STAGE SHOW

Double Dynamite!

UP FRONT BARGAINzł

169 W. 42 ST.
KEEP YOUR EAR TO THE GROUND!
Here's what you'll hear...

"THE WILD NORTH is The King Solomon's Mines of 1952 from M.G.M!"

TRADE SHOWS
JAN. 14th
You'll be WILD about "THE WILD NORTH
U. S. Lists Belgian Film Restrictions

Washington, Jan. 1—New Belgian restrictions on U. S. Films were outlined today by Commerce Department film chief Nathan D. Golden.

Some kind of quota limitation, as yet undefined, is to be put on the number of U. S. films to be imported, he reports. Dollar remittances will be limited to some percentage of current earnings. No dollar remittances will be allowed for payment of advertising accessories. Importation of positive prints from the U. S. is to be prohibited, except for color prints and prints of films "of an exceptional character."

Distributors have objected vigorously, Golden said, and industry representatives have made several counter-proposals, but none have been accepted so far.

According to the Commerce official, Belgian exhibitors and distributors also agree that theatres attempting to screen the "commercial lower grade European pictures which might be imported during a scarcity of U. S. films would not be able to attract enough customeres to cover operating costs."

U. K. Producer to Holly'd


New York First-runs

(Continued from page 1)

of 1952, and large numbers among them turned to enter theatres as the din that welcomed the New Year began to subside. New Year's Day theatres reached sizeable proportions as the afternoon wore on. Advance admission prices were the rule over the holiday.

The current week, according to management estimates, is on the way to being one of the best for grosses of the winter season. At Radio City Music Hall there is the combination of "I'll See You in My Dreams" and a Yule stage show chalked up $402,000 Thursday through Sunday night, the fourth week: promised a towering $178,000. All last week and into the New Year holiday long lines of customeres inched their way into the Hall.

Robust business is being enjoyed also by the Roxy where the second week of "Elegement" plus a stage revue topped by vocalist Guy Mitchell is expected to total $113,000.

First week of "Double Dynamite" at the Paramount, which also provides a stage show, looks like a smash $145,000, while across the street at the Criterion the second week of "I Want You" is on the way to bettering the initial stanza's $37,000 by $3,000, which is first-rate business.

The New Year finds "Quo Vadis," which has earned over $500,000 at the Astor and the Capitol in eight weeks, still manifesting grossing prowess. Henceforth, it will continue only at the Astor, on a continuous performance policy instead of the reserved seat policy which attended its first eight weeks at that house. The change resulted from the departure of the film on Sunday from the Capitol, which showed it on a continuous performance basis for the eight weeks, and tallied in the neighborhood of $35,000 for the final one. First week of the picture's continuous performance policy at the Astor is indicated as $26,000, which is very big. "Westward the Women" opened Monday at the Capitol to substantial business.

An excellent $37,000 is indicated for the eighth week of "Detective Story" at the Mayfair, while an equally gratifying $40,000 is seen for the second week of "Death of a Salesman" at the Victoria. "Decision Before Dawn," which opened last Friday at the Rivoli, will bring an estimated $45,000, a prosperity figure, for the opening week.

Going strong at the Globe is "My Favorite Spy," with a very big $45,000 indicated for the opening week. "The River" still is doing solid business at the Paris where a $9,000 seventh week is seen.

At other off-Broadway houses, "Tales of Hoffman" gave the Sutton what the management described as a surprisingly good $15,000 for the first week, the picture having previously had a long run at the Bijou; and "The Clouded Yellow" at the Park Avenue is heading for a nice $5,000 in the eighth week. The new Normandie will do an estimated big $10,500 in the fourth week of "Pandora and the Flying Dutchman."

"Flame of Araby" wound up its two-week run at the State with a fair

Warner Profits

(Continued from page 1)

profit amounted to $10,271,000 after provision of $6,730,000 for Federal income taxes and after provision of $850,000 for contingent liabilities.

The net is equivalent to $1.67 per share on 3,197,785 shares of common stock outstanding on Aug. 31, after deducting shares acquired by the company. The net profit for the previous year was equivalent to $1.46 per share on the 6,997,300 shares of common stock then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the year ending Aug. 31, 1951, amounted to $116,909,000 compared with $126,944,444 for last year.

As a result of examinations by the U. S. Internal Revenue Bureau, the company has adjusted its fixed asset accounts and related depreciation reserves at Sept. 1, 1951. Accordingly, the sum of $3,768,000 has been restored to the asset account and an additional $1,000,000 has been provided for Federal income taxes for prior years. This has resulted in an increase of $2,768,000 in earned surplus which sum is not included in the earnings for the year as shown above.

Thirer Back to Post

Irene Thirer, film critic of the New York Post who has been ill for the past 18 months, will return to her duties on Jan. 7.
Paramount Films for Skiatron

(Continued from page 1)

Paramount, explained that Paramount supplied films for the Phonevision test and it would be "discriminatory" not to make pictures available to Skiatron. Asked whether Paramount's interest in the Telemeter subscription television system governed the company's decision, Raibourn replied that it did not, again pointing to the Phonevision demonstration.

Previously, 20th Century-Fox disclosed that it will hold to its decision on the Phonevision test and not supply pictures for Skiatron, while RKO Pictures said it was still considering the letter of Arthur Levey, Skiatron president, who set a deadline of Jan. 15 for responses.

Raibourn, who said Paramount's affirmative response was mailed out Friday, added that he thought Skiatron's bid was a bit premature. Skiatron has neither received approval for the test from the Federal Communications Commission, nor has it even filed for such approval, he said.

Kirsch Requested Comment

The Paramount executive, who is also board chairman of Chromatic Television Laboratories, a Paramount subsidiary, was invited to comment on the request of Jack Kirsch, president of Allied Theatres of Illinois, that major companies make known their position on the issue of selling motion pictures for home television. Raibourn said he was unfamiliar with the details of the request and refused to comment.

A Universal spokesman declared, however, that "we have never sold our films to home television." He foresaw no policy change in the immediate future. Similar sentiments have already been expressed by 20th-Fox and RKO Pictures.

On the Skiatron bid, Max Youngstein, UA vice-president and national director of advertising, publicity and exploitation, said his company has not reached a decision as yet.

Color Processing

(Continued from page 1)

newsreels. Young pointed out.

The special color laboratory, which was under construction for two years, utilizes the Eastman Kodak three-color process, and has a capacity "for 25,000,000 feet per year, with room to double the output," according to Young.

Special Screening Held

A special screening of "First Journey," the first full-length picture to be made in the Eastman Kodak process was held here last week. The film is a picturization of the tour through Canada of Princess Elizabeth and Prince Philip. The color was strikingly effective, with images sharp and distinct, and tones soothing. It compares very favorably with other color systems.

The Tri Art laboratory has facilities for handling both 16mm. and 35mm. John G. Stott, formerly with Eastman Kodak is vice-president of the company.
National Pre-Selling

FIRST-press copies of Redbook for January, which will be on the stands by Saturday, Jan. 13, is its "Picture of the Month" and name three other fine films as candidates for the Jan. 13 "Picture of the Month," "Decision Before Dawn," "I Want You" and "My Favorite Spy." The first choice is given the benefit of a full color advertisement in Metro's spectacular film, in which Deborah Kerr is prominent. Deanna Durbin again appears in "Marking Time," and says the production of tremendous spectacles is one field of entertainment in which motion pictures excel all other media, and that this vivid, pictorial record of Roman history is a brilliant achievement.

Bernie Maxwell, associated with the Franklin and Gladney agency in charge of booking the exhibitors' viewing service, is circulating a reprint from Printer's Ink in praise of film tie-ins as a promotion benefit for exhibitors. It states that success calls for a thorough understanding of techniques, and gives a number of advertisements with reference to the motion picture and the product which should be carefully answered. Examples are shown of Franklin and Gladney tie-ups, notably the one in which hundreds of thousands of "personal letters" were mailed from a Hollywood home address, in a tieup with Feature Lock Rings, for Bing Crosby's "Here Comes the Groom." 

As a unique promotion between the Paramount Theatre and RKO Pictures playing in Times Square, 100 uniformed members of singer Tony Bennett's fan club will distribute 50,000 advertising "checkers" in the five boroughs on Saturday, the boards, of heavy card stock, with checkers to match, measure 9x12 inches, and are enclosed in envelopes. The reading is "Merry Christmas and Happy New Year from Tony Bennett—See You at the Paramount Theatre—Bennett's Double Dynamic." The girls, nick-named "Santa Bellas," will be in key locations all over the city, standing in pairs wearing red and green capes.

The biggest promotion ever undertaken for newscasts was launched by Paramount with the distribution of a 16-page brochure to newspaper editors, exhibitors and opinion makers enlisting them "The Truth About Newsreels." Prepared under the direction of Oscar A. Morgan, general sales manager of short subjects and Paramount News, the copy effectively blasts the theory that television has made the newsreel obsolete by noting the excellence of the newscast's worldwide coverage and the addition which a newscast gives the well-laid program in theaters.

"The Cimarron Kid," Universal-International Technicolor Technicolor trailer starring Audie Murphy and Vyvette Dugay, will have a gala premiere at the Uptown, Fairway and Granada theaters on Tuesday, Jan. 8, and then will open Wednesday, Jan. 9, at 150 locations throughout the state of Kansas, Arkansas, Missouri, Oklahoma, Florida and Utah.

Walter Brooks

The Greatest Show on Earth

(Continued from page 1)

as it leaves its winter quarters in Florida, putting it aboard the circus trains and putting it together again at the new performance site—and thousands of youngsters everywhere have arisen before dawn in an effort to witness. Embellishing all that are touches bearing the DeMille trade mark, from Bob Hope's "Good" to Nancy Olson and some of Paramount's "Golden Dozen" of new players, as entranced or wide-eyed members of the circus audience munching popcorn or tasting ice cream cones. Later, the perimeter scene of the circus train wreck, with its aftermath of twisted wrecks and wreckage, is a rolling spectacle of the devastation that the fabric of the city itself would be misdirected in the selling of this picture. It is a circus. And something more.

The impression which winds its way through the engrossing picture is based on the professional rivalry of two star aerialists, played by Miss Hutton and Wilde, and the romantic complications which ensue between them. Miss Hutton and Wilde, in scenes which should provide thrills for most every audience, Miss Hutton and Wilde play out their rivalry high in the air, each endeavoring to outdo the other in daring aerial stunts. The inevitable climax is reached when Wilde leaves, missed by Hutton into performing within one's reach, arms, tails and clings trying to show without too much success. Heston, who raises the Top, has concentrated his efforts to the near-exclusion of romance. Injured in the train wreck and forced to relax for a while, he manages to become aware of his love for Miss Hutton from the picture's end on a premise of an understanding of her. At the same time, there is indication that Wilde's injury will mend and that he and Miss Hutton, who plays a circus performer, also will attain mutuality.

Jimmy Stewart plays a circus clown, hiding an unfortunate back- ground. He is a letter and a line of dialogue in a movie killing, which style this reviewer as an odd story line to bring into a picture to which so many children will be attracted. The same might be said of a certain number of rousing lines of dialogue and the obviousness of the rather-free-wheeling love lives of the performers.

Miss Lamour is decorative as a circus performer, Henry Wilcoxon is his usual suave self as the detective who ultimately brings Stewart to justice. All of the principals play their roles with conviction and acquit themselves well. Good in lesser roles are Lloyd Bister, as master of an animal act; Lawrence Tierney and John Kellogg as gamblers; Bob Carson as the ringmaster, and Frank Wilcoxon as the circus doctor. Emunn Kelly, the famous Ringling clown; Cuccio and Antoinette Cornelio, Ringling performers, and John Ringling North play themselves.

DeMille produced and directed with Wilcoxon as associate producer and Fredric M. Frank, Theodore St. John and Frank Cavett wrote the story and the screen play was prepared by Frank, St. John and Barre Lyndon.

John Murray Anderson staged the circus musical and dance numbers; Richard Barstow was responsible for the choreography and Victor Weingartner for the music score. Six songs are included: "The Greatest Show on Earth" and "Be a Jumping Jack," by Victor Young and Ned Washington; "Lovely Lady," by John Murray Anderson and E. Ray Carey; "This Sweet Lemonade," "A Picnic in the Park" and "Sing a Happy Song," by Henry Sullivan and John Murray Anderson.

Lynches, photography, special effects and Technicolor are all of top quality. Running time, 153 minutes. General audience classification, Release date, not set.

Sherwin Kane

Honor Newspaper Head for Palsy Aid

Atlanta, Jan. 1.—George C. Biggers, Sr., president of Atlanta Newspapers, Inc., has received a gold award for his "Meritorious Service Award" from the Tent No. 21, Variety Club International. He is the first person ever to receive the award from the Georgia chapter. The award to Biggers was made by John Fulton, Variety chief booker, who presented the recognition in behalf of the first "Old Newspaper Boys Day" last spring. On that occasion Variety members and other persons in print media and newspaper photographers donated top hats and in three hours sold more than $35,000 worth of copies of the Atlanta Journal-Constitution for the benefit of the Atlanta Cerebral Palsy Society.

Cancels Bid for Vadi's Clearance

Chicago, Jan. 1.—The M-G-M petition for an extended first-run and unlimited clearance on "Qoo Vadi" has been withdrawn and given to Selby, representing M-G-M, with the permission of Federal Judge Michael H. DeLuca, who had granted the petition. The court granted the extended run (over the two-week limit in a B.&K. or RKO Theatre) at the "Jackson Park decree" but denied a deviation from the immediate play-off in subsequent runs on pictures which play at first rate in affiliated theatres.

Withdrawal of the petition, unless a new petition is filed, leaves the Woods and Oriental the only downtown theaters of appreciable size eligible to play the film for an extended run.
W. J. GERMAN, INC., is proud
to announce that it has been appointed
distributor of all Eastman Professional
Motion Picture Films effective
January 1, 1952.

W. J. GERMAN, INC.

John Street
Fort Lee, New Jersey
Tel: L. Ongacre 5-5978
Fort Lee 8-5100

6040 North Pulaski Road
Chicago 30, III.
Tel: Irving 8-4064

6700 Santa Monica Blvd.
Hollywood 8, California
Hillside 6131
The New York Film Critics Awards:

**The Best Picture of the Year**

“A Streetcar Named Desire”

**The Best Actress of the Year**

Vivien Leigh in “A Streetcar Named Desire”

**The Best Director of the Year**

Elia Kazan for “A Streetcar Named Desire”

WARNER BROS. present

“A Streetcar Named Desire”

Starring Vivien Leigh and Marlon Brando

Directed by Elia Kazan, distributed by WARNER BROS. PICTURES DISTRIBUTING CORP.
Film Stocks At Year End Up 1 to 4 Points

Traders See Industry Meeting TV Challenge

Motion picture shares on both the Stock and Curb exchanges gave a good account of themselves during 1951, aided by improving prospects for the industry in the last half of the year.

Leading film stocks on the "Big Board" chalked up net gains for the year ranging from $1 to $4 a share.

They responded to increasing theatre attendance after a decline early in the year, the resultant prospect of rising profits for producers and exhibitors, and a quiet confidence on the part of business in general over the outlook for 1952.

Rising consumer income with a growing shortage of durable goods to spend it on because of the defense program also augured well for the amusement business.

Wall Street traders, noting the in-

Continued on page 6

U-I Has Record Backlog of 22; 12 in Technicolor

Universal-International moves into 1952 with a record backlog of 22 pictures slated for release during the remainder of 1951-52 ending Oct. 31. Twelve of these have color in Technicolor.

Despite this backlog, largest in the studio’s history, production activity will continue on a high level, it was said.

With one picture now before the cameras, three others are scheduled to go into production this month and a number of additional ones are being readied for February.

“Against All Flags,” Technicolor production co-starring Errol Flynn and Maureen O’Hara, starts shooting next Monday as the first of the studio’s January starters.

“My True Love,” with Tony Curtis

Continued on page 6

L. A. Theatre’s Rose Bowl Telecast Draws 2,400

Los Angeles, Jan. 2.—The wide local appeal of the Tournament of Roses and the subsequent Rose Bowl game was displayed here when 800 patrons came to Sherrill Corwin’s Orpheum Theatre to see the event the morning of New Year’s Day on large-screen television.

Approximately 1,600 people paid the $1.80 admission price to see the game in the afternoon. The dual event was a success at the 2,200-seat Orpheum despite stiff home TV competition, with NBC-TV carrying the game and tournament. Los Angeles, incidentally, has the second largest number of home TV sets of any city in the country.

In addition to its telecast, the Orpheum played “Flame of Araby” as the afternoon feature.

In Denver, Wolfberg’s Broadway Theatre failed to carry the telecast due to the “free” competition offered by the local radio station KFEL, which is seeking a television station

Continued on page 10

Carriers Grant Pay Hike; Avert Strike

There will be no strike of film deliverymen working for the 14 carrier companies that serve the New York metropolitan area and outlying districts.

an agreement on a new wage contract having been reached yesterday between the negotiators for the Carriers’ Union and AFL Teamsters Local No. 817.

The agreement provides for weekly pay increases that will average between $10 and $15 per week, according to Ira Meinhardt, attorney for the carriers.

The new contract, he said, is effective as of Jan. 1, will run for 2 years, and will provide also for a

Continued on page 6

RKO and Mills Music In Publishing Deal

RKO Radio Pictures and Mills Music, Inc., have signed a long-term agreement granting Mills exclusive publishing rights to all background music used in RKO films.

The contract, which provides RKO with music with worldwide representation, was worked out by C. J. Tevlin, vice-president in charge of RKO Radio

Continued on page 6

U. S. Moves Against Hughes On Stock Sale

Challenges ‘Reluctance’ Of Hughes to Divest

WASHINGTON, Jan. 2.—The Justice Department today told the U.S. Supreme Court that the “considerable reluctance” to carry out the provisions of the RKO consent decree are by Howard Hughes and other RKO defendants required the New York Statutory Court to put a time limit on Hughes’ ownership of RKO theatres stock.

The Department made the statement in a brief filed with the court, preparatory to argument next Monday on Hughes’ appeal from the New York court order. That order requires Hughes to divest his RKO Theatres stock by Feb. 26, 1953, or have the trustee sell it for him in the following two years.

“The basic purpose of the RKO consent decree was divestiture,” the

Continued on page 6

N. Y. Para. Gross For Holiday Sets Eight Year Record

New Year’s Eve and Jan. 1 grosses at first-run theatres here augured well for 1952, with the Paramount reporting its best business for the two days since 1944. Admission prices for both holidays were hiked at all Broadway houses.

Paramounts’ two-day figure was $35,200 for “Double Dynamite” and a stage show. Top business was also recorded at Radio City Music Hall, featuring its traditional Christmas show on stage, and, “I’ll See You in My Dreams” on the screen. A big $33,500 was racked up Dec. 31 and January’s $25,750 on New Year’s Day.

The Hall, like most Broadway houses, did better business on the eve of the new year compared to the next day. The Roxy, which estimated its first

Continued on page 6

1952 will be the year of this industry’s greatest grosses
**Motion Picture Daily**

**Personal Mention**

ARTHUR J. NEWMAN was appointed chairman for the Albany exchange district in the Motion Picture Association's scrap reclaiming drive for the National Production Authority.

IRA MUNICHARD, New York film carriers counsel, and Mrs. Münichard, on New Year’s Eve became parents of a second son, Michael Lee, born at Park East Hospital here.

HAL HOHORNE, manager of the Guild and the 50-seat Inclined, San Francisco, Cal., is leaving the industry to go into radio promotion and sales with station KIBE at Palo Alto, Cal.

MYRON SALAND, son of Nathan Saland, president of Mercury Film Laboratories here, and Mrs. Saland, is engaged to Barbara Ellen Cohen of this city.

HARRY COLEMAN, Columbia home office representative, is in San Francisco from New York and will remain there for the next three months.

IRVING LEVIN, divisional director of San Francisco Theatres, Inc., his wife and two children will leave for South Africa on Jan. 10.

WALTER MINTZ, Monogram-Allied Artists executive producer, returned to Hollywood from a Las Vegas vacation yesterday.

SAM HARRIS, partner in the State Theatre, Hartford, has returned to his desk following recuperation from auto accident injuries.

HERBERT WILCOX and his wife, Anna Zeitler, will sail from here for England on the S. S. Queen Mary Saturday.

ISAAC M. BORIS, president of Vitaphone Films, Inc., was married here last Saturday to Margaretta Straus.

KENNETH McKENNA, head of the M-G-M story department studio, has returned to the Coast from New York.

EDWIN AARON, 20th Century-Fox Southern sales manager, was in Atlanta from New York.

JOSEPH BLEEMENFELD of Blumenfeld Theatres is in Palm Springs, Cal., from San Francisco.

RAUL WALSH, director, will leave Hollywood Jan. 15 for an extended vacation in Argentina.

SAM SHAIN will leave here today for Los Angeles and Chicago, returning Sunday.

PAUL JONES, producer, has returned to Hollywood from New York.

ALEX GORDON, publicist, will leave tomorrow for Wichita, Kansas.

**New Delay Seen in RKO Theatre Tilt**

The tabulation of RKO Theatres stockholders proxies is still incomplete, it was learned here yesterday, with the probable result that today’s stockholders meeting in Dover, Del., will be adjourned again until a count is complete.

A spokesman for David J. Greene, leader of opposition stockholders, said he expected another meeting next week, when he foresaw the completion throughout the country of the Sol A. Schwartz, RKO Theatres president, left here yesterday for the Dover meeting.

**MPAA Directors Will Meet Here Tomorrow**

A meeting of the Motion Picture Association of America board, which Eric A. Johnston, MPAA president, is expected to leave Washington to attend, is scheduled to be held here tomorrow.

Next Tuesday, Johnston will meet with the MPAA with trade press representatives.

**Services Today for Harry Britutar, 63**

Funeral services will be held here today at Riverside Memorial Chapel for Harry Britutar, 63, vice-president of Prudential Theatres, who died on the Coast from a heart attack last Friday. He joined Prudential at its inception, 25 years ago, and more recently had been serving as consultant.

Surviving is his widow, who is a Prudential district manager.

**Squier of MGM, Ltd.**

LONDON, Jan. 2—James C. Squier, a director of M-G-M Pictures, Ltd., and a veteran of the industry, who died in a London nursing home from heart failure after a two weeks illness, was 70 years old. M-G-M offices here will honor the memory of Squier during the funeral services last Friday.

**Gualdeans Services Held**

Boston, Jan. 2—Funeral services were held for Moses H. Gualean, yesterday at the Waterman Chapel here. Gualean was a well-known real estate and civic leader and manager of the Old Castle Square Theatre here.

In the burial services, Rev. St. James Thorne, now the Uptown, the widow and a daughter survive.

**Seymour Simon Files Another Trust Suit**

Chicago, Jan. 2.—Attorney Seymour Simon, has filed still another anti-trust suit against eight major film companies, including the Warner Bros., on the theory they have been asking $270,000 damages (after tripling) for allegedly conspiring to hold independent producers back to playing pictures no sooner than the 7 days of general release and 73 days after the first Chicago run.

**Surphen Bid Meets Rejection of Court**

WASHINGTON, Jan. 2.—The Supreme Court declined to reconsider its Nov. 5 decision refusing Surphen Es-

sues, which had filed suit in the Warner Bros. consent decree. Surphen, which owns the property which the Warner Bros. company in New York is located, contends its lease should be guaranteed by both the new picture and the new theatre company, because the picture division was a part of the old company. The New York Statutory Court refused to allow it to intervene and Surphen, who had asked that the case be made over, for Surphen appealed to the high court.

On Nov. 5, by a five to one vote, the Circuit Court, held, finding that Surphen’s claim of injury was “too speculative and too contingency” and that it would require the court to permit intervention. It said Surphen could use other legal remedies to get satisfaction.

On Nov. 29, Surphen, asking for a rehearing, declared that the “adverse effect” of the consent judgment of the guarantee was “self-evident and de-

vastating.” And Surphen had, however, the High Court refused the republication. No reasons for the court’s decision today were given. Justice Jackson and Justice Clark did not take part in today’s action.

**Florida State’s Clark Burial on Saturday**

JACKSONVILLE, Fla., Jan. 2—Jesse L. Clark, general manager of Florida State Theatres since 1947, died this morning suddenly, at age 73. He was born in Altamaha County, Ga., in 1870. He was connected with Florida State since its formation in 1914. The widow and brother survive. Funeral services will be held Saturday in Tampa.

**Widow of A. Jones, Sr.**

CHICAGO, Jan. 2.—Ella T. Jones, widow of the late Aaron J. Jones, Sr., who opened the first motion picture theatre in Chicago in 1905, died here Monday in Michael Reese Hospital. She was 67. She was born in Alto, Pa., the daughter of John J. Jones and Aaron J. Jones, Jr., who are partners in the theatre circuit of Jones, Linick and Schaeffer; three cinemas. Interment was at Fairview Interment was today at Free Sons Cemetery.

**Meyer Fine’s Father Dies**

CLEVELAND, Jan. 2—Rabbi Simon Fine, 96, father of Meyer Fine, Associated Circuit head, and of Sam, Jack, Mrs. Charles Gottsch and Mrs. Ben Fine, died at his home here with 12 great grandchildren and 16 great great grandchildren also survive.
Justice Department Extends Deadline in Warner Divestiture

WASHINGTON, Jan. 2.—The Justice Department has given Warner Brothers a six months’ extension of the deadline for disposing of certain theatres which were to have been sold within one year from the entry of the consent decree and which still have not been sold.

This pushes the deadline back from Jan. 1, 1952 to July 5, 1952. Justice officials said that “while Warner has not sold all of the theatres it was required to sell during the first year, it has sold several others which it was not required to sell, and so an extension in the deadline seemed reasonable.”

Seek Amendments To Schine Decree

Negotiations for an amended divestiture plan covering 18 theatres of the Schine circuit are currently under way, but no action has been taken by the Department of Justice officials, it was learned here yesterday.

In the meantime, the parties are seeking not only to revise the divestiture schedule of seven theatres, the date for which expired Dec. 17, but to alter the June 30 disposition date of another 11 theatres under its consent decree, it was reported. An announcement on the success of such negotiations is expected shortly.

Kane Retained For Suit Against Hahns

MINNEAPOLIS, Jan. 2.—Frank J. Hahn and Frank J. Hahn, Jr., operators of the Bay and Royal theatres at St. Paul, Wis., have retained Stanley D. Kane, Minneapolis attorney and executive counsel for North Central Allied to defend them on charges by a number of film companies for allegedly pirating pictures. Kane said that he will file an answer of general denial.

Separate suits for damages against the Hahns were filed at Superior by 20th-Fox, Warners, Universal, RKO, M.G.M, Paramount and Columbia.

San Juan Exhibitor Files Trust Suit

SAN JUAN, Jan. 2.—The District Court has received an anti-trust complaint filed by Julio S. Bruno, of the El Encanto Theatre here, which seeks $270,000 plus costs. The suit accuses Trojolo Llana, operator of a 13-theatre circuit in San Juan, and all distributors in Puerto Rico, of conspiring to prevent the El Encanto from booking first-run pictures since Jan. 1947.

Arthur W. Davis With Hargroves

Arthur W. Davis has been appointed Eastern district manager of Hargroves Theatre Service Systems, to be in charge of the Philadelphia, Pittsburgh and Washington, exchange territories, according to the firm, which has its offices in the Widener Building, Philadelphia. Davis was formerly general manager of the National Field Service Co.

Sullivan Toastmaster at Jan. 7 Boston Cancer Building Banquet

Boston, Jan. 2.—Gael Sullivan, executive director of the Theatre Owners of America, has accepted an invitation of the Variety Club of New England to be toastmaster at the banquet to be held at the Boston Garden on Jan. 7, with the official opening of the new Jimmy Fund Cancer Building of the Children’s Cancer Research Foundation.

Charles E. Mulholland, president and Louis R. Perini is chairman of the building committee. Others who have accepted Varety’s invitation to attend the ceremonies are Horace Stoneham, president of the New York Giants; Walter O’Malley, president of the Brooklyn Dodgers, and Warren Jones, president of the National Baseball League.

Katz, Steinhardt, Four of U-I Foreign pearlman Assigned

UA Forms ‘Employer’ Subsidiary for Stars

To make it possible for free-lance Hollywood talent to avoid ‘guarantees’ in their tax returns when reporting earnings from roles in pictures produced abroad independently, United Artists release, the company has formed a subsidiary, United Artists Production Corp., for this purpose. Money required for the campaign in financing, it was emphasized.

First star to make use of the subsidiary will be Joseph Cotten in Ken Annakin’s British production, “Planter’s Wife.”

‘Queen’ Sets Record For UA at Wilshire

LOS ANGELES, Jan. 2.—An all-time high United Artists local box-office record of $24,500 at the Fox Wilshire Theatre in Los Angeles was set by John Huston’s “The African Queen” for the first week it was announced.

The film, which entered its second week yesterday, broke several other UA house records during the week, including opening day grosses.

Sisk Pact Extended

Hollywood, Jan. 2.—Robert Sisk’s contract as a Warner Brothers producer expired Dec. 31, 1951, with Jack L. Warner, executive producer. Sisk joined the studio’s producer staff a year ago. He recently completed “Blind Horses.” His current assignment is the Technicolor production, “Man with A Gun.”

Press Club Elects Sidney

Baltimor, Jan. 2.—Jack Sidney, publicist of Loew’s Valencia Theatre here has been elected to the board of governors of the Press Club.

‘Take’ in Admission Taxes Shows Sharp Decline in Month

WASHINGTON, Jan. 2.—Admission tax collections in December, reflecting boxoffice receipts in November, were sharply below the December, 1950, figures of Internal Revenue.

The Bureau put tax receipts this November at $31,084,965, compared with $34,570,182 in the year previous. This represented a closing of just over one third of the total came from motion picture theatre, and how much from other “general admissions,” and so it is impossible to state how much of the boxoffice impact of “Movietime U.S.A.”

RKo Radio’s Office In Japan Functioning

RKo Radio’s offices in Tokyo have been opened, the company’s general manager, has informed Phil Reisman, vice-president in charge of foreign distribution.

Under the direction of Leon D. Britton, Far-East supervisor, the staff includes T. Ishikawa, general sales manager, and a sales account executive.

Butler, Meridian, Randolph, Rayner; Vacuum, as chief, and Shida, Tokyo chief booker; and M. Takahashi, Nagoya chief booker.

Sales and branch managers A. Iga, at Kyushu; S. Ueda at Nagoya, and H. Nakamatsu, Osaka.

RKo was the first major company to have billboard posters up advertising product, Schwartz reported.

Souvaine Pictures Promotes Heiber

Edward Heiber, Souvaine Selective Pictures Western district manager since the formation of the company, has been promoted to the post of district manager for the New York office headquarters in Chicago. Heiber’s territory will embrace Midwest and Far Western districts. With this appointment Heiber becomes the firm’s first divisional sales manager.

Name Wagner Manager

WASHINGTON, Jan. 2.—Gerald Wagner has been named general manager of the Playhouse and the Dupont, two local Loepert theatres, to succeed Victor J. Orsinger, who has entered private law practice. Wagner has been general manager’s assistant. Jean Imhoff will be manager of the Dupont and Kenneth J. McGuire becomes manager of the Playhouse.

Robert Goodfried to Para. Publicity Post

Hollywood, Jan. 2.—Robert Goodfried, former advertising publicity director of Eagle Lion Studios, and for the past two years associated with Publicity, was the Filmways Circuit, will join Paramount studio publicity department Monday, assigned to George Pal Productions.
November Increase In U.K. Attendance

London, Jan. 2.—Latest returns issued by the Customs and Excise Department reveal an increase in theatre business in Britain for November. In that month the tax take for RKO, for instance, was £13,923,000 (79,479,000), compared with £13,250,000 (89,212,000).

In the first seven-day period of the previous year, "Elpomont," plus a stage retribution, wound up its first week at the Astor, and an excellent $11,700 was registered by "I Want You!" at the Criterion for the two weeks, while a robust $12,430 was raised by "Detective Story" at the Mayfair. "Decision Before Dawn" at the Rivioli did a better than $10,000 for two weeks, and a similar good figure was realized for "Distant Drums" at the Warner, which did about $18,000.

"Spy" Doing Well

At the Globe, a large $13,527 was taken in for the two-week period by "My Favorite Spy." Similar reports of brisk business came from the Capitol, which opened Monday with "Westward the Women," the Astor, now playing "Quo Vadis" in a continuous run policy, and Loew's State, which reserved "His Girl Friday" for its preview showing Monday.

"Vadis' Breaks House Record in K.C.; Tops 'GWTT' in Indianapolis

"Quo Vadis" continues to pull very high grosses. In Kansas City, despite inclement weather and extra-ordinary competition from the show business, it broke the house record at the Midland, where it drew a seven-day gross of better than $14,000, as compared to Howard's Monogram was well supported and gained more than a point, to above $3 a share.

Against Hughes

Justice brief, adding that the earlier decree was carefully drawn to give two independent companies and that the trustees and eventual sale of the theatre stock was an "integral part" of this plan. Hughes' argument that he does not have to sell the theatre stock until he is ready "would leave the parties in a state of uncertainty as to the ultimate disposition of the company," and frustrate the primary purpose of the decree—divorce of the economic relationship between the two companies, the brief argued.

So long as Hughes gets the divi- dend, the interests of the trustees and the theatre company has a "powerful inducement" to favor the RKO Theatres Company, the high court was told.

The consent decree specifically gives the lower court power to prescribe "other terms and conditions" for the trust, Justice said, and "this includes the power to set a reasonable termination date." The time actually set for the final disposition of the theatre stock is more than six years from the date of the consent decree and "is fair by any test," Justice declared.

The consent decree originally provided that the lower court could demand that the trust pay over the entire $60-a-share dividend on the common stock at any point higher than $17 a share.

Eastman Kodak, 20th-Fox and Metro Pictures Inc. have changed as a result of the year's dealings but held steady despite lower net profits reported for earlier periods of the year.

Technicolor was a highlight on the Curb Market, rising around $4 a share to close at $39 3/4. The Tricolor Monogram was well supported and gained more than a point, to above $3 a share.

I-O Backlog

(Continued from page 1)

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Justice, in the Federal District Court in Chicago, has set aside a $10,000 bond previously set in the case of Tip, a member of the board of directors of Allied Theatres of Illinois to devote full time to his law practice.

of all this, it was "incumbent on the lower court to set a limit," the brief said.

Carriers Grant Pay

(Continued from page 1)

$5 pay hike a year from now will include provisions for better working conditions, holiday pay and improved insurance, disability and hospitalization benefits, increased wages for drivers and driver helpers are involved.

A "no strike" clause will be included in the pact, Meinhardt said. The month-long negotiations threatened to collapse with a strike on Jan. 1, but prior to the holidays the carriers won a promise from the union that there would be no walkout until at least the end of this week, pending further talks.

KRO and Mills Music

(Continued from page 1)

studio operations, and Irving Mills. It is retrospective to 1920. Involved in the agreement, which also calls for elimination of discrimination, tax-

vice, between legitimate and motion picture theatres. The formers are not taxed. It is expected that the Customs and Excise department will call an all-

trade conference on the matter in the near future.

Hear Valley Case Jan. 17

Chicago, Jan. 2.—The defendants' request for a change of venue from Chicago to "Valley Shop-In," case —the case pending the breaking of the Cincinnati release system—will be heard here Jan. 17.

Film Stocks Up at Year End

N. Y. Grosses

(Continued from page 1)
THE GREATEST SHOW ON EARTH
from THE GREATEST SHOWMAN ON EARTH
WORLD PRE-RELEASE ENGAGEMENT
At The
Nation's Greatest Showplace
RADIO CITY MUSIC HALL

Cecil B. DeMille's
THE
GREATEST SHOW ON EARTH

Color by
TECHNICOLOR

BETTY HUTTON
as Holly, Queen of the Flyers

CHARLTON HESTON
as Brad, The Boss-man

GLORIA GRAHAME
as Angel, the Elephant Girl

CORNEL WILDE
as The Great Sebastian

DOROTHY LAMOUR
as Phyllis, the “Hula” Girl

HENRY WILCOXON
LYLE BETTGER
LAWRENCE TIERNEY
EMMETT KELLY
CUCCIOLA

JAMES STEWART
as Buttons—a Clown

Produced and Directed by Cecil B. DeMille
Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus
Screenplay by Fredric M. Frank, Barre Lyndon and Theodore St. John
Story by Fredric M. Frank, Theodore St. John and Frank Cavett

“If It’s a Paramount Picture, It’s The Best Show in Town”
—and this Paramount Picture is
THE GREATEST BOXOFFICE SHOW ON EARTH!
**The Las Vegas Story**

(RKO Pictures)

**THE** exploitable strength in this RKO Pictures presentation lies in its cast, topped by Miss Russell, Vincent Price, Victor Mature and Hoagy Carmichael. The mechanical plot is a bit enlivened by Carmichael at the piano and a hair-raising episode involving a chase between a helicopter and an automobile. The formula situations, however, are not improved by a number of double meanings and line directed at Miss Russell.

“The Las Vegas Story” finds Miss Russell unhappily married to Price, a wealthy investment broker, involved in a number of shady deals and in dire need of cash to stop at the Nevada gambling table. Eventually he meets Miss Russell in New York, and during the war years was in love with Mature. Price takes to the gambling tables while Miss Russell tries to avenge the past when she was a vocalist at the Las Vegas. She meets Mature, who is now a detective. Locations pile up when the owner of the club is slain and Price is accused of murder. However, the real killer is found to be a “private eye” for an insurance company who has designs on Miss Russell. He is slain following a chase by Mature. Price is nabbed for embezzlement, leaving Miss Russell free to marry Mature.

Others in the cast include Brad Dexter, Gordon Oliver, Ray C. Flippen and Will Wright. Samuel Bischoff was executive producer and Robert Spark was producer, while Robert Stevenson directed.

Running time, 88 minutes. General audience classification. Release date, not set.

**“Indian Uprising”**

(Edward Small-Columbia)

CLEAVING to basic Western formula, “Indian Uprising” is strong on action, light on love interest and has the added attraction of color by Supercinecolor. George Montgomery, playing a dauntless cavalryman who has shared many a peril and a sweat on the fields of Apache, and that peace was restored when Montgomery finally succeeded after many attempts to convince the authorities that the Indians were being deliberately aggressed into raiding territory. Submitted to him by Ray Nazarro directed the numerous Indian fight in a manner to create maximum excitement, and maintained throughout the film the sharply drawn distinction between heroism and villainy. Produced by Bernard Small, the picture is an Edward Small presentation. Running time, 75 minutes. General audience classification. For January release.

CHARLES L. FRANKE

**Announcing**

The Second Annual Communion Breakfast for Catholic people of the motion picture industry, New York area, at St. Patrick’s Cathedral, January 20th. Pontifical Mass at nine o’clock. Breakfast immediately following, Grand Ballroom, Hotel Waldorf Astoria. For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Telephone BRyan 9-8700. Tickets: $3.75 each.

**Foreign Language Critics Elect**

The following officers were elected to serve during 1952 by the Foreign Language Press Film Critics’ Circle: President, Wladyslaw Boreczek, film editor of the Polish Morning World; vice-president, Victor Shinkin of the Russian Daily Slavo; treasurer, Andrew Valarchuk, editor of the Czechoslovak Daily Slovak; Sigmund Gottlieb, director of the American Foreign Language Press was re-elected executive secretary.

**Boston Salesmen’s Club Holds Elections**

Boston, Jan. 2 — The Boston Motion Picture Salesmen’s Club announced officers and a board of directors for 1952 as follows: president, H. O. (Bud) Lewis; vice-president, Arthur Gromer; secretary, Louis Joseph; treasurer, Joseph Wolf; sergeant-at-arms, Joseph Mielke. The board of directors are as follows: chairman: William Kunis; Harry Goldstein; Nate Levin, Leonard Apple, Jerry Callahan and Dave Grover.
RCA's Jolliffe Cites Developments in Television Radio

Outstanding achievements in radio and television during 1951 are listed by Dr. C. B. Jolliffe, vice-president and technical director of RCA, as follows:

Field testing the RCA compatible, all-electronic system in underground broadcasting conditions. Tests included outdoor and studio pickups, transmissions by radio relay and television into New York and Washington, reception on experimental home-type receivers, featuring the RCA compatible color system and television on a 9-1/2-foot screen.

On Oct. 15, 17, and 18, a test program of the RCA compatible color system was transmitted across the nation.

Adoption by the National Television System Committee of field-test standards for a compatible color TV system.

Emergence of the practicality of the UHF (ultra high frequency) portion of the broadcasting spectrum for television. 70 stations provide coverage for more than 2,000 UHF television stations and bring TV coverage within range of nearly every American community.

Inauguration of Coast-to-Coast television service employing microwave relay routes.

Start of pilot production of the transistor, a tiny device, which will eventually replace certain types of electron tubes.

Development of new and electronic equipment for the Armed Forces.

The new television, which became a new industry and service and spread across the country for independent operation in networks linked by radio relays or coaxial cable.

Rose Bowl Game (Continued from page 1)

permit. KFEL put the game on the air in Los Angeles, which was packed by patrons who were not charged admissions. Denver, at this time, has no home TV reception.

According to information received here, last minute complications involving theatre television rights failed to deter Corwin from carrying the telecast. The local NBC office stated that Theatre Network Television, which cleared the theatre rights for the game through NBC-New York, sought to amend NBC's contract to Tournamont theatres so as to allow theatre telecasting of the game. Complications arose when Pacific Coast Conference commissioner Victor Schmidt and Latrobe Leishman, chairman of the football committee, voted against waiving the theatre prohibition.

RKO Will Reissue "Hunchback" and "Cat"

Following tests of a combined release of "The Hunchback of Notre Dame" and "The Cat People," RKO Radio is putting both pictures back in circulation, Robert Mohrle, sales vice-president, announced.

The films, which were tried out in Denver, Atlanta, Chattanooga, Birmingham and Boise, as well as several smaller situations.

SMpte Says Film, TV Industry Is 'Weak' Technically

The industry's "technical foundation" is no longer the insurance for the future that it was once considered to be, according to an opinion letter heard on the floor of the governors of the Society of Motion Picture and Television Engineers. Hence, the organization has recommended in a bulletin to members that SMpte aims in 1952 to put all resources behind film and TV engineering projects, encourage engineers to keep themselves posted on developments, encourage publication of technical papers and encourage engineering schools to prepare students for work in the industry.

'Unhealthy Future'

"The motion picture industry, it is only realized it, is in for a serious and unhealthy future," the bulletin states in declaring the weakness attributed to the "technical foundation."

Hitting the lack of training programs for television engineers, the bulletin states: "The movie business is traditionally ingrown. Technicians are trained from entering and jobs are handed down internally. Behind closed doors we find no retraining programs and laboratories keep the same secrets from each other, where new ideas are virtually unknown and where processes show little progress while counterparts in other industries sail right by."

Cover Presidential Conventions by TV

Columbia Broadcasting will cover Coast-to-Coast on both television and radio networks the Republican and Democratic conventions at Chicago and Cleveland. The bipartisan campaign, to be sponsored by Westinghouse Electric, will be escorted by Philco Corp. will sponsor both conventions over the combined CBS-Broadcasting System radio and television networks.

Will Sponsor 20 Hours

The CBS deal marks one of the largest in the history of broadcast programming and will allow coverage of more than 1,000,000 Westinghouse will sponsor 20 hours of television and radio coverage of each convention.

'Sirocco' Campaign Winning Named

Columbia has awarded prizes to the winners of its national "Sirocco" contest for "Sirocco," first prize of all expense-paid week in New York for two lunches with Robert Wheelan of the RKO Orpheum in Minneapolis. Second prize, a Zenith radio-phonograph converted to a herd of Miami Beach's Carib Theatre. Adam戈兹 of the Hippodrome in Baltimore will receive the third prize, a long-distance telephone to Zenith radio. In addition, the judges, officers of the Associated Motion Picture Advertisers and representatives of Columbia and CROWELL-PUBLISHERS, were worthy of honorable mention. The winners of the as yet unannounced prizes will be announced in February by the Fox in Springfield, Mo., and Frank K. Shaffer of the Warner's Dixie in Staunton, Va.

The ability to do something new and different within the accepted limitations of the broadcasting medium is a rare gift. Few of the creative minds in the industry can lay claim to it. Edward R. Murrow, CBS newsmen and commentator, is one of whom the exceptions.

On Nov. 24, when he and Fred Friendly produced the "I can Hear It Now . . ." series, this past fall, he brightened Sunday afternoon with his brilliantly conceived and executed "See It Now" TV program which continues as notable examples of intelligent and interpretive news reporting.

This past Sunday, over the CBS Radio Network, Murrow presented a get-together of CBS correspondents from various parts of the world. The program, in informal setting, was repeated over CBS-TV on New Year's Day and under Murrow's guiding hand turned into a fascinating hour-long analysis of the world situation.

Now CBS announces an addition to Murrow's already crowded schedule. On Saturday, over CBS Radio, he starts a once-a-week series of five-minute interviews called "This I Believe." The show has been on in New York locally since September and was a big hit.

On hand is a year-end statement from Joseph H. McConnell, president of the National Broadcasting Company, who thinks that by 1955 some 28,000,000 American homes will be equipped with television sets, accommodating an audience of 84,000,000, or more than half of the total national population.

By that year, too, McConnell believes 1,000 television theater programs and the five per cent addition to the home viewing audience should put television within a reach of nearly 90,000,000 people. The ABC executive also predicted a total annual income from all advertising sources in 1955 of $800,000,000 with NBC's 1955 TV advertising expenditures of $1,775,000,000. He added that, should compatible color television become a reality before 1955, his forecasts might have to be revised drastically.

Adding to an already uneventful and unexciting New Year's Eve program schedule on TV, "Studio One" presented "That Paris Feeling" Monday night. The romantic comedy introduced Ann Gillis. One has come to connect the name of Worthington Miller, director of "Studio One," with some of the finest dramatic programs on television. In fact, there was a time when "Studio One" set the pace for shows of its type. This is no longer so. During the past six months, the hour-long program has been of such uneven quality that it must have alienated many viewers. Whether the fault lies with the selection of scripts—such as was the case with "That Paris Feeling"—or whether it is because Miller has set too high a goal on the Air, the potential of his camera, is difficult to tell. That "Paris Feeling," in addition to being lightweight even as comedy material, also lacked strength when it came to performances.

The TV networks in general showed precious little imagination in their New Year's Eve programming. "Midnight" found many cameras trained atop the Times Building. NBC had Ben Grauer excitingly reviewing political history from the roof of the Astor Hotel. The Paramount Theatre got a nice plug and so did Cecil B. deMille. CBS decided to let loose a frenzied glimpse of "the city" at the Stock Club where everyone acted gay and exhilarated. WOR-17 set off on the air, on schedule, at the stroke of midnight.

Noted in Passing: "Big Town" returns to CBS Radio. . . . Robert Montgomery's full-hour tour-de-force on NBC Monday night a TV dud. A lecture is not entertainment, regardless of how good the lecturer. . . . The Lunts in "I Know My Love" Sunday over NBC radio. . . . Jimmy Durante at his best, with Helen Traubel as his guest on the All Star Revue over NBC-TV Saturday. . . . A. A. Schechter is leaving his post as a vice-president of the Crowell-Collier Publishing Co. to return to NBC as general executive for the TV network. His first task will be to supervise NBC's preceding morning program, "Today," which starts Jan. 14. Schechter first joined NBC in 1931.

Fred Heft
WB Sold 43 Properties at $7,106,000

Plans A Reorganization For U. S. Tax Purposes

The sale of 32 Warner Brothers theatres and 11 other properties owned by the company at an aggregate price of $2,106,000 was revealed here yesterday in the annual report to stockholders by Harry M. Warner, president.

In the report for the year ending Aug. 31, 1951, which resulted in a net profit of $842,476,000, the company noted that in addition to the theatres that must be divested pursuant to the consent judgment, WB is negotiating for the sale of a substantial number of other theatres.

Regarding the acquisition of (Continued on page 6)

SEC Lists Top Film Salaries

Louis B. Mayer during the last fiscal year received from Loew's M-G-M remuneration totaling $300,000, and Harry M. Warner received from Warner Bros. a salary of $185,000, according to year-end reports of the respective companies on salary payments to their officers. Mayer, who meanwhile resigned his post as Loew's M-G-M first vice-president, and Warner, WB president, (Continued on page 6)

Wald-Krasna Seen Remaining at RKO

Hollywood, Jan. 3.—Negotiators representing Jerry Wald and Norman Krasna, on the one hand, and RKO Pictures, on the other, continued their discussions today concerning extension of the option for the services of the production team.

The expectation is that an agreement will be reached before the end of the week under which Wald-Krasna

(Continued on page 6)

1952 will be the year of this industry's greatest grosses

FOR THE RECORD

TOP-GROSSING PICTURES OF '51

Motion Picture Daily herewith lists alphabetically the top-grossing pictures of 1951:

AN AMERICAN IN PARIS (Metro-Goldwyn-Mayer)
BORN YESTERDAY (Columbia)
DAVID AND BATHSHEBA (20th Century-Fox)
THE GREAT CARUSO (Metro-Goldwyn-Mayer)
KING SOLOMON'S MINES (Metro-Goldwyn-Mayer)
SHOW BOAT (Metro-Goldwyn-Mayer)
THAT'S MY BOY (Paramount)

CHAOS IN CHICAGO

In the category of current conditions which cry for remedy the situation which exists in the City of Chicago stands very near the top.

The Chicago situation, which is gravely affecting the welfare of the industry in that dominant key area of Middle United States, stems from the fantastic consequences which have flowed from the unique and revolutionary regulations incident to the "Jackson Park Case."

The Chicago area, a seat of power and prosperity of the industry from its pioneer days, has been hurtled virtually to the brink of disaster by what is perhaps the strangest complexity of trade practices which has ever confronted a segment of American business. Legality theory, applied ruthlessly and with either scant knowledge or little concern as to its consequences, has created a condition of economic chaos.

DESPITE the great public service of the motion picture, the affectionate status it enjoys as the chiefly favored public amusement of the American people, there has been set up in Chicago a set of trade practices which are not in the public interest and fail to satisfy the wishes of the individual theatre-goer. Meanwhile they are jeopardizing many millions of dollars of legitimately invested American capital, represented in both theatres and film.

The system that prevails is a strange phenomenon in American life. Assuming authority from Federal Court decisions, a Federal judge has allowed himself to be installed as an absolute dictator over the economic life of the motion picture industry in the city of Chicago. Unable to escape the atmosphere which inevitably prevails in a climate of dictatorship, the Federal judge finds himself from time to time assuming Olympic prerogatives.

Although even Hollywood has not yet produced a genius who presumes to be able to catalogue audience acceptance of motion (Continued on page 6)

Audit Shows U. A. Earned Profit in '51

Qualifies Krim Group For Stock Ownership

A preliminary audit has revealed, as expected, that United Artists ended 1951 in the black, thus meeting the basic requirement for the Arthur Krim-Robert Benjamin-Matthew Fox group to acquire ownership of 50 per cent of the outstanding stock of the company and to extend their management control through 1960.

Other management members who also will share in the 50 per cent stock ownership are William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president in charge of advertising-publicity, and Arnold Picker, vice-president in charge of foreign distribution.

Krim has scheduled a trade press conference next Tuesday, at which

(Continued on page 6)

Grainger Out Of Shea Chain

E. C. Grainger, general manager and former president of Shea Enterprises, was dismissed by the company this week in what was described as an afterthought to a dispute over terms of his employment contract.

The dismissal came with discovery of a motion on file in New York Supreme Court here by Grainger to compel Shea Enterprises and Gerald Shea, president since last fall,

(Continued on page 6)

Snaper Calls for New Sales Policies

Asserting that there has not been "a progressive step in sales formulas" in many years, Wilbur Snaper, president of New Jersey Allied and coordinator of the national Allied film committee, yesterday called for abandonment of present selling policies in favor of "a better way of conducting our business."

Acknowledging that he could offer

(Continued on page 5)
1951 Was Banner Production Year, Johnston Declares

WASHINGTON, Jan. 3—Assessing the achievements of the industry last year, Eric A. Johnston, president of the Motion Picture Association of America, says it is a banner year. "It has been the most important and imposing factor in motion picture progress in 1951 was the marked increase in the number of genuinely outstanding films from Hollywood."

"In no previous year that I know of has the industry been so busily occupied turning out more impressive array of top-notch pictures."

Johnston said he rated this development number one in significance because of its "by-products" that resulted. He cited these as: (1), the "sounding note of confidence and optimism" within the industry; (2), dissipation of "all the gloomy diagnoses that the motion picture industry was ready for burial;" (3), the arrival of new patrons into theatres, and (4), the manifestation of interest both at home and abroad, for the matchless prowess, versatility, artistry and resourcefulness of American motion pictures.

The second half of the 20th century now "celebrates its second birthday," he said. "This is the finest time to get the finest entertainment since 1932 than the superb picture package now being wrapped up in Hollywood."

Fourth RKO House Gets Theatre TV

Continuing with plans for installing theatre screen TV in RKO theatres in key cities all over the country, RKO is now installing its fourth RCA instantaneous direct projection television-television system in the RKO Alhambra in Cincinnati, which was disclosed by William W. Howard, RKO Theatres vice-president. The Alhambra, the first such system in Cincinnati, and more installations are being planned for other RKO theatres. To date, TV sets are in the Alhambra's in Washington and the Palace in Cleveland have been operating large screen theatre television.

The equipment will be RCA's model PT-100, the same model is used in the other RKO houses, and which provides an image as large as the usual theatre screen.

RKO Meet Is Off Again, to Jan. 10

Dovey, Del., Jan. 3—Another meeting of the first childless club was held here yesterday, but because the tabulation of proxies had not been completed, the annual meeting was adjourned again until next Thursday.

Due to the spirited campaign being waged by management and opposition leaders, this year's, meeting has been proceeding at a slow pace with frequent challenges on both sides, it is understood.

45 from Field to Attend DeMille Meet

FORTY-FIVE field men of the 20th Century-Fox distribution force will attend the five-day sale convention of the company starting Monday at the home office in Los Angeles. Heading the contingent will be division managers Martin Moskwitz, Empire, New York; Sid Calahan, Halstic, Ray Moon, Central; Peter Myers, Canadian; Moe Levy, Mid-West; Harry onstage, Southern; Sondra Wohletz, Western, Paul Wilson and Buck Stoner, assistant division managers of the South and West, respectively, will also attend.

Branch Managers Attending

Branch managers attending the meeting will include: Abe Dickstein, New York; Nat Rosen, Albany; Charlie Roeske, Jacksonville; James Brant, New Haven; Sam Diamond, Philadelphia; Glenn Norris, Wash-ington; Gil Gillikin, Atlanta; Jack Rosen, Cincinnati; I. J. Schmertz, Cleveland; Joe Lee, Detroit; Tom Monogram, Pittsburgh; Bob Con, Des Moines; Joe Neger, Kansas City; Jack Lo-rente, Milwaukee; Ralph Pelov, Jr., Minneapolis; Joe Scott, Omaha; Gordon Halloran, Lombard, Louis.

Others Listed

Also, Fred Dodson, Atlanta; John Hofstot, Charleston; Mark Sheridan, Detroit; E. P. Jackson, Jacksonville; Jimmy Cudgen, Denver; Alex Harrison, Los Angeles; Charles Powers, Portland; Kenneth Lloyd, Cleveland; J. R. McClester, Indianapolis; Earl Daniel, Street; Urban Beeler, Advertising Representative, FL 6304; Bruce Fein, Editorial Representative, H North Clarie Street, FR-2-806, Washington, J. A. Atten, National Sales Corporation, 33 East 42nd Street, New York, N. Y.; Alton Hinkle, Advertising Representative, 69 South St., New York, N. Y.; Jack Bolen, Advertising Representative, 890 Broadway, New York, N. Y.; Bob Finkel, Advertising Representative, 33 West 42nd Street, New York, N. Y.; Jack Bolen, Advertising Representative, 69 South St., New York, N. Y.; Alton Hinkle, Advertising Representative, 33 East 42nd Street, New York, N. Y.; and Jack Bolen, Advertising Representative, 69 South St., New York, N. Y.

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Personal Mention

H. J. VATES, president of Republic Pictures, has returned to the Coast after spending the holidays here. He is expected back in New York at the end of the month.

MICHAEL MOODARE, governing director of Amalgamated Theatres, Ltd., in New Zealand, affiliated with 20th Century-Fox, has been chosen by the Order of the British Empire by King George VI of England.

DEWEY BLOOM, M-G-M press representative for Canada, is recuperating from a recent illness at his home in Toronto.

JOSEPH R. HAPFFNER, C.P.A., has been admitted to general partnership in Samuel Hacker and Co., film industry accountants.

ROSS DOYAL of M-G-M’s publicity department is in St. Claire’s Hospital here for a checkup.

Eric Johnston, Motion Picture Association of America president, arrived in New York yesterday to attend today’s meeting of the MPAA board.

HERBERT A. PHILBRICK, assistant director of ad-publicity for Mullen & Yard, Chicago, has been moved down here by the studio as the producer of British film was doing overwork for the FBI in the Communist Party, will have his story serialized in the Boston Traveler and Sunday Herald.

EDWIN E. ENKE has resigned as manager of the SoHo Colonial Theatre in Hempstead, N. Y., to accept an appointment as New York State field representative of the Equitable Life Insurance Co. of Iowa.

ABE OLDMAN, general manager of Robbins-Feist Music Co., subsidiary of Loew’s, is a grandfather, his daughter, Mrs. Marjorie Sturmer having given birth to a girl at Myrtle Beach, S. C.

Comp to Be Topic At MPAA Meet Today

The meeting here today of the Motion Pictures Association of America board will be devoted almost exclusively to discussion of the Council of Motion Picture Organizations, the MPAA indicated yesterday.

Arthur L. Mayer, COMPO executive vice-president, will attend the meeting, the MPAA board will consider, and perhaps act upon, proposals which have been made for the directors’ “support of an anti-coproduction-publicity program which will be part of the continuing “Movietime U.S.A.” campaign.

Continue Delay on Salary Decision

WASHINGTON, Jan. 3—A Salary Stabilization Board decision on salary control policies for the film and other talent industries was expected before late January, at the earliest.

A Board spokesman said the Board and its staff envisaged considerable further work on the matter before issuing a regulation. For one thing, he said, the Board wants to write into one regulation policies for talent workers, sports figures and possibly other groups. For another thing, the Board still has several questions it wants answered. Board executive director Joseph Cooper will attempt to get some of these answered as far as the film industry goes when he is on the West Coast the week after next. He plans to talk to Hollywood companies’ local labor officials while on the Coast.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

DORIS DAY

DAMON THOMAS

“‘I’LL SEE YOU IN MY DREAMS”

THE MUSIC HALL’S

GREAT CHRISTMAS STAGE SHOW

MUSICAL MERRY-MAKING!""
Universal-International

Proudly Announces its

40th ANNIVERSARY YEAR

and its Inaugural Event

NATE BLUMBERG DRIVE

Celebrating
his 40 Years in Show Business
To celebrate Nate Blumberg’s 40 years in show business in a manner which will long be happily remembered by our thousands of exhibitor friends, we have carefully assembled a schedule of releases that, we are confident, will bring extra profits to theatres during the period of the Nate Blumberg Drive.

Our releases from January through April are big in every sense—particularly in the sense that...

"A big picture is one that makes big profits"
Columbia Pictures Pays Dividend
In Form of Stock

Columbia Pictures has applied to the Securities and Exchange Commission for the registration of 17,611 additional shares of common stock, 305 of which are reserved for the holders of payment of a 5% per cent stock dividend on the common.

The additional 1,216 shares will be issued upon the exchange of outstanding warrants and options, the company stated.

Under a loan agreement which the company has with four banks, Columbia agreed not to pay any dividends other than in cash, or on preferred stock, or to make any disbursements other than in its own stock to its stockholders. Exceeding are dividends on preferred stock which can be issued at a rate not exceeding $318,750 per annum from June, 1950.

Of the $10,000,000 common to be issued in payment of the dividend as of Dec. 28 last, 16,359 will be capitalized at a sum representing stated value which is higher than the average of reasonable market value thereof over the period from Oct. 1, 1950, to Oct. 13, 1951. The effect upon such dividend, according to the company, also, the common stock account stockholders will be issued for a transfer from the earned surplus account of the sum of $262,071. The 36 shares representing the difference between the 26,359 being issued for the number which will be so capitalized, will be added to the 1,477,707 shares now held by the company.

The 1,216 shares will be added to the present reserve of 48,673 shares of common against warrants and options held by directors, Robert E. Montgomery, B. B. Kahane, Lester W. Roth, Irving Briskin, Gerald Rackett, A. Schneider and Joseph McConville.

Snapper Calls

(Continued from page 1)

no specific substitute formula, Snapper ventured this much: "Perhaps if distribution branches were given more freedom in dealing with their customers everyone would be better.

Including his observations in a bulletin to the New Jersey organization's membership, Snapper held that Snappers much of the bitching, friction and dog-eat-dog attitudes can be eliminated from a formula other than that used at the present time.

The distributor, he contended, "has gotten to the point where he believes theplanation for selling is just to al-
loc a picture a percentage." He said that "certainly there must be some straightening out of this constant bit-
tle which takes up so many hours on both sides—hours that might be dev-
eted to constructive work in building our business."-

Perhaps, Snapper continued, "there might be a different theory of sales philosophy but selling is not pres-
ently being employed." In this con-
nection he cited charges of "gouging" that have been made by film exhibitors the filing of percentages by dis-

John King Services

Hollywood, Jan. 3. — Services for John H. King, 77, who died yesterday in Encino will be held Saturday morn-
ing at Forest Lawn. The deceased, founded the Kuney theatre circuit.

CHAOS IN CHICAGO

(Continued from page 1)

tures in advance of public showing, this Chicago judge, caught in a maelstrom of legalistic tinkering with business operation, under-
takes to render critical opinion, presupposing popular judgment.

Making the process even more fantastic, he goes one absurd step farther and makes critical rulings without even seeing the pictures in question. Sticking to his views on descriptors by lawyers to represent opposing litigants.

Under the system the entire pattern of distribution of films in the Chicago area has been affected. With the purpose of protecting subsequent accounts against arbitrary and unreasonable clear-
ance requirements, regulations have been introduced which result in the swift burning up and wasting of millions of dollars worth of motion picture film. Pictures are hurried through the area, leaving no opportunity to build a reputation or to take advantage of word-of-mouth advertising without which no person or product can be a popular success. No one, including the Subsequent-Run theaters, is profiting.

An object of the interpretation which has been given to the Federal court decree, out of which this whole nightmare of confusion arises, was to curb the length of the Loop or Downtown engagements in First Run theaters operated by companies defendant in the original litigation. By far the majority of the Downtown theaters are operated by such defendant companies. Hence most of the film that is played in the Chicago market is subject to the orders of the Federal Court.

Under current practice the Federal judge may, if he elects so to do, allow a picture to play longer than the prescribed two-week limit. It is in such instances that the jurist lays aside his judicial ermine, becomes both a critic and a prophet, and decides how good or how bad the picture in question is and how long the public will be allowed to patronize it in a downtown location. To qualify for extended playing time the picture must be judged as being "unique" in quality. Incidentally, one of the pictures turned down for extended playing time has just been selected by the New York Critics Circle, representing the chief reviewers of the Metropolitans, as the best picture of the year. Another picture which the judge did not care for was a Negro story, yet this subject went on to an important national success.

The system of clearance which grew up through trial and error in Chicago over a period of many years undoubtedly did work certain injustices and was so judged in the Federal Courts. Many subsequent-run theatres claimed that pictures should be moved more rapidly into engagements in their houses. Many of these claims were doubtlessly sound. But no sensible and experienced person ever envisioned the wholesale upheaval that has taken place, out of which a great deal of harm has been done and very little good.

The situation which now confronts the industry in this second most

important trading area in the nation is of calamitous import. Exhibition and distribution face on one side the problems of recon-
struction and readjustment, including television advertising. On the other side there is judicial interference which over-rules commercial judgment and experience, rendering inoperative those factors of initiative and enterprise which have made American business great.

The result of all this is that the Chicago area, including all of its elements of First Run, Subsequent Run, and Distribution lies behind the rest of the nation in digging out of the complications which have beset the business during the post-war readjustment.

It is of course true that the defendant companies were held to have violated the anti-trust laws. It is likewise true that the laws impose penalties and punishments for violation. But it is incon-
ceivable that legislative intent ever contemplated, in face of the evident complexities and difficulties inherent in leasing motion picture film, any such scheme of projecting into the indefinite future a set of regulations which in actual experience is having the effect of slowly but surely soporificating an important and legiti-

mate segment of American business.

In another area of American jurisprudence there is present the

Constitutional provision against "cruel and unusual" punishment. The existing situation in Chicago ought to be considered in the light of the principle of that provision because what is happening to the business in Chicago is nothing short of cruel and unusual punishment.

Martin Quigley

Distributors Hit Milwaukee
High Court Brief

WASHINGTON, Jan. 3.—The distrib-
utors in the Milwaukee Towne case today accused the exhib-
itor and his attorney, Thomas A. McConville, of "sophistry and deceit." The distributors filed with the U. S. Supreme Court an answer to a state-
ment recently filed by Milwaukee Towne company's attorneys in request to cut the damages awarded by the U. S. Circuit Court.

In the brief today, the distributors argued that it does not matter whether the conspiracy went on if it crossed to have any impact on Milwaukee Towne company, since there was no evidence of this in the post-damage period, and that Milwaukee Towne had an adequate supply of films during that period. It said the company's usual profits at a time when business was not affected was a bet-
ger gauge of damages form the conspi-
dacy than "opinion testimony" and "speculation."

The high court is likely to act on the Milwaukee Towne appeal at a decision session next Monday.

Jersey Theatremen
Chart Bingo Fight

The New Jersey Federation of

Theatren, organization of the state's various exhibitor associations, will be prepared to combat a bill pro-

posing to legalize state-wide bingo games for religious and welfare benefits which will be introduced in the New Jersey legislature this month by Senator-elect Malcolm Forbes, Somerset Republican, a Federation spokesman said here.

Long A Political Issue

Long a political issue in the state, legalizing bingo has met year after year with successful opposition by the un

ited New Jersey exhibitors. Several bills will be fought with the end of legis-

lative sessions.

The state constitutional convention of 1947 adopted a resolution suggesting a referendum. Democrats have termed this action a mandate, but Re-

publican legislative majority leaders have been reluctant to hold the refer-

endum. Forbes, announcing the bill in Trenton, said he believed even those opposed to legalizing the game recog-

ized the justice of submitting the ques-

tion to referendum.

Services Today for

William Freedman

William Freedman, 54, purchasing agent of 20th Century-Fox, died sud-

denly yesterday morning.

Freedman first joined the company in Dec. 1915 in the poster depart-

ment of the New York exchange. He was transferred to the advertising depart-

ment in 1919, becoming head of the department in April, 1932. Freedman's services will be held today at the Riverside Chapel, at 2:00 P. M. Burial will be at Mount Hebron Cem-

eteries.

Surviving are the widow, Mrs. Hat-
tie Freedman, two daughters, Mrs. Dorothy Brown and Mrs. Maxine Re-

Wood, two grandchildren, and three sis-


isters.
UA in Black

(Continued from page 1)

time, it is expected details of UA’s 1951 operations qualifying his group to acquire ownership of the 50 per cent stock interest will be disclosed.

This week’s weekly U.A. stock outstanding, 8,000 shares of which are equally divided between UA’s executive officers, Charles Chaplin, under their agreement with the Krim-Benzinger Fox group, another 8,000 shares were placed in escrow last February to be purchased by the management group by achieving profitable operations for UA in any one of the next five calendar years from 1951 through 1953. They were assured management control for the three-year period, which could be extended for another seven-year period on achieving the first year of profitable operations.

An additional 4,000-share block of U.A. stock is authorized and held in the company treasury. Recent trade reports indicate that Louis B. Mayer might acquire the block as part of a deal by which his future productions would be released through UA.

Trade observers regard the Krim-Benjamin-Fox achievement in restoring U.A. to the black in less than a year as a triumph for the company. In view of the company’s desperate financial and product condition when they took the reins of management, and in the face of the unsettled industry conditions which prevailed last year.

U. S. To Quiz Krim, Nizer in UA Suit

(Please continue)
We announced the Sales Plan.

Then we told the industry of our experience in the opening engagements.

MORE FIGURES THAT PROVE "QUO VADIS" IS THE BOX-OFFICE GIANT OF ALL TIME!

"Q.V." grosses, first week, in all of the new engagements compared to "GWTW" in the same cities and the same theatres. All of the grosses below are exclusive of admission tax.

"QUO VADIS"

<table>
<thead>
<tr>
<th>City</th>
<th>&quot;QUO VADIS&quot;</th>
<th>&quot;GWTW&quot;</th>
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<tbody>
<tr>
<td>BOSTON (2 Theatres)</td>
<td>$80,449</td>
<td>$63,322</td>
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<td>INDIANAPOLIS</td>
<td>$30,023</td>
<td>$33,165</td>
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<td>KANSAS CITY</td>
<td>$36,085</td>
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<td>NEW ORLEANS</td>
<td>$37,113</td>
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<td>NORFOLK</td>
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<td>BUFFALO</td>
<td>$47,063</td>
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"So proud"
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<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
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<td>THE GREAT ADVENTURE</td>
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<td>THE LIGHT TOUCH</td>
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<td>TEXAS LAWYMAN</td>
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<td>PALS OF THE GOLDEN WEST</td>
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<td>THE WILD BLUE YONDER</td>
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<td>THE STRANGE WORLD OF PHILIP JOHN</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.)
Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night... go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment... make light measurements, determine proper levels... all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
“This is the second time in 25 years that I have felt the urge to devote our editorial column to a motion picture…”

—Manchester Boddy

“Before too long, I hope, everyone will have an opportunity to see “I Want You”—a new screenplay produced by Samuel Goldwyn.

“If it were just another production, factory-made to meet the urgent requirements of the box office by catering to the passing fancy of motion picture patrons, I would leave the business of writing about it in the capable hands of the professional reviewers and critics.

“But it is a great deal more than that. It is truly a great drama…

“Thank Heaven, producer Samuel Goldwyn has allowed the situation in “I Want You” to develop as naturally and therefor as honestly as it is being developed in actual life in countless homes throughout the country every day. It is refreshingly free of propaganda and preachments.

“This, I think, is the second time in 25 years that I have felt the urge to devote our editorial column to a motion picture. But after all, when so many people are thirsty, and one discovers a clear spring right in his own yard so to say—shouldn’t he tell them about it?”

—from an editorial in the Los Angeles Daily News
Adolph Zukor, 79 Today Sees Good Year for Films

Adolph Zukor, who celebrates his 79th birthday today, believes 1952 will mark the beginning of a "settling down" of the business. Interviewed at the weekend at his office here, the Paramount Pictures board chairman explained this definition as meaning that there will be steady continuance of the box-office improvement manifest during the past six months.

"The people in Hollywood," observed this industry pioneer for whom his birthday will be just another working day at his office in the Paramount Building, "are concentrating on making pictures that are of "must" caliber." Developments in 1951 actually served as proof of the accuracy of Zukor's prediction of one year ago that better pictures and better business were in the offing.

Zukor does not look for "abnormal prosperity" for the industry in 1952. He sees no reason why the box-office.

Wolf to 6 Variety Events This Month

Marc J. Wolf, chief banker of Variety Clubs International, is down for six functions for January at which he will officiate. They are:


Rose Bowl Telecast Leaves Authorization in Question

The question of authorization to televise the Rose Bowl game was left afoot at the weekend in the wake of the telecast telecast New Year's Day by Sherrill Corwin's Orphicum in Los Angeles, the only theatre in the nation to carry the event.

Queries, directed at NBC-TV, which had exclusive TV rights to the game and the Tournament of Roses, and to Theatre Network Television, which booked the event for theatres in cooperation with the network, failed to clear up the matter.

According to Coast reports, Corwin went ahead with the scheduled telecast despite the objections of Pacific Coast Highway Commissioner Victor Schmidt and Lathrop Leishman, chairman of the football committee, who voted against lifting the ban on theatre TV reported to be included in the contract with NBC-TV. The game and the Tournament.

Policy of No MGM Films to TV Holds

Metro-Goldwyn-Mayer at the weekend reaffirmed its policy of not selling M-G-M pictures to home television.

Queried on the recent call of Jack Kirsch, president of Illinois Allied, to all major companies to make public their stand on the sale of films to TV, a spokesman for M-G-M said that he saw no immediate prospect of any change in the company's policy.

Hughes Appeal to High Court Today

Washington, Jan. 6.—The U. S. Supreme Court tomorrow is scheduled to hear arguments on the Howard Hughes appeal, but a decision will probably not be handed down for many weeks.

Hughes is appealing an order of the New York District Court that he sell his RKO Theatres stock by Feb. 20, 1953 or watch the trustee sell it for him within two succeeding
Screen Ads on the Rise, Mack Reports

Chicago, Jan. 6.—If present indications continue, 1952 will see a sharp increase in the number of theatres using Screen Ads on the Rise, a new advertising medium just introduced. According to Allen Maddux, manager, a Screen Ad on the Rise is a double-sided screen advertisement, moving in uni-directional motion. The Screen Ads on the Rise have received a great deal of attention from theatre owners and distributors during the past year, and a number of these units will be installed during the next month. The installation of the Screen Ads on the Rise is expected to stimulate interest in the advertising medium throughout the industry.

Motion Picture Daily

Personal Mention

SILAS F. SEADLER, M-G-M advertising manager, will leave here for the Coast Friday.

MIL EVERITT of Columbia's Charlotte office, has been transferred to the Atlanta branch, while BILL BAN- NARD goes to the Charlotte branch.

WILLIAM B. ZOLLNER, head of M-G-M short subject and consumer sales, will leave here today on a visit to Eastern branch.

MAURICE N. WOLF, field assistant to H. M. RICHEY, exhibitor relations head, left here for Boston over the weekend.

JACK SHIELDS of the Capitol Thea-
tre, Calgary, still recuperating from auto accident injuries.

Watertown Meet Is Now Set for Jan. 14

ALBANY, N. Y., Jan. 6.—The post-Christmas meeting of the Albany Theatre Owners of America for the Northern district will be held in the Watertown, Jan. 14, with GAIL SULLIVAN, executive director of the national TOA, as principal speaker, it was dis-

FRANK FREEMAN, Paramount, head writer, will arrive here from Hollywood Thursday for conferences with home office executives.

HAROLD WIRTZHEIN, Monogram-Allied artists Western office manager, left Hollywood yesterday to confer with exchange managers at Western and Mid-West branches.

JOSEPH A. WALSH, head of branch operations for Paramount, left Los Angeles over the weekend for Seattle. He will leave there on Wednesday for Portland, Ore.

JAMES KERNAN has been named manager of Shea’s Teck Theatre in Buffalo.

All 205 MOT Films T Embassy Houses

Norman Elson, president of Guild Entertainment, who owns the Embassy house in New York, has completed a deal with Phil Williams, theatrical sales manager for the RKO Pictures, for the entire 205 films of the Embassy’s “History-in-the-Making Series.” The original Embassy-MOT pictures are to be released on Oct. 17, called for the first 75 issues.

The new deal means that the Em-

Several Circuits in ‘Poison’ Bookings

Several major circuits in the county have held a series of meetings in recent weeks. The meetings were called to discuss the problems of controlling "unfriendly" tenancy.

answer the House Un-American committee’s questions, last afternoon, before the committee’s investigations. The committee’s investigation is expected to continue throughout the week.

The recently organized League of M-G-M for salary for employees will be discussed at the meeting.

Comment No Here

Attempts to obtain comment on the settlements from M-G-M here and from Eric A. Johnston, president of the Motion Picture Producers of Amer-

No W-K Option

Hollywoo

Wile Assumes New Ohio ITO Post

COLUMBUS, Ohio, Jan. 6.—Robert Wile, former Universal Pictures pub-

Wile succeeds the late P. J. (Pete) Wold who held the post for 27 years following the closing of its last post last spring.

see Agreement Today On W-K Option

HOLLYWOOD, Jan. 6.—It is now ex-

See Agreement Today On W-K Option

HOLLYWOOD, Jan. 6.—It is now ex-

Newspaper Parade

T HE various football Bowl games highlight the current newscasts. Other items include the four released (furloughing) extension of the personnal in-


NEWS OF THE DAY, No. 127—Sports; games in Rose Bowl and Orange Bowl. Lybia hangs incompetence. Air tragedy. Ransomed U. S. air-

PARAMOUNT NEWS, No. 49—Football welcomes the New Year: A description of Rose Bowl, Sugar Bowl, Cotton Bowl and Rose Bowl.


UNIVERSAL NEWS, No. 522—Highlights from the world of sports: Games in the Rose Bowl, Cotton Bowl, Sugar Bowl and Orange Bowl.

WARNER PATHE NEWS, No. 42—Foot-

Sacher, Former ‘306’ Lawyer, Is Disbarred

Federal Judge Carroll C. Hincks approved here at the weekend the disbarment from federal practice in this district of Harry Sacher, former coun-

reds’ Defense Lawyer

Judge Hincks found that Sacher when serving as a defense lawyer in the trial of 11 top Communist leaders in Federal Court in 1949 “disregarded his declared principles” concerning willful delaying tactics and persisted in making long and repeti-

See Agreement Today On W-K Option

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MOTION PICTURE DAILY

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AN IMPORTANT ANNOUNCEMENT FROM 20TH CENTURY-FOX
WE’RE STARTING 1952
GREATEST PICTURES EVER

JANUARY

"DECISION BEFORE DAWN" Anatole Litvak, the man who gave you the "SNAKE PIT," has another masterpiece currently winning the critics' plaudits. Gary Merrill, Richard Basehart, and newcomers Oskar Werner and Hildegarde Neff lead the way in a film that is on everyone's "Ten Best" list... A "must" for every showman.

"JAPANESE WAR BRIDE" Out of the present Korean conflict comes a most unusual love story of mixed marriage. Introducing Japan's top feminine star "Yamaguchi," plus Don Taylor, Marie Windsor and Cameron Mitchell in a startling motion picture.


FEBRUARY

"PHONE CALL FROM A STRANGER" In the tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE" comes a dramatic triumph which lashes out at the "Double Standard" of marriage. Great performances by Bette Davis, Gary Merrill, Keenan Wynn, Michael Rennie and the positively sizzling Shelley Winters.

"RED SKIES OF MONTANA" The first story of the courageous "Smoke Jumpers"... Technicolor flashing across the screen with the most spectacular action sequences ever filmed. Richard Widmark heads a cast of rough, tough guys in a picture that combines power, drama, and all the excitement of the Great American Northwest.

MARCH

"FIVE FINGERS" The true, shocking revelations of the highest paid spy in history whose unbelievable exploits stunned the world. James Mason, Dannielle Darrieux and Michael Rennie head the cast of Joseph Mankiewicz's tingler filmed in Ankara and Istanbul.

"RETURN OF THE TEXAN" The adventurous story of a man who came home to the land that bred him and the woman who loved him. Vividly set in America's new great Southwest and dramatically portrayed by Dale Robertson, Joanne Dru and Walter Brennan.

"VIVA ZAPATA!" Another off-the-beaten-path dramatic achievement utilizing the collective talents of 20th Century-Fox's "Greats". John Steinbeck wrote it. Darryl Zanuck produced it. Elia Kazan directed it. Marlon Brando stars in it. "That" should give the theatre-going public an idea of what's in store for them.
WITH SIX MONTHS OF THE
COMPLETED IN 20th CENTURY-FOX
HISTORY

APRIL
9

"WITH A SONG IN MY HEART" The long awaited Jane Froman story brought to the screen as a brilliant Technicolor musical-drama. Susan Hayward, David Wayne, Thelma Ritter and Rory Calhoun head a sparkling cast in a film that is destined to be among the very best in 1952.

10

"PRIDE OF ST. LOUIS" Presenting Dan Dailey as he romps through the ever-loving Dizzy Dean story. A natural for the entire family (for exploitation too, as the release date coincides with the beginning of the baseball season). Joanne Dru co-stars in this great picture about a great guy.

11

"ROSE OF CIMARRON" Jack Beutel in his first film since "THE OUTLAW" plus Mala Powers (of "CYRANO") in an exciting outdoor adventure spectacle filmed in brilliant Natural Color.

MAY
12

"BELLES ON THEIR TOES" The delightful Gilbreth family of "CHEAPER BY THE DOZEN" is at it again in a great big bouncy Technicolor film headed by Jeanne Crain, Myrna Loy, Debra Paget and Jeffrey Hunter. Just the most wonderful kind of family entertainment anyone could hope for.

13

"DOWN AMONG THE SHELTERING PALMS" South Pacific splendor and good old-fashioned fun in this Technicolor musical featuring Mitzi Gaynor, David Wayne, Jane Greer, William Lundigan and Gloria DeHaven. A lot of singing...dancing...laughing...and box-office!

14


JUNE
15

"KANGAROO!" A roaring Technicolor adventure filmed entirely in Australia. Maureen O'Hara, Peter Lawford, Richard Boone and Finlay Currie...plus stampedes, aborigines, wild animals and blazing brush fires. Excitement all the way through and thoroughly promoted by equally exciting exploitation.

16

"WE'RE NOT MARRIED"...What happens when people suddenly find that they are not legally married. A group of unusual dramatic and hilarious situations breathtakingly performed by Ginger Rogers, David Wayne, Fred Allen, Marilyn Monroe, Paul Douglas and Jan Sterling.


**Star Tours**
(Continued from page 1)

**Merchandising Clinic Will Spark 20th-Fox Meet**

*Spyros Skouras*  
*Al Lichtman*  
*Charles Einfeld*

Gelring, assistant general sales manager; *Arthur Silverstone*, Eastern sales manager and *Edwin W. Aaron*, Western sales manager.

Participating in all discussions will be *Spyros P. Skouras*, while advertising plans for the 1962 year will be detailed by vice-president *Charles Einfeld*.

The meeting will open this morning with welcoming addresses by *Lichtman* and *Skouras*. The afternoon will be devoted to organizational plans and general sales discussions bearing on an end-of-the-year round-up for 1961, plus releasing plans for the new year. At the close of the afternoon meeting, the delegates will see Darryl F. *Zanuck’s* production of “Viva Zapata!”

Tomorrow, the men will meet to open the merchandising clinic during which facts, figures and statistics gathered from the company’s domestic branches will be presented for discussion and analysis. Each division and branch manager will present territorial needs and problems in order to clarify the requirements of exhibitors and the public in each of the company’s exchange areas. This discussion will continue throughout Tuesday, with a screening of “Red Shies of Montana” scheduled for the end of the day.

Wednesday will find the delegates continuing their branch-by-branch analysis, with participation by all delegates in outlining policies of their areas and ways and means of accomplishing mutual business objectives. “With A Song in My Heart” will be screened at the close of the day’s session.

Thursday’s meeting will be devoted to individual sales plans as outlined by Gelring, Silverstone and Aaron, in addition to the detailing of short subjects policy by *Peter Levathes*, short subjects sales manager, and branch operations plans by *Clarence Hill*, supervisor of exchanges.

On Friday morning, the session will be wholly devoted to advertising, publicity and exploitation plans, presented by Einfeld and his department head.

The final sessions of the meeting in the afternoon will begin with a summation by Lichtman, following which a key address by Skouras will close the meeting.

Home office executives, in addition to those mentioned, participating actively in the meeting will be Frank Carroll, Jack Bloom, Morris Caplan, Harry Morsay, Lem Jones, Roger Ferri, Larry Ayers and Blackman Johnson.

From the advertising, publicity and exploitation departments there will be *Alec Moss*, Rodney Bush, Stirling Silliphant, Abe Goodman and Vic Selldow.

During the sessions, executive vice-president *W. C. Michel*, vice-president *Joseph M. Moskowitz*, general counsel *Otto Koegel*, treasurer and secretary *Donald Henderson*, and comptroller *W. Eadie* will join in on special phases of the discussions. *Murray Silverstone*, president of the company’s International Corporation, will head a group in attendance which will include *Emmanuel Silverstone*, Albert Cornfield, Edward Cohen, Edward Ugast and Leslie Whelan.

Buy Two Brandt Houses

*Berk and Krumgold*, theatre realtors, have closed for the sale of two Harry Brandt theatres in New York to Samuel Friedman. The houses are the 1,600 Palestine and the 800-seat Charles Theatre.

**Hughes Appeal**
(Continued from page 1)

over the duties of general manager of the Shea circuit, in addition to his duties as head of the company’s distribution division. *Smith* will continue in charge of film buying and labor relations for the company, while *Carroll Lawley* will continue to head the Shea booking department.

Meanwhile, a hearing is scheduled for Wednesday in Bronx Supreme Court re *Grainger’s* suit for a motion for an accounting of the administration of the M. A. Shea estate by *Grainger* and E. C. Rafferty, executors and trustees. Another hearing is scheduled for Thursday in New York Supreme Court on Grainger’s motion to compel arbitration of contractual disagreements which are said to have led to terminations of his services with Shea Enterprises.

**Wallis Gets Rights To ‘Botts’ Stories**

Hall Wallis has acquired the rights to 80 “Botts” stories which author William Hazlett Upson, with the intention of using them as source material for pictures to star Dean Martin and Jerry Lewis.

The stories, which have been running regularly in the *Saturday Evening Post* since 1927, will be adapted by Richard Weil. The first screenplay is being prepared for a start early in the spring.

**Industry Leaders**
(Continued from page 1)

Labor Maurice J. Tobin, Leonard Goldenson, president of United Paramount Theatres; *Ded* Depinet, president of RKO Pictures; *Spyros P. Skouras*, 20th Century-Fox president, and Barney Balaban, president of Paramount Pictures, were present at Friday’s meeting as were a large number of other distribution executives and the directors of the advertising-publicity departments of MPAA members.

Depinet, as well as Mayer, was reminded at the meeting that his continued in his COMPO post will be expected by the companies. Both reminded the meeting that they have indicated they wish to let others take over the posts. The subject was not pursued further.

**Adolph Zukor**
(Continued from page 1)

improvement should not continue while good pictures are being made. He warned, however, against slackening off in the application of showmanship and hard work.

The competition which television poses for the motion picture industry demands from Hollywood and theatre men a standard of hard work, Zukor reminded. Any “lying down” in the face of this competition is “unwhole-some and unrealistic,” he said.

Zukor could not resist the temptation to express his enthusiasm for Cecil B. DeMille’s new production for Paramount, “The Greatest Show on Earth,” which will open Thursday at Radio City Music Hall. “Pictures like that,” he said with feeling, “have no competition.”

The Paramount board chairman, who “feels as good as at any time in the last 15 years,” entered show business in 1902 when the “flickers” had barely captured the public fancy. He still reports for work every business day, although, he pointed out, in recent years his contributions to company effort have been primarily in the form of advice and judgment. He said he derived deep satisfaction and enjoyment from his association with the rest of Paramount’s executives.

**3 Detroit Trucking Firms in Merger**

DETROIT, Jan. 6 — Cinema Service and its affiliated State Trucking Co. have merged with Theatre Trucking Co., the announce here under the name of the latter.

President of the organization will be Dale Patrick, who headed Theatre Trucking, while E. Levesque, operator of the Cinema Service for 35 years, will be vice-president. Lewis Koen, an accountant, will be secretary-treasurer. Skylcreting costs was the main reason for the merger. According to Levesque, the merger would enable them to continue operations at lower rates with the savings passed on to exhibitors.
Kramer Insists on Open Television Clause for Players

Hollywood, Jan. 6—No players whose contracts with companies that contain non-television clauses are used in films produced by Stanley Kramer, the man who started the fight for non-television policy, it was learned here. The policy came to light, for a second time, when Kramer cancelled an engagement for MGM contracts and took the role in "Happy Time" which he had played in the stage version, after learning that the company had contained a non-television clause. Kramer previously had cancelled an MGM contract with Arlene Dahl for engagement for "Cyrano de Bergerac" for the same reason.

Although Kramer declined to discuss the matter formally, it is understood that independent producers furnishing pictures to Columbia companies should not needlessly restrict such pictures with respect to their possible future usefulness in any field. The policy, originally instituted during Kramer's releasing deal with United Artists, remains in effect although his present distributor, Columbia, has a non-television clause in its player contracts.

MGM's TV Policy

(Continued from page 1)

refusing to sell films to television. Similar developments were announced last week by 20th Century-Fox, RKO Pictures and Universal-International.

On the question of Skatior's bid for product for its project tested of its subscription television system in New York City, a spokesman for Columbia Pictures said his company was still studying the request. Other companies which said they were considering the bid are United Artists and RKO Pictures, while Paramount has announced its intentions of offering product. Both 20th-Fox and Universal-International have indicated that they will turn down Skatior's bid as they rejected the request of Phonovision last year. The M-G-M spokesman said he has no comment on the Skatior bid because it had not come to his attention as yet.

Rose Bowl Telecast

(Continued from page 1)

of Roses was picked up off the air by Orphenic's TV system and thrown on the screen.

When last-minute complications developed over the stand of the Pacific Coast Conference, Coast NBC officials got in touch with the Tournament of Roses, then in New York, where TNT had secured the network's cooperation. Whether NBC-TV was finally able to override the objections of Conference officials at the last minute is still not known. Another question left begging is whether fans of the event will accept the usual percentage of the Orphenic's gross. Meanwhile, however, it is known that no legal action either by NBC-TV, M-G-M, Columbia, the network or the Rose Bowl committee against the Orphenic Theatre.

Verne Novel to Disney

Walt Disney has acquired from Sid Rogell the film rights to Jules Verne's "Twenty Million Dollars Under The Sea," Disney disclosed here.

Reviews

"Japanese War Bride"

(Joseph Bernard—20th Century-Fox)

A CCORDING to statistics there have been some 12,000 marriages of "G.I.'s" to Japanese girls. In his latest production, Joseph Bernard, who threw a dramatic spotlight on one such marriage, exploring its beginnings, development and complications, it is the type of theme that should draw patrons out of the home and it also lends itself to good exploitation application.

The film introduces to American audiences one of Japan's leading actresses, Shirley Yamaguchi. Miss Yamaguchi is a droll-like young lady who speaks in charmingly-accented English and gives a sensitive performance.

The screenplay, by Catherine Turney, is as topical as the morning newspaper. It begins with the fighting in Korea where Don Taylor, an American lieutenant, is wounded. Miss Yamaguchi, a Red Cross nurse, tends to him and presently they fall in love. They get married and go to the United States where they find that the real conflicts, in the form of racial prejudice, arise.

Taylor's family doesn't completely accept the Oriental wife. Trouble is also instigated by a former girl friend, Marie Windsor, now married to Taylor's brother, Cameron Mitchell.

In the end Taylor gets a job where it is no longer tolerable to Miss Yamaguchi and she runs off with her new-born child. Taylor goes into pursuit, finds her, and the story ends with the promise of the marriage starting out again on former ground.

Miss Turney's screenplay could stand greater mobility in the earlier phases. Direction by King Vidor is adequate.


"Wonder Boy"

(Snader Productions)

A PLEASANT though sadly British importation is offered in Snader Productions' "Wonder Boy." Bobby Henrey, who will be remembered for his performance in "The Edge of Glory" of the title role. The picture very likely will appeal to "art" house fans.

Henrey plays the part of a successful young pianist. The only member of the cast who might be considered a known personality to American audiences is Oscar Werner, currently being seen in "Decision Before Dawn." Gene Markery wrote the screenplay, which is a blend of comedy, drama, suspense and music (Mozart's "B-Flat Concerto" and Schubert's "Wanderer Fantasy")

Convinced that "a bold deed is necessary to keep Henrey from becoming the legal ward of his greedy concert manager, Muriel Acker, the boy's guardian, contacts a small-time Salzburg crook, Werner, who arranges to kidnap him and make his fortune. The plan backfires when Werner and his cronies realize they have a gold mine in the young celebrity and decide to hold him for ransom.

In the meantime, the boy finds himself kidnapped a very pleasant rest and the companionship of one of the band, an American, Robert Shackleton, the first real friendship of his life. Softening under the stress of the boy and the love of Werner's sister, Cristina Winter, the American switches the boy away from the would-be abductors and delivers him safely back to the government and his concert manager, with the latter promising the boy a more enlightened management.


"The Bushwackers"

(Broder-Roslay)

VIOLENT ACTION is the dominating impression of this Jack Broder Western. Independence, Missouri after the Civil War, provides the locale, while the plot is built on attempts of ruthless, crippled Lou Cheney, and his daughter, Myrln Dell, to drive away homesteaders.

John Ireland, a former Confederate soldier who had hoped never again to run in anger, and a newspaper editor, Frank Marlowe, and his daughter, Dorothy Malone, lead the difficult fight on behalf of the settlers. In the end Cheney dies, his daughter is killed, and his band is slain or captured. In the process the editor also loses his life. The ex-soldier is almost killed and the settlers have many uneasy moments fearing—all they organize for defense—that they will also be murdered one by one.

Running time, 60 minutes. General audience classification.

A. T. & T. Notes Rise Of Theatre Video

The rise of theatre television demands was noted in a year-end progress report made by H. H. Rumes, Director of the American Telephone and Telegraph Co., discussed here.

The 1951 experiment in commercial theatre television service was furnished by the Bell System on June 15, 1948, the report states. The systems in 17 cities have received service.

ECA Will Have Its Headquarters Here

WASHINGTON, Jan. 6.—The Economic Cooperation Administration's information media guaranty section, which was created for the American Telephone and Telegraph Company, will move to New York at the end of the January month. It will have headquarters in the offices of the New Mutual Security Agency at Two Park Avenue. MSA will absorb all ECA functions as of Dec. 29.

Hoff Sets TESA Program for 1952

Omaha, Jan. 6.—J. Robert Hoff, general manager of Bal- lantyne Co., equipment manufac- turers for sewage and pro- jectors, speaking as president of the Theatre Equipment Supply Manufacturers Asso- ciation, has set a program for TESA for the new year, as follows:

"In 1952 I hope to steer us safely through a combined trade show with TOA or Al- lied (negotiations are in the active stage with both organiza- tions) a substantial mem- bership increase, improved service to the membership in all matters of business and government, a place alongside all other major branches of the industry in COMPO and last, but most important, to secure every recognition for TESA through an active, aggressive public relations program."

E. Allied Meet

(Continued from page 1)

and discrimination in film rentals for projectionists.

Refering to the authorization given to him at a meeting here last month, to confer with distributors in an effort to alleviate these problems in this territory, the association's president added: "This mission has been concluded."

Vital Information

An organization bulletin to members stressed that "only those attending the meeting in person will secure this information, which is most vital to the operation of your business."

Reintroduce Drive-in Bill

Boston, Jan. 6.—A bill to prohibit the building of drive-in theatres near schools, hospitals and churches, within a specified distance, has been intro- duced to the 1952 session of the Massachusetts state legislature, according to the legislature's bulletin of the committee's work on bill which also showed the same bill had been killed last year. It is sponsored by Representative John J. Beadles of this city.

Every woman who ever flirted will go...
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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY
Allied Rejects PCCIT0 Bid On Arbitration

Group's Blueprint to Go To Companies for Action

WASHINGTON, Jan. 7.—Abram F. Myers, Allied States Association general counsel and board chairman, today poured cold water on the suggestion of Rotus Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, that a congress of theatre associations be held in New York next month to discuss an industry arbitration system.

Asked about Harvey's proposal, Myers said he thought that if the Allied board approved the pending Allied arbitration plan, it would decide to send it on to the distributors directly. This has been Allied's intention all along.

"If the distributors don't want arbit-

4 Republic Sales Meetings Are Set
By J. R. Grainger

A series of four Republic regional sales meetings was announced here yesterday by James R. Grainger, Republic executive and sales vice-president.

Republic president Herbert J. Yates will address each of the sessions. Discussions will highlight key company product now in release and scheduled.

Wald-Krasna, RKO Agree on Extension

Hollywood, Jan. 7.—Wald-Krasna Productions and RKO Pictures today finalized extension of their production-distribution contract for one year. Howard Hughes announced here today.

Under the new arrangement, effective for a year from this date, Wald becomes executive producer of the

TNT Mulls Theatre Telecast Jan. 24 of Robinson Title Boat

Exclusive theatre telecasting of the Sugar Ray Robinson-Carl (Bobbo) Olson middleweight championship bout, to be held in San Francisco's Civic Auditorium on Jan. 24, is being considered by Theatre Network Television.

Nate Halpern, TNT president, is now consulting with exhibitors. It was learned here yesterday, and is expected to announce shortly whether the deal will be consummated.

With about 10 theatres now equipped (Continued on page 3)

B'way Pace Lively As Holiday Leaves

Business at New York first-run theatres this week looked lively with New Year's holiday grosses being reflected in the reports of many Broadway houses.

A solid $17,000 was forecast for the

TV Has Put Theatres in 'Show Business': DeMille

The competition of television has served to put the motion picture theatre in the 'show business' for the first time in its entire career, Cecil B. DeMille declared here yesterday.

In New York from Hollywood for the opening at Radio City Music Hall on Thursday of his Paramount production, "The Great American Show on Earth," DeMille observed that since television has taken hold in the homes"people don't come to theatres for warmth or popcorn or for something to do—they come for the show." DeMille, who considers the future of the motion picture business to be brighter than in a long time," raised no objection when Jerome Pickman, Paramount advertising-publicity vice-

20th Pledges 3-Way Mutual Sales Policy

Lichtman Sets Plans at Opening Session of Meet

A triple program aimed at assuring the continued success of 20th Century-Fox's operations as well as that of the nation's theatres was discussed by Al Lichtman, director of 20th-Fox's distribution, at the opening session of the company's annual sales convention here.

The programme, said, will rest on these premises: (1) The ability of the production organization to produce the highest quality pictures at costs commensurate with the current market, (2) a top-notch distribution effort by every member of the sales force to ensure widest circulation of the company's films through a sales policy calling for fair and square dealing on all sides, and (3) an equal advertising, publicity and exploitation effort.

20th-Fox Promotes Gehring, Aaron And Silverstone

Twentieth-Century Fox has promoted William C. Gehring from assistant general sales manager to executive assistant sales manager, and Edwin W. Aaron and Arthur Silverstone from Southern-Western and Eastern sales managers, respectively, to assistant general sales managers, in the person of Lichtman, director of distribution, announced.

600 at 'Jimmy Fund' Banquet in Boston

Boston, Jan. 7.—Over 600 industry leaders, government officials and baseball executives attended the Citation Banquet here at the Hotel Statler this evening in conjunction with a dedication of the "Jimby Fund" Building of the Children's Cancer Research Foundation. The speakers were: Austen Lake, representing the press.

1952 will be the year of this industry's greatest grosses

CECIL B. DEMILLE'S
THE GREATEST SHOW ON EARTH
A Paramount Picture

Color by TECHNICOLOR
TV, Radio ’51
Income Passed Half-a-Billion

WASHINGTON, Jan. 7.—Combined AM, FM and TV broadcast revenue passed the half-billion mark for the first time in 1950, reaching $550,400,000, 22 per cent above 1949. Expenditures for labor and materials in 1950 was $385,000,000, and the result was a combined industry profit of $90,000,000 in 1950, better than double the 1949 figure of $27,400,000.

Exactly half of the 106 television stations reporting to the Federal Communications Commission in the last quarter of 1950, and of the 279 radio stations reporting in 1950, the FCC said in releasing final profit and loss statistics for AM, FM and TV broadcasting operations in 1950.

The median income before Federal income tax of the 53 profitable stations was $129,200, ranging between $150,000 and $170,000 for the last year for 15 stations and $75,000 for the other 38. Stations income from FCC and FCC regulations is not included.

For the losing stations, the median loss before Federal income tax was $40,000 for the last year for 25 stations and $23,000 for the other 43. Stations income from FCC and FCC regulations is not included.

FCC said $116,700,000 was returned to licensees in inter-connected communities and $223,300 for stations in non-inter-connected communities.

Hear Arguments on Hughes’s RKO Stock
WASHINGTON, Jan. 7.—Under lively questioning from the bench, attorneys for the government and Howard Hughes today hit out at the Supreme Court the government’s motion to force Hughes to sell his interest in the RKO Theatres stock by Feb. 20, 1953.

The hour of argument centered upon interpretation of the section in the RKO consent decree which says that if Hughes owns either of the two new RKO companies or turn it over to a trustee appointed by the court, that Hughes elected to turn his RKO Theatre stock over to a trustee. His attorney, Thomas Slack, argued before this smaller bench today that Hughes has fully discharged his obligation under the language of the consent decree.

Philip Marcus, attorney for the Justice Department, maintained that the aim of the New York Statutory Court of and of the consent decree, was to prevent the RKO and divestment of the company and distribution. He told the Supreme Court that as long as Hughes continues to receive the dividends from the theatre stock, even though he doesn’t vote the stock, the intent of the Statutory Court is not being carried out.

Republic Meetings
(Continued from page 1)

for the early part of the year, including the world’s only Theatre, Presiding, Possessed,” “Hoodlum Empire,” and John Ford’s color by Technicolor production, “The Quiet Man.”

The first session will be held at the company’s Hollywood studios on Wednesday and Thursday, Pacific Coast district manager Francis Barnstyn will head a group of branch managers who will attend, including Jack Dowd, George Mitchell, Jack C. Parin, Paul McElhenny, Thomas McMahon, and Gene Gerbase.

The second session is scheduled for the Chicago theater, and will be attended by Midwest district manager, Gehrey Findler; Richard Banks, executive assistant to Gehrey; and a number of local managers. Willard Ethredge, George H. Kirby, Bernard Brauer, J. H. Byerly, H. F. Herrick, Robert Winders, Harry Brinton, Paul Spaeth, and Nat K. Steinberg.

The third session is scheduled to be held at the home office in New York on Jan. 27, will be attended by district managers L. Tinn, Jr.; New York district man- ager John P. Curtin; and Richard Haupt, vice-president.

WANT YOU

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Motion Picture Daily

Arbitration

(Continued from page 1)

that will be the end of it," said Myers. "If they want it, I suppose they would summon a general industry conference. But we don't think it's for Theatre Owners of America or Allied or any other exhibitor group to call such a meeting." 

Spokesmen for TOA and the Independent Theatre Owners Association of New York immediately reacted with offense to the statement. "Mr. Myers is not representing the professional interests of the independent exhibition industry," said Fred Lichtman, executive assistant manager of TOA. 

"He is not the one who should be speaking for the industry," Lichtman continued. "He is not an exhibitor himself. He is a lawyer who is representing some of the organizations being criticized. He is not speaking for the professional interests of the independent exhibition industry." 

TOA has prepared its own blueprint for a system of arbitration. Limehouse, and others, have asked whether this might not kill all arbitration possibilities, due to distributor opposition to arbitrating such issues, Myers said be "would hope not, but that's up to the distributors. Allied certainly does not plan to arbitrate only the issues the distributors want arbitrated." 

He pointed out that the Allied convention's arbitration resolution specifically excluded "all questions, issues, or items of the kind" to be included in the arbitration plan.

Robinson Bout

(Continued from page 1)

with large screen television systems, the possibility looms that the home may even the largest number of theatres forming a TV network. The previous Robinson bout versus Turner proved to be an outstanding attraction.

Kramer's Attackers Sued for a Million

Hollywood, Jan. 7. Stanley Kramer today filed a $1,000,000 damage suit in Superior Court here against the Wage Earners Committee(179,713),(271,751) of the U.S.A. president Norman S. Smith and other officers and 100 John Does, which organization has been picketing Warner's Beverly Hills Theatre, where Kramer's "Death of a Salesman" is running, since Dec. 20. 

Kramer exhibited to a news conference, at which he announced the suit, a petition signed by the eager Wage Earners Committee containing the allegation that Kramer is "obnoxious for his Red-slanted, Red-starred films."

Gehring, Silverstone

(Continued from page 1)

announced yesterday at the company's sales conference here. 

In his new post, Gehring will continue to assist Lichtman in all matters relating to sales and distribution. He will report directly to the distribution department. Hereafter, Aaron will be responsible for the detailed operation of all sales offices throughout the U.S., while Silverstone will supervise all circuit and key city sales as well as the Canadian branches. 

Glen Norris, who has been Washington branch manager, has been promoted to division manager of a newly-created Mid-Atlantic division. Following the resigning of Washington, Pittsburgh and Philadelphia, E. X. Callahan will assume his duties as New England division manager. 

Joseph Rosen, who was branch manager for Cincinnati, has been transferred to the Washington office, where Robert McNab, formerly sales manager in Cincinnati, has been promoted to the branch manager's position, effective January 1. 

Wald-Krasna, RKO

(Continued from page 1)

W-K unit, with Krasna, who formerly shared this responsibility, slated to write and direct two top-bracket features for the unit during this period. Producer Arthur Hornblow and director Roy Huggins had approval of stories, scripts and casting continue in effect. 

Four properties in the lineup, awaiting picture now shooting and one in editing stage, will bring the year's total to six, have been approved. As before, Bankers Trust and RKO will finance the productions, and W-K will own 50 per cent interest in the pictures produced, including residual rights.

Confer on Recruiting

Tentative plans for industry cooperation with the Department of Defense in promoting recruitment of women for the Armed Forces were discussed here yesterday at a meeting in the COMPO offices of the Council of Motion Picture Organizations.

National Pre-Selling

INTENSIVE fashion pre-selling for the period of Century-Fox's "The Missouri Breaks" and "The Bible" will be in full swing as the momentum will carry over in a steady way to coincide with the opening of the picture at the Roxy Theatre on Jan. 11. Last week, a preview of the picture served as kick-off of the pre-selling campaign, with 130 of the nation's fashion experts and reporters as guests at the party at the home office. Next Sunday's New York Times will carry extensive advertising of film-inspired fashions which will be featured for the production, and the auditions of six important television shows have seen Ruscotes' models displaying the gowns.

Cameron Shipp is well on the way to being the film industry's favorite interviewer and writer, following his Lana Turner story in Woman's Home Companion, with an equally honest and interesting story of Mario Lanza in the January Redbook. Shipp is writing a book on movie stars and for film theatres on Main Street. Not quite so flattering is the feature in the January Cosmopolitan, entitled "Lover Boy," by George Frazier, which is underlined as "What is true and what is false." The wild rumor about Errol Flynn, Hollywood's most intriguing and troublesome legend.

A merchandising clinic designed to explore a full range of techniques in the pre-selling of motion picture stories to the public at large is being conducted by the 20th Century-Fox sales convention in session this week at the home office. During the five-day meeting a schedule of "sales sessions," based on knowledge and experience of attending executives and field men, will be full and detailed information in order to implement plans for the upcoming program of outstanding films. Thursday evening, as part of the program, will be a conference with New York fashion reporters, syndicate writers and celebrities will gather at the Century-Fox on a preview of "With A Song in My Heart" and a showing of dresses and suits inspired by the film. Jane Froman, whose career-to-date is portrayed in the musical biography, will be present of honor. Cocktails and dinner will be served, followed by the screening of the picture in the 20th Century-Fox Little Theatre.

The current Look magazine devotes a two-page spread to "Movies' 20 Top Ticket Sellers," based on Motion Picture Herald's box-office poll. The following issue of Look, dated Jan. 29, will contain a two-page spread on the underwater fight sequence in "Distant Drums" between Cary Cooper and Larry Carper.

Jane Russell and Janet Leigh are the new faces seen with the publicity wise, on national magazine covers. Miss Russell received a total of 14 magazine covers alone and three with Gary Cooper. Miss Leigh received 15 covers alone and one with Tony Martin.

Walter Brooks
IS NOT JUST
OR, IT STRETCHES FOR 3 FULL CITY STREETS

AT RADIO CITY MUSIC HALL OF

"I'LL SEE YOU IN MY DREAMS"

DANNY THOMAS ★ FRANK LOVEJOY ★ PATRICE WYMORE IN "I'LL SEE YOU IN MY DREAMS"

Screen play by MELVILLE SHAVELSON and JACK ROSE • Directed by MICHAEL CURTIZ • Produced by LOUIS F. EDELMA
Musical Direction by Ray Heindorf • Musical Numbers Staged and Directed by LeRoy Prinz
**Review**

**“Phone Call from a Stranger”**

(20th Century-Fox)

A DRAMA of human relations and complications is given some interesting turns in “Phone Call from a Stranger.” It is rather engaging entertainment, at times a touchiness of pace wrecks it. As for its actors, there are arresting boxoffice names. Among them are Bette Davis, Shelley Winters, Gary Merrill, Michael Rennie, and Keenan Wynn.

The story is that of the appearance of the stars comparatively brief, with the exception of Merrill. By Nunnally Johnson uses the device of placing a set of personalities on a trans-continental plane and exploring hidden factors in their lives. Prominence is focused on four people: Miss Davis is an ad-agency employee, composer of Merrill who is running away from his wife of 12 years after learning about “another man”; Miss Winters, a flashy Broadway hoofer who is returning to her husband she fled from because of mother-in-law domination. Miss Winters and a guilt-tormented man who is tormented by the fact that he allowed his blame for an automobile accident to fall on one of the casualties; and Keenan Wynn, a loud, practical joker of a salesman. At the end of the flight, the plane crashes killing all but Merrill. He feels duty-bound to visit the closest of kin of the three casualties. In each visit he does a noble thing and also learns a little more about life. His final visit is to Wynn’s wife, Miss Davis, and he is alarmed to discover she is a bed-ridden cripple quite by chance seen little tale of woe and then proceeds to help Merrill in his own troubles. A long-distance phone call ensues and Merrill is on his way to a happy reunion with his wife, Helen Westcott, and their children. Johnson also produced running time, 96 minutes. Adult classification. For February release.

**N. Y. First-runs**

(Continued from page 1)

the fifth and final week of “I’ll See You in My Dreams” at the Radio City Music Hall, where the film grossed $72,800 for its total engagement compared to the $75,000 grossed for the same holiday period last year. On Thursday, “The Greatest Show on Earth” will bow at the Hall, in addition to a new stage show, replacing the usual Christmas revue.

Also doing well is “Double Dynamite” at the Paramount where a nice $75,000 is estimated for the second week. “Scandal Sheet” is slated to bow in at the Paramount Jan. 10.

Holding up excellently at the Astor is “Quo Vadis” where $39,000 is seen for the fifth week, seven of which were on a two-a-day policy. Another outstanding holder is “Detective Story” at the Mayfair which expects to hit $26,500 for the ninth inning.

At the Victoria, a healthy $28,000 is forecast for the third week of “Denting A Salesman,” while a good $25,500 is seen for the second week of “My Favorite Spy” at the Globe.

“I Want You!” at the Criterion is expected to do a nice $26,500 for its third week and a fair-to-good $22,000 is forecast for the final eight days of “Elopement” at the Roxy, featuring its regular stage show. “The Model and the Marriage Broker” will have its premiere on Friday, following the three-week run of “Elopement.”

At the Capitol, “Westward the Women” is expected to rack up a satisfactory $45,000 for its initial week, while “Decision Before Dawn” at the Rivoli is estimated to register a fair $22,000 for its second stanza.

At Loew’s State, “The Wide Blue Yonder” is estimated to gross a fair $20,000 the opening week, while a very good $35,000 is forecast for “Distant Drums” at Warners.

“Tales of Hoffmann,” now in its second week on a continuous run policy at the Sutton, is doing top business. A gross of $13,000 is seen for the second week.

At the Park Avenue, “Teen Drown’s School Days” bowed in yesterday, replacing “The Clouded Yellow” which did a fine $7,300 for its final week. Holding up excellently is “The Lavender Hill Mob” of New England: J. Wells Farley, president of the Children’s Medical Center; Brig. General Elbert DeCoursey, Armed Forces Institute of Pathology; Horace C. Stoneham, president of the New York Giants; Richard Walsh, president, Interna-
tional Alliance of Theatrical Stage Employees; Honorable Daniel Brumton, Mayor of Springfield and presi-
dent of the Massachusetts Mayors Association; Walter F. O’Malley, president of the Brooklyn Dodgers; Leonard Goldenson, president of United Paramount Theatres; Branch Rickey, vice-president and general manager of the Pittsburgh Pirates; Honorable John B. Hynes, Mayor of Boston; Robert R. M. Carpenter, president of the Philadelphia Phillies; Marc Wolf, international chief barker, Variety Clubs; Sidney Farber, M.D., scientific director, Children’s Cancer Research Foundation.

**Jimmy Fund** Building Dedicated

Boston, Jan. 7.—The $1,500,000 “Jimmy Fund” building of the Children’s Cancer Research Foundation was formally dedicated today with exercises held in the auditorium of the building.

The highlight of the occasion was the blessing of Archbishop Richard J. Cushing, head of the Catholic Archdiocese of Boston.

**AFM Studio Talks Set**

Hollywood studio executives and an American Federation of Musicians committee headed by James Petrillo, AFM president, will meet in Miami next week, beginning possibly Monday, Jan. 15, to either extend the present AFM pact with the studios or review a new one,” a spokesman for Petrillo’s office said here yesterday.

AFM’s peace conference will be held at the Fine Arts Theatre where a big $11,000 is forecast for the 11th inning. “Call of the Beloved Country” will have its American premiere at the two-day Bijou on Jan. 23, replacing the return engagement of “Henry V,” which is expected to rack up a nice $5,500 for its third week.

**THE WEEKEND OPERATORS**

A movie that gets

SEVENTEEN’s applause gets
teen attendance—

are you set for crowds?

**THEATER OPERATORS:**

 Produced by Doris Schary
 Directed by William Wellman
 Screen Play by Charles Schnee
 Story by Frank Capra

**AN EXCERPT FROM THE STUDIO**

**SEVENTEEN**

—well deserved!

If ever a film rated your raves, it’s this stirring story of a perilous journey.

**W ESTWARD THE WOMEN**

starring

Robert Taylor and

Denise Darcel

**P R I M E R D R A M A**

AFM Studio Talks Set
20th-Fox Sets
A Full Year's
Film Lineup

Credit Production Pace
At Studio for Line-up

Twentieth Century-Fox's complete 1952 release schedule of 36 features was disclosed here yesterday at the company's sales convention by Al Lichtman, distribution director.

This is the first time in the company's history that a whole year's line-up has been envisioned so long in advance, as was stated. Credit for the readiness of the line-up was attributed to the highly geared production pace at 20th-Fox studios, with more than three-quarters of its production schedule for 1952 already completed or shooting.

The line-up will have more than one-third of its roster in color, and films will be delivered months in advance.

(Continued on page 4)

N. E. Allied Forms
Trade Practice
Inquiry Committee

Boston, Jan. 8.-At a special board meeting today of the New England Allied unit, Independent Exhibitors, Inc., a film committee was appointed by Norman Glassman, president, to screen New England exhibitors trade practice complaints and problems and to act for these exhibitors in meetings with production companies on a local level.

Should this committee fail to reach a solution on a local level with exchange managers the committee will

(Continued on page 2)

Gallo Heads SMPE
Membership Group

Ray Gallo, equipment advertising manager of Ogilvy Publications, has been appointed general chairman of the national membership and subscription committee of the Society of Motion Picture and Television Engineers.

He will act in a supervisory capacity as a director of promotion campaigns and program planning for new membership, as well as the Society's

(Continued on page 2)

Theatre Is Focal Point of Compo's New 'P.R.' Plans

A prospectus of a Council of Motion Pictures of Canada and of Vancouver of the Motion Pictures Association of British Columbia, which was released here yesterday, has been received.

The prospectus was released in advance of the council's first meeting, which will be held on Tuesday, January 10.

(Continued on page 4)

Newsreel Shipments
To Brazil Haltered

American newsreels have halted shipments to Brazil in consequence of a decree requiring importation of all foreign newsreels to be imported in the same type of films made in Brazil.

The decree, which has been in effect since January 1, was not put into force until Friday. The Motion Picture Association of America has filed a suit in the U. S. District Court to have the decree set aside.

(Continued on page 2)

Slate Para. Sales
Meet Jan. 14-16

The first 1952 meeting of Paramount's divisional sales managers will be held next week, from Monday through Wednesday, at the Paramount Hotel, Hollywood.

(Continued on page 2)

Johnston to Concentrate
On Domestic Problems

Eric Johnston, Motion Picture Association of America president, confirmed yesterday that urgent matters pertaining to domestic operations of the industry will force him to postpone or cut short the visits to foreign markets he had projected sometime previously.

(Continued on page 2)

Lippert Exclusively
In Distribution Now

Hollywood, Jan. 8.—Robert L. Lippert will engage henceforth exclusively in distribution, under the banner of Lippert Productions, Inc., and will dissolve Lippert Productions, his producing organization, Lippert told motion picture daily today. He will continue, however, to concentrate his efforts on distribution in the domestic market.

(Continued on page 4)

UA Future Bright,
Krim Indicates

Lober in Month Will
Become Picker Aide

Louis Lober, United Artists Continental European manager, will be named assistant to Arnold Picker, foreign distribution vice-president, in about a month when he will come to New York from Paris to assume the position of assistant director of foreign distribution.

Lober will be succeeded as Continental manager by Charles Smadja, European sales manager, for the time being.

(Continued on page 6)

Well-Set for Product;
Increasing Profit Is Foreseen During 1952

A large measure of credit for the satisfactory business handled last year by United Artists last year will, which will give the company the right to acquire ownership of 50 per cent of the outstanding stock, if approved yesterday by Arthur B. Krim, president, and William J. Heineman, distribution vice-president, to the large number of important exhibitors who have foregone their immediate interests for the good health of the company.

Krim, in confirming recent published reports that UA ended 1951 in the black, said, "It is "Pray" that the Krim-Robert Benjamin-Matthew Fox group of stock ownership will require some 45 days, the time it will take to cease, Waterhouse and Co., to complete the audit of the books covering 1951 operations. It was the first year that UA showed a profit since 1950.

The UA president reported that the company is "well set up" for product for 1952, and is well advanced in negotiations for pictures for 1953, "and the future generally." He predicted that the company will be "increasingly healthy" from a financial standpoint in 1952.

Despite the "generous predictions" in the press of a 1951 profit, Krim

(Continued on page 6)

$315,000 to U.A.
Of Towne Damages

One-third, or approximately $315,000, of the $911,574 which major distributors agreed to pay in damages to the Milwaukee Towne Theatre in consequence of the latter's antitrust action, will go to United Artists which holds a minority stock interest in the Towne. It was learned here yesterday, UA was not a party to the suit and will share in the damages only as a holder of stock in the house.

The U. S. Supreme Court on Monday refused to upset the Seventh Circuit Court of Appeals decision in the Towne case, in which the independent won the damages.
3 Producers Groups Join in Support
Of Kramer’s Suit

Hollywood, Jan. 8.—Stanley Kramer’s surprise suit in the 20th Century-Fox-Columbia, Committee, which has been picking its “Death of a Salesman” since Dec.
20, and which has budgeted $1,000,000, took on industry-wide proportions today as three producer
associations issued statements pledging support.

Speaking for AMPP, board chair-
man Y. Frank Freeman said, “we are pleased to be able to fit in this group into our court so that its charges against him may be tested before legal tribunals in doing so.”

SIMP Offers Aid

The Society of Independent Motion
Picture Producers today threw its strength behind Stanley Kramer in his suit by declaring: “We commend to the fullest Kramer’s action. Such irresponsible pressure groups have brought great harm to the motion picture industry, an industry which actually should be praised for its long and successful fight against Communists who attempted to infiltrate and control our product. We urge all branches of this industry to stand firmly in defense of Stanley Kramer in this fight. We are offering legal talent and other facilities of SIMPP to him.” The statement is signed by John L. Gormans, president; Gunther R. Lessing, chairman of the board.

Independent Motion Picture Producers
Association president I. E. Chadwick added that organization’s support indicates your stand behind us and that you are going to stand solidly in this fight. ‘We are deeply gratified with your support, and pledge our full support in your fight. Our group will give you every possible assistance in your determined defense against this irresponsible group.”

Gallo Heads Group

(Continued from page 1)
journal subscription drives, assisted by a comparatively active volunteer network of various manufacturing plants, studios and television stations as well as regular section chairmen of the industry, the Society, which operate with complete staff on the Atlantic Coast, Central West Coast and Northwest.

Frank Calhì and Warners, in a news release, will be be Jacquic Conlin, membership secretary, at the home office here.

Mother of John Gardiner

ALBANY, N. Y., Jan. 8.—Funeral services were held in Schenectady at the weekend for Mrs. Bertha Brainard Gardiner, widow of an Albany exhibi-
tor and a sister of the late John W. Gardiner, owner-operator of the Colony Theater, Schenectady. She is survived by two sons, Philip B. and John W. Gardiner.

Personal Mention

DAVID A. LIPTON, Universal Pictures vice-president in charge of ad-publicity, will arrive here from Hollywood tomorrow.

SAM ZIMBALIST, producer, will ar-
rive here from the Coast tomorrow for a meeting in Paris on the Ile de France Saturday.

CHARLES E. MCJEAR, manager of the Roxy Theatre, Baltimore, is re-
covering at St. Joseph’s Hospital there following surgery.

DON STEINKAMP of the French Lick Amusement Co., French Lick, Ind., is back at his desk after being sick during the holidays.

JOSEPH J. DITCHE of Florida State Theatres, is in New York to confer with United Paramount Theatres executives.

ALFRED HITCHCOCK and his wife are in New York from Hollywood.

J. H. MOSKOWITZ, 20th Century-
Fox vice-president and Eastern studio representative, arrived in New York yesterday from Paris to confer with MARVIN, F. ZANUCK.

HARRY B. FRASER, president of Minnesota Amusement Co., and George Shepherd, manager of Maco’s Uptown Theatre in Minneapolis, who will be in Minneapolis following a two-day conference with United Paramount Theatres officials.

STIRLING SILLS, 20th Century-Fox Eastern publicity manager, arrived here yesterday from San Francisco and Washington, D. C.

DAVID T. KATZ, newly appointed executive director of the Roxy Theatre here, will meet press representa-
tives in his office tomorrow.

ARTHUR W. KELLY has arrived in
Paris from New York and goes to London tomorrow.

Smith Is Acquiring
10 In New England

BOSTON, Jan. 8.—Philip Smith, president of the Smith Management Co. of Boston, discloses that negotia-
tions are under way to acquire the Theatre Circuit of 10 New England houses will be completed in two weeks. Smith said that he was association with Smith in an executive capacity as head motion picture buyer and public relations executive in New Hamp-
shire was formerly with B. O. The-
atres, Boston, in a similar capacity, and with Republic Pictures as New Hampshire branch manager.

The Giles circuit comprises the following theatres: In Massachusetts, Boston. Uptown, Waltham, St. George and Gormans; Gardner, Orolphum and Uptown; Northboro, Northboro, Uptown; Hamps-
shire, Laconia; the Garden and Colonial.

Film Dividends for
11 Months Are Off

WASHINGTON, Jan. 8.—Film industry dividend reports for November were $588,000, against $762,000 in Nov., 1950, the commerce department reported. A lower report from Columbia accounted for the drop. Total for the first 11 months of 1951 was $28,169,824, against $30,463,000 of 1950. The report was not final, however, the 1951 figures are tentative and may be revised upward later.

Warner Names Twig

BOSTON, Jan. 8.—Warner Brothers has appointed William twig to assist
vice-president at the Boston ex-
change, under George W. Horan, manager. He was formerly a salesman in the Buffalo office and succeed
in 1952 to branch manager in the latter city. Eastman in turn succeeded Matthew

Para. Sales Meet

(Continued from page 1)

ing the 1944 tumultuous elections. 

then, "George Stevens’ "Something to Live For," Perlberg-Scatton’s "A Slick from Pumpkin Creek" and Lee

of Los Angeles, in attendance.

Theatres, and theatres throughout the

Newsreal Parade

CHURCHILL’S arrival here and Eisenhower’s "hat-in-the-ring" are current newsreal highlights. Other items include the Enterprise Sea-struggle, tennis, horse races and sports. Complete content follows:

MOVIEPNET NEWS, No. 4—Churchill brings to talk with Truman. Heroic cap-
care by his ship, Sen. Lodge puts Eisenhower’s hat in the ring. Atom test. 

NEWS OF THE DAY, No. 228—Saga of the President. Churchill comes to talk with Truman. First official films of atom test.

PARAMOUNT NEWS, No. 41—Men in the news: Churchill and Eisenhower. Refusals of General Eisenhow-
er’s耕地. Sports flashes: night spinning at Bear Mountain, N. H.

TELENEWS DIGEST, No. 24—Churchill arrives. More picket line this week. Eisen-
hower drops a hint of the ring. Sports: tennis flashes; night spinning at Bear Mountain, N. H.

UNIVERSAL NEWS, No. 224—Saga of the President. Churchill comes to talk with Truman. First official films of atom test.

WARNER PATHE NEWS, No. 61—

N. E. Allied Forms

(Continued from page 1)

act in conjunction with a National Allied
film committee in New York, headed by Wilbur Snaper.

We have been assured by a convention representative that the association is supporting the National Allied board meeting in Washington Feb. 5 and 6 by Dr. Hayman which is on the agenda of the National Allied board.

A nominating committee was ap-
pointed today to bring in a slate of officers for 1952. The committee for

Gulf States ATO

To Meet Jan. 21

NEW ORLEANS, Jan. 8.—A two-day meeting has been called by Abe
Berman, president of Allied Theatre Owners of Gulf States, for Jan. 21-22

to discuss problems now facing exhibi-

Detroit, Michigan, 1923, at the post office of New York, N. Y., under

of the act of March 3, 1923. Subscription rates per year, $6 in the Americas and $12 foreign: single copies, 10c.
M-G-M LEADS THE INDUSTRY!

The First Reports Are In!

Variety, Showmen’s Trade Review, M. P. Herald, M. P. Daily, announce “Top Hits of 1951” as voted by exhibitors. M-G-M leads with not just one top hit, but with more top money hits than any other company.* Watch for more trade paper annual reports. Prediction: a landslide for M-G-M, as usual!

*In Variety, M-G-M has 8 out of the first 20; next company 2. In Showmen’s Trade Review Annual, M-G-M has the 2 top pictures and 4 out of first 10, which is twice any other company. In M.P. Herald, M-G-M has 4 out of the 7 top-grossing pictures, nearest company 1. In M.P. Daily, out of the 7 listed M-G-M has 4, nearest company 1.

FORECAST:

M-G-M AGAIN IN ’52!

First M-G-M Trade Shows of the New Year!

FEB. 12th (Except N.Y.)
"THE BELLE OF NEW YORK"
Gay TECHNICOLOR Musical in the M-G-M manner

JAN. 21st
"INVITATION"
The Story of A Borrowed Love

The M-G-M Studio has never in its history had a more powerful array of product than right now. To mention just a few: "THE WILD NORTH" (Ansco color), "LONE STAR", and the following in Technicolor—"IVANHOE", "SINGIN’ IN THE RAIN", "THE MERRY WIDOW", "SCARAMOUCHE", "SKIRTS AHOY!", "LOVELY TO LOOK AT” and many more. And of course, The Great "QUO VADIS", the box-office giant of all time!
Johnston to Concentrate

(Continued from page 1)

ever, that he might find it necessary to make a brief trip, probably of one week's duration toward the end of January, to Brazil and Uruguay. The trip has been occasioned by the fact that the government has invoked a law requiring distributors to export Brazilian newsreels and documentaries. This move is to enable the state to check the growth of the I.F.P.A. in Brazil. If Johnston visits Uruguay, he will probably go by way of Buenos Aires. Johnston was about to leave for Washington, as he had been invited by Secretary of State Hull to sign the convention of commerce and friendship between the United States and Uruguay. The convention, which was signed on October 4, 1932, is a joint effort to promote the development of cultural relations between the two countries. The meeting will be held on Washington on Friday to be held over a period of the next several weeks.

Planned to Leave Jan. 15

On his return to the MPAA from duty as Economic Stabilization Administrator last month, Johnston had written about an extended visit to Central and South America, to be followed later by a trip to the Orient. At the same time, he had also given plans to sign the convention of commerce and friendship with the United States and Uruguay. Washington remains an important center of industry interest and government operations may be assuming an increasingly important role in industry concern than ever.

Johnston said he would be present at the impending FCC hearings on the allocation of television channels to the industry. Discussing the complex problems involved, he emphasized the importance of the hearings in expressing the opinion that if the industry fails to win its case before the FCC it might be forever deprived of obtaining TV channels.

A joint meeting of industry legal and technical groups, with representatives of exhibitor organizations, will be held in Washington on Friday to discuss the various proposals for the coming convention of commerce and friendship. Johnston said that while the industry's domestic problems are grave, he believes that the federal government pictures are in peril as popular entertainment unless they are over- seen and controlled. The chairman expressed his belief that by cooperation of all branches of the industry many of its most pressing problems can be overcome and encouraging evidences that internal cooperation is to be had. Among the latter he praised the joint efforts which have permitted the Council of Motion Picture Organizations to do what he described as a "great job" and one which ensures its continuance. He commended Ned Degen, COMPO, president, and Arthur Mayer, executive director, for their efforts.

Johnston also cited the operation of the industry's Production Code as an example of how the industry is becoming a model of distinctive public relations value. He commended Martin Quigley, chairman of the MPAA's Publicity Committee, for his work in the ESAs.

He announced that Griffith Johnston, another associate of his in ESA, will join MPAA next week, succeeding Robert Chambers as an economic specialist for the Association. He previously brought into the Association from ESA, Ralph Hethel, Jr., to head the New York office, and George Vieth and Norman Kuhne to supplement the Washington staff.

Lippert Distribution

(Continued from page 1)

Screen Actors Guild threatened to withhold pictures unless the SAG requires for additional payment to actors who had agreed to appear in Lippert films released to television, said he is ceasing his financing activities because SAG may seek to tie up independent production funds with other activities. He is also considering the possibility of selling his television distribution contracts.

Mr. Huppert said he is willing to abide by whatever formula covering the financing costs of television with major companies in present negotiations, but will not be made an agreement with any specific company, as the sale of product for his distribution, as well as financing sources are being considered without difficulty by independent producers with Lippert distribution contracts.

Goodman to Screen Gems

Miff: Goodman has been assisting general sales manager of Screen Gems TV department, an affiliate of Columbia Pictures.

In addition to the studio product produced, Goodman will be involved through 20th Century-Fox.
No Col., UA Films For TV; Clarify Policy on Skiatron

United Artists and Columbia Pictures yesterday allowed the sale of any of their films for home television in the foreseeable future. At the same time, spokesmen for the two companies clarified their reaction to Skiatron's bid for product for its projected test in New York City.

A request for a product has not been received to date by Columbia, a spokesman said. Consideration would have been given to it if received, the Columbia source added.

At United Artists, William I. Heineman, distribution vice-president, explained that it would be up to the producers who release through UA, and not the company itself, to decide whether they would permit their films to be used in the Skiatron test. However, he said that UA has not pre-registered under its producer contract to restrain any producer from providing licensing product for demonstration as the one Skiatron plans to hold. Heineman said that to date no UA producer has requested that his product be held by UA.

Paramount, so far, has been the only major company which expressed its intention to participate in the Skiatron test.

Regarding the recent plea of Jack Kirsch, president of Illinois Allied, that all major companies make public their stand on the sale of films to TV, a spokesman for Columbia pointed out that his company has held any films to TV and does not intend to do so in the immediate future. Similar statements have been made by RKO Pictures, 20th-Century-Fox, and Universal-International.

At UA, Heineman reminded that under UA's contract the producer is prohibited from releasing to television pictures that are being distributed by the company. UA or any individual pictures expire, however, the producer is of course entitled to make whatever distribution he pleases of his films, he added.

In this latter connection, Heineman said that the Studio's indictment of UA for the release to television of "Red Stallion in the Rockies" was unfair since that former Eagle Lion Classics production was returned to the producer after the contract expired before it was released to TV.

Cinema Suit Halted

DENVER, Jan. 8—Case of Cinema Amusements Inc., owners of the Broadway Theatre, Denver, against 20th Century-Fox, RKO and M-G-M for trebled damages being heard in Federal District Court here before Judge Lee Knower was suddenly halted when the matter of introducing evidence of the period beyond that covered in the petition (which is 69 weeks in 1945 and 1946) came up during the questioning of Harry Wolfberg, president of the theatre company. The case stopped until Thursday, when Judge Knower will rule.

Owners of Cinema, Truman Lembrecht, William Long of the company, and Harry Wolfberg, claim damages suffered because they were unable to secure pictures at an equitable price after they took over the Broadway formerly, operated by Fox Internmountain Theatres.

Television--Radio

Comment and Opinion

ENTER the latest in television—sponsored political conventions. CBS has announced a $3,000,000 deal under which Westinghouse Electric Corporation will sponsor the radio and television coverage of the Republican and Democratic conventions in Chicago in July. NBC's elaborately-conceived convention programs will be sponsored by the Philco Corp. The ad hominem medium of mass communication will be brought home forcefully this year as TV trains its cameras on the Presidential campaigns, from pre-convention speech-making to election night. With some $8,000,000 TV sets expected to be installed by the time election day rolls around, the ad hominem medium in getting their messages across to the huge national audience is understandable.

Sponsorship of such an important event as an election has its networks, but it also points out certain advantages. The networks, limiting pool arrangements, will be on their own and trying hard to attract audiences with diverse coverage.

This would seem to be an ideal opportunity for theatres equipped with large-screen TV to tie in to an event of outstanding interest to the public. Presented as an added attraction, and possibly without sponsorship, in the convention picture houses should make a first-rate draw, however.

The growth of television is forcefully outlined in a year-end statement released by the Long Lines Department of the A. T. & T. which shows that, during 1951, 6,500 miles of TV channels were overhauled, with a total of 24,000 miles. Four cities joined the TV network in 1951, and 14 stations were added to the "live" TV circuit. Less than five years ago, on Jan. 1, 1947, the Long Lines network consisted of two chains inter-connecting New York and Washington and totaling 476 miles. Today, 24 TV stations provides service to 86 stations in 46 cities. That's progress.

Television drama is improving steadily. A good example of this was last Sunday's moving and expertly presented play, "A Softness in the Wind," on the Goodyear Television Playhouse. Jean Pierre Aumont was the star in this story about Louis Braille, French inventor of the Braille system, who died 100 years ago. Director James Sheldon must be congratulated on his expert handling of the camera and Fred Cue deserves credit for producing another fine show in this traditionally-effective NBC-TV series. He is developing his own distinctive style which combines the atmosphere and limitations of the legitimate theatre with the fluid continuity of the screen, adapted to the intimacy of the living room.

Quiz shows on television so far have mostly missed the mark, being more no than an imaginative adaptation of what for radio. A welcome exception is CBS-TV's "It's News To Me" which has as its moderator John Daly, one of the medium's most winning performers. "It's News To Me" retains the panel format, but under Daly's gently guiding hand, it manages to be both humorous and interesting. Having Texas millionaire Sheppard King and his Egyptian dancer bride as surprise guests Monday night was a nice twist.

Production of radio and television receivers continues to drop. November figures were 747,914 for radio sets, a 38 per cent decline from the corresponding month in 1950, and 415,332 for television receivers, a 44 per cent cut. The switch-over to defense production and the scarcity of materials are in part to blame for the reductions.

TV PRODUCERS--LAB. SERVICE

Original Reprint Developing
Reversal Work Prints from Positives
Fine Grain Negative from Original Reversals

VIDEOfILM LABORATORIES
III W. 21st St., N.Y., N.Y. 4-4150

Hearings Set for $7,150,000 Suits

CHICAGO, Jan. 8—Two anti-trust suits—the Schoenstadt circuit's for $5,400,000 and the Alamo Theatres for $1,750,000—have been scheduled for hearings before Federal Judge Sam Perry on May 5 and June 2, respectively.

Both suits are against the eight major film companies, Balaban and Katz and Warner Brothers theatres.

NFC Elects Savage

David Savage, manager of the WCBS-TV film department, has been elected vice-president of the National Film Council. The Council is now in the fourth year of its existence.
5 in RKO Theatres
Stock Transactions

WASHINGTON, Jan. 8.—The Securities and Exchange Commission reports that five RKO Theatres officials have listed stock purchases made in October, as follows:

R. Dreibelbis, 300 shares; William W. Howard, 500 shares; Harold E. Newcomb, 100 shares; Thomas F. O'Connor, 500 shares; William F. Whiteman, 100 shares. In all cases, the newly-acquired stock was all they held.

The W. E. Griffis Trust, controlled by Stanton Griffis, bought 500 shares of Paramount Pictures common in November, its total holdings. Griffis owns another 2,000 shares in his own name and 1,000 through the Griffis Trust.

Brownell Buys 300 Shares

Brooklyn Brownell bought 300 shares of Loew's common, his entire holdings. A. Montague gave away 200 shares of Columbia common, leaving him with 6,151 shares and warrants for 10,954 more. Albert W. Lund sold his last 100 shares of Republic $1 cumulative convertible preferred during October. Harry Brandt bought another 100 shares of Trans Lux Corp. common during November, bringing his personally-held holdings to 101,115 shares, plus 17,700 shares through Harday, Inc., 1,200 shares through Brandt Foundation and 1,400 shares owned by his wife.

Dinner for Cantor
Will Aid Israel

A $1,000 per plate dinner will celebrate Eddie Cantor's 60th birthday on Thursday evening, Jan. 31, at the Hotel Commodore, it was announced yesterday by David Kluger, chairman of the Eddie Cantor Birthday Committee which is composed of 20 distinguished figures in the civic, business and entertainment worlds.

In accordance with Cantor's wishes, admission to the dinner will be based upon the purchase of a $1,000 (or more) State of Israel Independence Bond for each guest. Kluger estimated that the dinner will result in $2,000,000 in Israel Bond purchases. The actual cost of the dinner will be defrayed by a committee of personal friends of the guest of honor, Kluger said.

National co-chairmen and sponsors of the party include: Barney Balaban, Jack Benny, Oscar Hammerstein II, George Jessel, Abe Green, William Morris, Jr., Syros P. Skoukas, and others.

Possible for First UA Profit in Five Years

(Washington Post)

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Related for First UA Profit in Five Years

(Continued from page 1)

said, "It was not until the last couple of days when reports came in from around the world that we were certain we finished 1951 with a substantial profit." He declined to divulge any figures.

Apart from the cooperation of exhibitors, who, Heine man said, "even offered the company when it was in serious trouble money we couldn't accept," it was the "teamwork" of the company's officers, according to Krim, that made the profit "possible for a first time in UA's history.

At a "progress report" press interview attended by the entire team of top UA officers, including Heine man, Benjamin, Fox, Max E. Youngstein and Arnold Picker, the UA president reviewed the financial rise of the company since that period of uncertainty which was the last year of UA's history. On May 100 shares of Republic $1 cumulative convertible preferred during October. Harry Brandt bought another 100 shares of Trans Lux Corp. common during November, bringing his personally-held holdings to 101,115 shares, plus 17,700 shares through Harday, Inc., 1,200 shares through Brandt Foundation and 1,400 shares owned by his wife.

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Reach Final Agreement on Loew’s Decree

To Be Presented to N.Y. Statutory Court, Jan. 23

WASHINGTON, Jan. 9—The Justice Department and Loew’s have reached a final agreement on a proposed consent decree, and will present it to the New York Statutory Court on Jan. 23.

Justice officials said a hearing had been set for 4:30 on that date. They emphasized that while Justice and Loew’s have reached an agreement, the company must still clear the decree through the U.S. Bureau of Internal Revenue, and that it is still possible some delay might result from this step.

Participants in the negotiations refused to discuss details beyond saying that Loew’s had a “special problem” in carrying out divestiture and that this had been dealt with in the decree. Indications were that the proposed decree might be made public early next week, in pursuance of a Justice Department

20th-Fox Delegates Pledge Top-Notch Distribution Effort

Following the program presented by 20th Century-Fox director of distribution Al Lichtman last Monday at the company’s sales meeting here, delegates yesterday pledged themselves to a top-notch distribution effort, embracing all of the tenets of merchandising promulgated at the June convention when a merger of sales and advertising took place, a company statement reported. Yesterday’s session was devoted to a “merchandising clinic,” clearing the decks for ‘Victory’ Claim Made

By Greene Group

A claim of waging “a victorious campaign” was made here yesterday by a spokesman for David J. Greene, Wall Street financial advisor who led the proxy battle against RKO Theatres management.

The claim came on the eve of today’s reconvened annual stockholders meeting in Dover, Del., when the tabula-

Hit ‘Pressure’ Unit’s Attack On Kramer

Industrywide Fight on ‘False Criticism’

With the Motion Picture Association of America and the Council of Motion Picture Organizations yesterday giving their full support to Stanley Kramer against an attack by a Coast pressure group, the fight against such outside groups virtually became industrywide among top echelon film organizations, excluding exhibitor groups. Previously, the Association of Motion Picture Producers, the Independent Motion Picture Producers’ Association and the National Association of Independent Motion Picture Producers rallied to Kramer’s support.

Aroused filmandom quickly aligned itself in the fight started by Kramer, producer of “Death of A Salesman,” who this week filed a $1,000,000 libel suit on the Coast against the Wage Earners Committee of

2,000 Expected at Jan. 20 Communion

More than 2,000 Catholics in the New York area are expected to attend the motion picture industry’s second annual Corporate Communion and Breakfast to be held on Sunday, Jan. 20. They will attend the nine o’clock Mass at St. Patrick’s Cathedral, to be celebrated by Francis Cardinal Spellman. The Rev. James

Wall Street Financial Advisor who led the proxy battle against RKO Theatres management.
Washington, Jan. 9.—There should be enough equipment and film produced to satisfy the film industry's needs during 1952, James Frank, deputy director of the motion picture and television products division of the National Production Authority, said here today. This, despite previous pessimistic predictions from motion picture leaders.

Frank told the Washington Film Council that NPA would "try to maintain a reasonably high level of production in spite of increasing shortages in critical materials. The worst shortages, he said, would be in nickel, copper and brass and cobalt."

John V. Waller, Bell and Howell branch manager, bore out Frank's 1952 outline when he stated that the Council would be able to make enough motion picture equipment to satisfy all government and commercial demands during the year.

See Virtual Stop to Commercial Building Intract of Year

This week, Jan. 9—If Federal curbs on theatre construction can get any tighter, it will happen in the second quarter of this year.

The Motion Picture Council announced today that increasing military demands and the dwindling supply of critical materials will put a virtual stop to commercial construction during that quarter.

NPA officials said, however, that controls on theatre building and other recreational facilities are already so tight that the new curbs will have only a minor impact on theatre building.

NPA feels that theatre projects only if they used very small amounts of critical material, if the project was on hand, if the project was essential to furnish recreation to military personnel or defense workers, or if a delay created a "severe economic hardship" on the applicant.

Delay Shea Hearing Until Jan. 23 Here

The hearing on Dorothy Shea's petition for an accounting of the Maurice A. Shea Trust was postponed in Bronx Surrogate Court from yesterday to Jan. 23.

The petition of Dorothy Shea, wife of Gerald Shea, president of Shea Enterprises, names E. C. Grainger and Edward C. Raftery of the law firm of O'Toole, Erioff & Raftery as sole surviving executors and, with Thomas E. Shea, as trustees of the estate.

Mayer to Leave for Europe on March 11

Arthur L. Mayer, who insists he intends to resign as executive vice-president of the Council of Motion Picture Organizations, will sail from here for Europe on March 11. The temporary trip, partially paid for, will be a mixture of business and pleasure.

While abroad, Mayer, who is president of Mayer-Kingsley, Inc., plans to view new foreign product.

Co. Heads Plan to Attend Fla. Meet

Fred Hershkowitz, RKO Theatres publicist, will be married tomorrow to Irma Hauser in Newark.

9 Para. Branches Top Drive Quotas

Final results of the Paramount sales drive, concluded this week, show that 29 domestic and Canadian branches went over their quotas, with New York, tentatively set between Tuesday and Friday.:

Nate Blumberg, president of RKO Pictures, said that Kibitzer date the confabs would begin on industry problems, but that he expected to leave New York early next week.

Already in Florida are Albert Warner, vice-president of Warner Brothers, and James C. Bickley, vice-president of Paramount Pictures. A spokesman for Nicholas M. Schenck, Loew's, said his brother, Henry A. Balaban, president of Paramount Pictures Corp., said he was undecided. John H. Depinet, vice-president of Universal, will represent president Nate J. Blumberg at the talks. Blumberg is reorganizing for a recent illness.

V. Fred Freeman, Paramount studio head, now in New York, also plans to attend the meetings.

The agenda is said to be very general, covering all phases of the industry, among them studio costs, labor problems, the foreign situation and public relations.

Bill Would Forbid TV In N.Y. State Courts

Plains New Indian Film

Winnipeg, Jan. 9—Keith McEl-}

B'nai B'rith Tribute Tomorrow Night

Entertainment industry leaders and members of Cinema Lodge of B'nai B'rith and their guests will pay tribute to the Hotel Plaza here tomorrow to Richard Rodgers and Oscar Hammerstein II at a special non-fund-raising meeting of the Joint Defense Appreciation Committee and the Anti-Defamation League of B'nai B'rith. Senator Estes Kefauver of Tennessee will be the key speaker.

In a special feature of the evening, a group including Robert Vogler, American film critic, will be assisted by the Communists in Hungary; Dr. William Jansen, superintendent of the Monte Irvin infirmary of the New York Giants; Erizo Pinza, star of stage, screen and television; sportscaster Mel Allen. Radio commentator Ben Grauer, and others, will participate in the presentation of "Our Children's Tomorrow."

The special will begin on NBC and will run "Oscar Salesmen's Month" is an annual drive, second in importance only to "Paramount Week."

In expressing his appreciation for the tribute, Mr. Shean told the field sales managers, "By doing it for you and yourselves you have performed a great service for our company. The hard work that went into getting these results is a shining example of what can be done. My sincere thanks to you all."

"306" Elects Gelber: Kunze A New 'V.P.'

Herman Gelber has been reelected president of 306, IATSE, defeating vice-president Harry Storin and William Salle. Al Kunze has been elected vice-president, and 306, IATSE, defeating vice-president Harry Garfman were reelected business agents: Ernest Lang, recording secretary, and Albert Kessler, treasurer.

Bill Would Forbid TV In N.Y. State Courts

Albany, N. Y., Jan. 9.—State Sen-}

Theatres Can Raise Soft Drink Prices

Washington, Jan. 9.—The Government has authorized soft drink retailers to raise prices on a bottle of single soft sales if their costs have gone up a half-

African Price Stabilization regulation also allows manufacturers to reduce sizes of soft drinks, instead of raising prices.

Thousands of film houses dispense soft drinks.
the greatest reviews any motion picture ever received
...“ACCLAIMED”...

It must be acclaimed a film that whips you about in a whirlpool close to the center of life.

—BOSLEY CROWTHER
N.Y. Times

...“EXALTED”...

... one of the richest experiences our town offers!

—ALTON COOK
N.Y. World-Telegram & Sun

...“SHATTERING”...

Shattering emotional revelations... a major movie event.

—OTIS L. GUERNSEY, JR.
N.Y. Herald Tribune

...“BEST-RATING”...

... With this picture, the Stanley Kramer Company, which has consistently maintained its canny pace one step ahead of the crowd, takes two giant strides forward.

—ARCHER WINSTEN
N.Y. Post

COLUMBIA PICTURES presents
STANLEY KRAMER’S production of

Death of a

...“HIGHEST RATING”...

I’m sure (Fredric March) will be considered for an award.

—KATE CAMERON
N.Y. Daily News

...“ALL-EMBRACING”...

It overflows with an all-embracing tenderness and sympathy!

—JESSE ZUNSER
Cue

...“TERRIFIC”...

Fredric March registers the most brilliant performance of his career... ‘DEATH OF A SALESMAN’ scores on the emotions as few pictures ever do.

—FRANK QUINN
N.Y. Daily Mirror

...“POWERFUL”...

... emotion shattering... bound to be listed among the year’s finest.

—ROSE PELSWICK
N.Y. Journal-American
At the close of the picture, the whole big housefull applauded. . . . a splendid addition to the list of the year's best pictures! —JANIE CORBY
Brooklyn Eagle

It is a must see...Fredric March starred as Willy Loman in one of the great film performances of the year. . . . shattering in its emotional impact. . . . A memorable film experience. —Variety

A distinguished motion picture achievement in every sense . . . one of the year's best films. —LOWELL E. REDELINGS
Hollywood Citizen-News

A dramatic masterpiece . . . gripping entertainment . . . Fredric March surely ranks as a leading contender in the awards tournament. —Hollywood Reporter

Fredric March's 'Willy Loman' a brilliant rendition . . . immediately sets him up for consideration in the matter of masculine acting honors and awards. —Film Daily

Fredric March has easily accomplished one of the year's most electrifying performances. —HOWARD McLAY
L.A. Daily News

Fredric March turns in a performance of matchless brilliance. Richly rewarding. —Motion Picture Daily
**Reeve Sees**

(Continued from page 1)

port costs are a serious overhead con-

sideration.

"Film carrying containers today are identical to early 1920s containers," Reeve pointed out. "In the last 18 months we know how largely the in-
dustry's print situation has been changed with the acetate-inflammable stock," he added. "Why, then, the continued use of unnecessary heavy cars to carry the films which, for develop metal, and many light weight metals?"

**Gives Concrete Example**

"A varying transportation saving of 5 to 30 per cent is possible to exhibitors on single and two-reel subjects—and a considerable saving on larger shipments—not at all a small item, and experimentation should be started today paying $100 and upward each month on 200-mile hauls—and more and more as exchange distance in-
creases," Reeve continued.

"A concrete example can be definite-
ly set forth. In my home theatre the 36 foot reels in our exchange usually comes out in a metal can—total weight of shipping being 10 pounds—the cost, 32 cents a trip. An equal load in individual containers comes to 40 cents per trip for each container. Sometimes the ship-
ment is in a common cardboard con-
ainer—weight five or six pounds—
total cost 20 cents.

"All shorts are now on acetate, and while it is true that no figures are at hand, a precise figure of savings is possible. Even the application of this plan to short film shows results, Martha comedies, material saving to the individual exhibitor."

"Incidentally, the fact that our go-

Theatre staff is particularly interested in the policy. Another point in his argu-

ment was the question of what has happened to Phonevision since its Chicago test in January. Phonevision, like other systems, such as Skiatron and Telemeter, of which Paramount owns a half interest, are still awaiting the FCC's declaration of policy.

**Paramount Only One**

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eral sales managers.
**Family Nights No Stimulant in Albany**

Albany, N. Y., Jan. 9.—“Family Nights” may be good industry and community public relations but they will raise no sales for the film business in Albany, said Charles A. Smakowitz, Warner zone manager here. Other theatrical promotions of such type which might benefit the box-office would be “40th Anniversary Nights,” “Old Fiddlers Nights,” and the like.

**E. Pa. Head Reports On Complaints**

PHILADELPHIA, Jan. 9.—Some 45 exhibitors from this territory today heard Eastern Pennsylvania Allied president Sidney E. Samuelson detail an account of his meetings with sales executives of the films and the talk was conducted in New York and with Department of Justice officials in Washington in an attempt to halt alleged discrimination in program rentals in this area. However, he requested press representatives to keep his report “off the record,” alleging that statements and press releases made to him by the sales heads were confidential and were in reply to specific grievances outlined by him on the basis of complaints from members of his organization.

**Cunningham in New Columbia Ad Post**

John Cunningham, who joined Columbia in Oct., 1930, as special assistant for advertising to the advertising-publicity director, has been named creative advertising manager by the company. Before joining Columbia Cunningham was associated with the advertising agency business in New York. Prior to that he was a member of Warner Brothers advertising department and has held posts with the Bulwahn Agency and with Demuth and Coe.

**Shumow Leaves W.B.; Succeeded by Lefko**

CHICAGO, Jan. 9.—A. Jack Shumow has resigned as Chicago branch manager for Warner Brothers Pictures, it was announced here today. George Lefko, veteran film executive who has been Warner Brothers assistant branch manager here since last March, has been promoted to fill the vacancy left by Shumow’s resignation.

**L. J. Malcolmson Dies**

TORONTO, Jan. 9.—L. J. Malcolmson, father of Mrs. James R. Cairns, died in Toronto Tuesday after a brief illness. Born in Hamilton, Ont., in 1870, he was identified with theatres there before moving here in 1910. He was former president of the Imperial, and was president of the advertising director of Famous Players Canadian Corp.

**Dressell’s Mother Dies**

STOCKTON, Calif., Jan. 9.—Mrs. Sara Dressell, 64, mother of C. Ray Dressell, RKO Radio’s branch manager in Minneapolis, died here following a holiday visit to her son. Dressell is accompanying the body to Minneapolis for burial.

**Reviews**

**“Room for One More”**

(Warner Brothers)

A MERRY TALE of family life made boisterous and unpredictable by a brood of five bouncing youngsters is essayed in “Room for One More.” The picture is delightfully different and refreshing made to him by the sales heads were confidential and were in reply to specific grievances outlined by him on the basis of complaints from members of his organization.

Ensemble enjoue in the screenplay by Melville Shavelson and Jack Rose, when Miss Drake adapts Iris Mann, a disturbed adolescent. Another family crisis develops when Miss Drake adopts Clifford Tatum, Jr., a cripple described as retarded.

The story relates to incidents which go toward the rehabilitation of both. In the course of this there are many heart-warming moments. As the two children in the story who bring the total to five, Malcolm and Carol, are young. The picture delivers a running series of poptags, some quite on the sophisticated side.


**“Pals of the Golden West”**

(Republic)

ROY ROGERS plays a crack border patrol trouble-shooter who has his hands full with criminals smuggling cattle across the Mexican border and with the hood and mouth disease. The picture has its full quota of shots, pursuits, fistfisticuffs and gunplay, all of which should amply satisfy the fans.

Against the background of the usual Western shakedown, the story has an edge of a crusading newspaper. Dale Evans plays the fearless reporter, while Estelita Rodriguez plays the newspaper publisher and Pinkie Lee the clowish photographer. The heavies of the picture, played by Anthony Caruso and Roy Barcroft, perform their snuffings under the cover of sandstorms.

A prolonged battle takes place before Rogers brings the culprits to justice. For a time the motives of Rogers are misunderstood by Miss Evans but that finally is straightened out. Edwardo Jimenez portrays the youngster orphaned by the criminals.

Songs are provided by almost all of the principals, and among them are: “Pals of the Golden West,” “You Never Know When Love May Come Along,” “Slumber Train,” and “Get the Great Divide.”


**Meet on UK Ticket Tax in London**

LONDON, Jan. 9.—The four trade organizations, representing producers, distributors, exhibitors and specialized film producers, have been invited by the Board of Trade and Industry Exhibitors Association to meet tomorrow for a discussion of the entertainment tax. Cinematograph Exhibitors Association is the only one of the four which has presented suggestions for changes in the tax in advance of the meeting.

**Fernando Gimenez, 53**

Fernando Gimenez, 53, who has been in charge of the Spanish titling department for the foreign division of RKO Radio since 1935, died Tuesday afternoon at his home in New York City of a heart ailment.

Prior to joining RKO he was a free-lance translator and tile writer. Surviving are the widow, Catherine, and two children. Funeral services will be conducted tomorrow from the Walter B. Cooke Tremont Avenue funeral home.

**DeMille Sees AFRA Handicap Dissolved**

Cecil B. DeMille, here from Hollywood for the opening today at Radio City Music Hall of his Paramount production, “The Greatest Show on Earth,” said he believed that under the Taft-Hartley Law he is entitled to return to radio as a regular performer without making any concessions to the American Federation of Radio Artists which a few years ago caused a program sponsor to refuse to pay an assessment intended for use in a political campaign.

Asked why he had not returned to radio as a regular performer, DeMille replied: “No one has invited me.” He retained the services of A. E. Billings as his agent.

Part of DeMille’s personal promotion effort in behalf of “The Greatest Show on Earth” will be given over to radio broadcasts. He explained that this in no way alters his long-standing dispute with AFRA since he will not receive compensation for the broadcasts.

**In Brief...**

Snader Sales, Inc., has opened its fifth major sales office in Cleveland with the appointment of Robert Blair as sales representative for the Ohio Valley area.

Blair is a former market research field representative and media buyer. Prior to joining Snader, he was regional manager of the Midwest territory for General Dealer. He is a member of the Northwestern Ohio Chapter of the American Marketing Association.

**CINCINNATI, Jan. 9.—The report on the National Collegiate Athletic Association’s experimental television program is due to be announced this week at the annual NCAA meeting at the Netherland Plaza.**

**CLEVELAND, Jan. 9.—Election of officers of Local B-5, IATSE for a two-year term, 1952-53, resulted in the return of J. C. Weidner as president for the 12th term since the local was organized in 1937. Others elected are: Vice President, Larry Olsen; secretary, George Beamer; business agent, Joe Brandt; recording secretary, Oscar Adelman; financial secretary and treasurer, Harry Berman; and Tom Freuman.**

The executive board consists of Joe Berstein, Justin Compton, Oscar Adelman, Harry Schoenberg, Frank DeFranko, George Sennett and Pearl Geb.

**CAMDEN, N. J., Jan. 9.—The appointment of Holiss D. Bradbury as national manager of film recording of the Educational Products Department was disclosed here by RCA. A veteran of 24 years in the activities of RCA, he was formerly Eastern manager of film recording sales, with headquarters in New York. At the same time, RCA appointed Everett Miller of Bronxville, N. Y., to succeed Bradbury as Eastern manager of film recording sales.**

Twentieth Century-Fox will give a special party for children of trade representatives, newspaper contacts and newspaper personalities, radio and TV personalities Saturday night at the 20th Century-Fox Little Theatre here in connection with the visit of Loretta Young, winner of the title “Mrs. Kangaroo,” an Australian beauty contest that was held there in conjunction with the production of “Kangaroo.”

**TORONTO, Jan. 9.—The “Curtain at 8:30” policy for special film productions every Thursday night with all seats reserved at 75 cents has been introduced at 45 theatres in Ontario, this being the idea evolved by Nat Taylor, president of the International Film Cinemas, as art theatres here. Candy bars and popcans machines are closed for the “high-hat” performance and the managers will wear dinner jackets.**

**NEWSPAPER HEADLINES**

LONDON, Jan. 9.—The personal estate of Mrs. Catherine S. Maxwell, widow of John Maxwell, former Associated British Picture Corp. chairman, who died Dec. 23, 1953 in her just-published will. Mrs. Maxwell’s daughter is the wife of Sir Philip Warter, present A.B.P.C. chairman.
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(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: D Drama.)
Greene Wins RKO Theatres Board Fight
ELECTS 2 AND CLAIMS 3RD SHOULD ALSO HAVE WON

Election of David J. Greene and A. Louis Oresman, a Greene candidate, to the expanded board of directors of RKO Theatres Corp., was announced yesterday here at the conclusion of the first annual meeting of the company's stockholders in Dover, Del.

Others elected to the board were: Sol. A. Schwartz, Edward C. Raftery, Ben-Fleming Sessel and William J. Wardall, all candidates of management and the Irving Trust Co., trustees of Howard Hughes RKO Theatres stock.

Wall Street financial advisor Greene won his fight for representation on the board after a lively proxy contest with management, highlighted by charges and countercharges and a proxy count which began Dec. 16.

The conclusion of the meeting saw

(Continued on page 3)

Schwartz Re-elected CMPEA President

CLEVELAND, Jan. 10.—Ernest Schwartz today was re-elected as acclamation president of Cleveland Motion Picture Exhibitors Association for the 18th straight term. Others re-elected unanimously were vice-president Albert E. Ptak and secretary-treasurer Ted Vernes.

Henry Greenberger, Howard Reif, Alex Leibich, Ted Vernes and Frank Porozinski were re-elected to the board of directors.

'Greatest Show' Is Great Box-Office

More than $20,000 was racked up for the opening day of "The Greatest Show on Earth" at Radio City Music Hall here yesterday. Neither rain nor snow kept the customers away.

The excellent gross is comparable to the opening day business registered for such outstanding "money-makers" as "The Great Caruso," "Showboat" and "An American in Paris," the management reported.

Einfeld Outlines A New Product Promotion Plan

GREATER IMPLEMENTATION of the 20th Century-Fox policy of merging sales and advertising efforts will stem from a new plan of point-of-contact showmanship revealed here yesterday by Charles Einfeld, vice-president, to delegates attending the company's annual sales convention being held at the home office.

Harvey Awaits More Replies on His Bid

SAN FRANCISCO, Jan. 10.—Roth Harvey, president of the Pacific Coast Conference of Independent Theatre Owners, on being questioned about his response to Allied States Association general counsel and board chairman Abram F. Myers' rejection of his call for a meet on arbitration in New York next month, said he would make no comment until he received an answer to a wire he sent to Truman Kembusch, Allied president and Mitchell Wolfson, president of The (Continued on page 3)

'Dimes' Trailer to Open Next Week

'You'll Never Walk Alone,' starring Howard Keel in acting and singing roles and featuring a song of the show's title written by Richard Rodgers and Oscar Hammerstein, will be distributed next week to all theatres throughout the country by

(Continued on page 3)

Theatre Telecasting of Roxy Stage Shows Seen

The use of the New York Roxy stage as a production center for "live" theatre telecasts in this area was envisioned here yesterday by David T. Katz, recently appointed general manager of the 20th Century-Fox Broadway showcase.

Katz said that with the advent of Eidophor, the 20th-Fox-CBS color theatre television system, the Roxy stage shows could be piped into other large-screen television systems in area theatres. Such plans, he added, were in line with the thinking of Spiro P. Skouras, 20th-Fox president, and Charles P. Skouras, president of National Theatres, the company which probably will gain title to the theatre following the reorganization of the company according to the terms of the consent decree.

Katz, who assumed his post following the retirement earlier in the month

(Continued on page 3)

Video Seen as Big AFM Contract Issue

The television clause will be one of the major topics of discussion at next week's meeting in Florida between James C. Petrillo, president of the American Federation of Musicians, and heads of motion picture companies.

This was learned from a Petrillo spokesman yesterday as company

(Continued on page 3)

$2,092,783 'U' Profit in '51; Up $736,897

$1,355,886 in 1950

Before taxes and write-offs, Universal Pictures earned $8,823,783 last year.

The company reports a consolidated net profit of $2,092,783 for the year (53 weeks) ended Nov. 3, 1951, after provision of $5,392,529 for Federal taxes on income and excess profits and after a provision of $500,000 for contingent liabilities. These figures are subject to year-end audit adjustments. After deducting dividends on the preferred stock, the net is equal to $1.16 per share on $90,498 shares of common stock outstanding.

For the preceding year (52 weeks), consolidated net profit was $1,355,886, after provision of $950,000 for Federal taxes, equal to dividends on the preferred stock, to $1.14 per share

Broidy Cites 15-20% Business Increase

Hollywood, Jan. 10.—A 15 to 20 per cent sales-response increase above that of last year is indicated by reports on advance bookings from the company's exchanges on the second annual "National Monogram Week," Feb. 10-16, according to Steve Broidy, president.

"Monogram Week" of 1951 was the most profitable sales period in the history of the then 20-year-old company, it was said.

Personnel of all exchanges, number-

(Continued on page 3)

Roxy to Be 1st With Eidophor

Following the demonstration in 20th-Fox's Swiss Eidophor—CBS theatre television system at Fox Movietone studios here last month, the equipment will be installed in the Roxy Theatre within about 30 days, David T. Katz, general manager of the theatre, said yesterday.

Katz said the equipment is now in transit from Zurich, Switzerland.
Personal Mention

See MPIC Support In Kramer Action

Hollywood, Jan. 10.—The Motion Picture Industry Council, which meets next Wednesday night in Los Angeles, has been asked to add its endorsement to Stanley Kramer's action against TV and the Films. The AFL Film Council, member of MPIC, already has signed an affiliation with the Kramer action, and three council components expected to do likewise.

Kramer this week filed a $1,000,000 libel suit against the WEC which had attacked the producer of "Death of A Salesman" for its objection to "a red-carpet fiasco for his Red-slanted, Red-starred films." Several other film organizations have rallied to Kramer's support.

NCAA Committee For TV Restrictions

The television committee of the National Collegiate Athletic Association, recommended yesterday to the NCAA convention in Cincinnati that the televising of college football games in 1952 be continued in the same controlled form as was followed in 1951. The nine-man committee came to this conclusion on the basis of a preliminary analysis of the $50,000 survey made by the National Opinion Research Center of the 1951 "experimental" season. It showed that TV cut audience at the games.

Kramer Relents on Non-TV Contract

Hollywood, Jan. 10.—Stanley Kramer's policy of not employing borrowed players with non-television clauses in their contracts of their employing studios will be relaxed to cover the case of Kurt Kasznar, who was given a release yesterday. "Happy Time" which he played on the stage was cancelled last weekend, the Kramer announcement stated. This is the sole exception to the rule, however, it was asserted.

Fashion Preview for 20th-Fox's 'Zapata'

Twentieth-Century-Fox's "Viva Zapata!" will receive a multiple promotional launching on Monday evening, when more than 400 representatives of newspaper fashion department store merchandising, and syndicate and magazine press gather at the Toos Shoar Restaurant here for a combined fashion and publicity preview of the Darryl F. Zanuck production. It is to be sponsored jointly by 20th and Kay Windsor Fooks.

Fire in Pierre House

OMAHA, Jan. 10.—The State Theatre, the largest in Pierre, N. D., suffered extensive damage when a blaze broke out this morning. When the building was closed after the fire, there were 300 persons in the theatre.

MOTION PICTURE DAILY

Friday, January 11, 1952

3

CECIL B. De MILLE will leave here Sunday for Atlanta for a week's stay.

— Max Weinberg, M-G-M's Eastern short subjects representative, will speak "Films in Education" at the Arts Seminar to be sponsored by the Child Education Foundation on Tuesday.

— Guy Glover, executive producer of the National Film Board of Canada, has been appointed adjudicator for the Canadian Ballet Festival, to be held May 5-10.

— Charles Woodward, formerly in the booking department of 20th Century-Fox in Atlanta, is now in the Republic booking department there.

— Martin Davis of Samuel Goldwyn's publicity office in New York, is to be in Washington, will leave that city for Macon, Ga., next Thursday, and will then proceed to Miami.

— Bill Brower has been appointed a Universal-International sales representative, with Florida as his headquarters.

— Rube Lewis, business agent of Local No. 84, IATSE, Hartford, is in Florida on vacation.

— Bernard Smith, producer, will arrive here today from Hollywood.

McKenna Resigns Souvaine Sales Post

John McKenna has resigned as Eastern district sales manager of Souvaine Selective Pictures, effective today. He will announce his future plans in a few days. A successor has not as yet been selected.

Souvaine to Open Office in Pittsburgh, Its Eighth

James Hendel, division manager of Souvaine Pictures, on Monday will open the company's newest branch office in Pittsburgh, the eighth in a list which includes San Francisco, Los Angeles, Chicago, New York, Boston, Atlanta and Cleveland.

Brown Is Named U.A. Cleveland Manager

MANNY Brown, film salesman for United Artists in Buffalo, has been promoted to manager of the Cleveland exchange by William J. Heimann, U.A. vice-president. Brown replaces Sid Cooper, who shifts to New Haven as branch manager, filling the spot formerly occupied by Joe Callahan, who takes over in Western Massachusetts block, working out of the Boston exchange under Harry Segel.

M-G-M Appoints Bailey

CHARLOTTE, Jan. 10.—Tom Bailey has been appointed assistant manager of the M-G-M branch in Charlotte. It is a new post.

COPO Has Space For Newspapersman

Office space in the headquarters of the Council of Motion Picture Organizations has been made available to out-of-town newspapers visiting New York. In a letter sent yesterday to all “Motion Picture U. S. A. “ public relations chairman throughout the country, COMPO suggested that newspaper writers contemplating a trip to New York be advised that they will be welcomed at the COMPO offices, where working facilities will be provided.

William P. Covert, IATSE VP; Dies

Toledo, Jan. 10.—William P. Covert, second vice-president of IATSE, has died here yesterday. He had been ill with a heart condition for a long period. As a former member of the Toronto Operators Local No. 173 since it was chartered in 1910, he had been its business agent since 1917, the same year in which he became an IATSE vice-president.

Services will be held Monday at Bayview Memorial. Richard F. Walsh and other officers will represent the IATSE at the funeral.

Mildred Sears

Mildred Sears, wife of Richard (Dick) Sears, formerly associated with M-G-M and current commissioner for the New England district, died here yesterday. Besides Sears, she leaves one daughter.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKETTIER

CECIL B. De MILLE'S

THE GREATEST SHOW ON EARTH

COLOR BY TECHNICOLOR

SPECTACULAR STAGE PRESENTATION

MILDRED GOLDWYN'S

I WANT YOU

现在！CRITERION

Broadway at 45th St.
RKO Theatres Are Engaging Top Stage Attractions

Three top stage attractions, the Ballet Russe de Monte Carlo, the musical comedy, "Gentlemen Prefer Blondes," and the comedy team of Martin and Lewis, have been set for engagements at various RKO theatres, supporting the policy of RKO officials to present important stage attractions whenever they are available. Most RKO theatres are adaptable to stage offerings, many of them at one time or another, in place of "B" shows.

William Howard, vice-president of RKO Theatres, says negotiations are under way for more top stage attractions.

Films will not appear on any of the bills. The Ballet Russe will perform nightly through Feb. 15 at the Roxy, Alhambra, and Loew's State. The Blades" will be performed on three evenings and one afternoon; Martin and Lewis will play nightly the Cyclone. The Ballet Russe will be presented at the RKO Lincoln in Trenton on Feb. 1, Roxy-Alhambra, Providence, on Feb. 1, RKO Keith-Oliver, Washington, Feb. 18, and the RKO Palace, Rochester, Feb. 20. Dean Martin and Jerry Lewis will play the RKO Alhambra, Cincinnati, starting March 1, in one of the few personal appearances of the team in the Midwest this season. "Gentlemen Prefer Blondes," the Herman Levin-Oliver Smith musical comedy, also will open in Columbus, on March 18. Carol Channing, and others of the original cast, will be in the production.

RKO Theatres Tilt (Continued from page 1)


Universal Profit (Continued from page 1)

Has Reduced Debt

During the past three fiscal years the company has reduced the aggregate of its domestic bank debt and 31/4 percent debentures from $15,815,000 to $6,517,000, a reduction of close to $9,300,000. The company closed its fiscal year with a cash balance of approximately $6,750,000, which represents an increase of over $1,000,000 as compared with its cash balance at the end of the previous year. It also held $2,186,000 in U.S. tax notes in its treasury at the end of the fiscal year. Net working capital amounted to about $26,500,000 on Nov. 3, 1951. Since the end of the fiscal year, the company has paid a dividend of a common stock dividend of a 60-cent-year-end dividend, paid last Dec. 19.

Reported Last December

An estimated $64,783,789 world gross for 1951 was reported by Universal-International last December to the Securities and Exchange Commission. This compares with $55,121,861 for 1950. At the same time the company reported that also its estimated world gross for the quarter ended Nov. 3, 1951, was $20,750,000, compared to $8,908,000 for the corresponding period of 1950.

Mesibov Is Head of Paramount Pep Club

Sid Mesibov, exploitation manager, has been elected president of Paramount's Pep Club for 1952. Other officials include Paul Ackerman, vice-president; Herbert Smith, treasurer; Ida Wolfin, secretary; and Mary Brady, to the board of governors. The retiring president is Albert Deane.

Einfeld Outlines New Plan (Continued from page 1)

Walt Disney Net (Continued from page 1)

Universal

This compared with a profit of $717,548, 51 cents a share, in the preceding year. Gross income for 1951 amounted to $287,539, compared with $279,224 the year before. Disney explained that the 1951 gross reflects only slightly the returns from the company's highest cost feature, "Alice in Wonderland," released in July, since first cash returns were realized only one week before year end. At the same time, in the preceding year, gross income benefited heavily from receipts of "Cinderella," released in Feb., 1950.

To date, RKO has released all of its outstanding preferred stock on Jan. 1, 1951, at the redemption price of $25 per share, plus accrued dividends. Outstanding debentures were reduced by $40,110, and on Sept. 29, total debentures reduced by $5,440,210, a reduction of over $1,000,000 as compared with its cash balance at the end of the previous year. The company has held for some weeks a cash balance amounting to about $26,500,000 on Nov. 3, 1951. Since the end of the fiscal year, the company has paid a dividend of a common stock dividend of a 60-cent-year-end dividend, paid last Dec. 19.

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FRANKIE
and
WHAT A DYNASTY

“ALL OF ME” • “I’VE GOT A CRUSH ON YOU”

“THAT OLD BLACK MAGIC” • “WHEN YOU’RE SMILING”

“How Deep Is The Ocean”

“A GOOD MAN IS HARD TO FIND”

UNIVERSAL INTERNATIONAL presents

Frank SINATRA
Shelley WINTERS • Alex

U-I Makes the Money-Makers!
When they get together
Romance goes wild and
Rhythm runs riot!

"SHE'S FUNNY THAT WAY"

"YOU'RE A SWEETHEART" • "LONESOME MAN BLUES"

"Meet DANNY WILSON"

with Raymond BURR

Story and Screenplay by DON McGUIRE • Directed by JOSEPH PEVNEY • Produced by LEONARD GOLDSIEIN
Reviews

"Meet Danny Wilson"  
(UNIVERSAL-INTERNATIONAL)  
HOLLYWOOD, JAN. 10

The Frank Sinatra following figures to turn out in force for this music-oriented, comedy, but its appeal will be limited to fans of the crooner, coloring his early career. Add that following to the public whose attendance prompted the hearings to vote, and you'll have a large showing of house towers, and others who may find the picture's appeal on the ticket-buying. The fact is that Sinatra sings nine songs of the songs and plays the role of a crooner, but he has been precluded from the picture of the picture. The sharp lines and the swift pace of the picture will carry the story in a general light and airy kind, giving the others present something to feed on.

The story and script, by Don McGuire, an incisive man with dialogue, opens with Sinatra and his pal, Alex Nicol, an actor who stokes out a firm claim to attention, as a down-and-out singer-pianist duo looking for work. Miss Winans, a cafe owner, they meet in a night club and makes a deal for 50 per cent of their earnings from them on. Sinatra experiences a rush to fame reminiscent of his own, with his smash at the New York Paramount among the historic items included, but goes sour when he learns that Miss Winans is in love with Nicol instead of, as he has believed, with himself. As the team splits, their 50 per cent partner, who has been a stubborn holdout, is cut out from the law, shows up and demands the $276,000 now due him, which leads to a shooting in which Nicol is wounded. The picture ends with Sinatra and Nicol but with the former in a deserted baseball field, and winning exoneration for the deed, while Nicol wins Miss Winans. Joseph Pevney directed the occasionally informal script to good effect. The producer credit goes to Leonard Goldstein.

Running time: 87 1/2 minutes. General audience classification. For February release.

WILLIAM R. WEAVER

"The Old West"  
(COLUMBIA)

"THE OLD WEST" may be short on action, but it is sure long on wholesomeness, dishin Gene Autry as an aim to town parson. House Peters, Sr., whose prayer meeting Gene sings, when he is not engaged in his regular business of breaking horses for the local stage-coach operators. And there is some blood-and-thunder, too. What real action there is in clamped by a stage coach race between Gene and his horse-breaking competitor, Lyle Talbot, who also owns the town's saloon.

The content is mostly homespun fare. The tale mostly concerns the spiritual rejuvenation of the little town of Saddlerock, under the guidance of parson Peters, and Gene. Director George Archainbaud, with a mind to the sensibilities of the very young, shows Saddlerock in no detail whatsoever, which could have added some excitement. Autry shoots, rides and sings with his customary nonchalance and always makes a wide berth around Gail Davis, who appears as his love interest, but does not sing. Kath Johnson and Dee Pollock, a couple of 10-year-olds, provide romantic interest there is. Armand Schaefer produced.

Others in the cast are Louise Haydol, House Peters, Jr., Dick Jones, Raymond L. Morgan, James Graven, Tom London, Frank Marvins.


To Accept New Evidence

DENVER, Jan. 10—Judge Lee Krsnay ruled in the Federal District Court here to day, where the case of Cinemus Pictures Corporation, V. Roy Fox, RKO and M-G-M is being held, that evidence of the period beyond that covered in the petition (which is dated from 1945) cannot be admitted if he thought it pertains to the case.

The suit, in which Cinemus is claiming that it suffered damages because it was unable to secure pictures from M-G-M and RKO, which were offered for the Broadway after it took over the Broadway, formerly operated by Fox Intermountain Theatres, was handed down by Judge Krsnay without comment. The evidence was brought up.

$1,04 Columbia Dividend

Columbia Pictures' board of directors, at a meeting held here yesterday. declared a quarterly dividend of $1,04 on the $4.25 cumulative preferred stock, payable on Feb. 15 to stockholders of record on Feb. 1.

Patrician Events Get Hollywood Support

Hollywood, Jan. 10—Betty Hutton and Cecil B. DeMille's "The Great Show on Earth," combined tonight to give a benefit for the Variety Clubs International one of the most successful benefit shows since it was organized, according to Variety. The show was held at the 3,400-seat Imperial Theatre with members paying from $5 to $25 for tickets and the insurance to be made up by advertising and local radio programs for approved causes.

Greatest Show in Variety Benefits

TORONTO, Jan. 10—Betty Hutton and Cecil B. DeMille's "The Great Show on Earth," combined tonight to give a benefit for the Variety Clubs International one of the most successful benefit shows since it was organized, according to Variety. The show was held at the 3,400-seat Imperial Theatre with members paying from $5 to $25 for tickets and the insurance to be made up by advertising and local radio programs for approved causes.

Tax Collections Down in Chicago

CHICAGO, Jan. 10—December collections of Chicago, amounting tax here (on November receipts) were $95,682.80 from theatres compared to $103,920.59 for the corresponding period last year. However, theatre collections in December 1951 totaled $1,130,137.16 against $1,307,325.98 in 1950, reflecting a decline of approximately 13 per cent in theatre receipts here.

It should be borne in mind, however, that the number of theatres in operation here has been reduced considerably through closings, conversions to other uses, or both, and a new wave is needed for public construction. In 1951 collections on the receipts of other amusement sources, according to the Governor were $689,003.93, down about 3 per cent from the $702,560.67 collected last year.

Defeat Tax Proposal

MASSACHUSETTS. Jan. 10.—City Council here defeated a vote of seven to one to extend the tax on all theatre admissions by seven cents in order to make up for the city's operating deficit.

Tax reports show that the city's yield from the amusement tax dropped from $14,000 in 1950 to $8,318.01 in 1951. Nat Wool, Watertoto, Ohio zone manager and W. N. Skirball of Skirball circuit, both spoke before the Council against the proposal.
Tradewise...

By Sherwin Kane

Settlement of the "Unfriendly Nine's" suits may have been advisable, as claimed, from the standpoint of legal tactics. Not so from the viewpoint of industry public relations and certainly not in the seeming surreptitiousness which surrounded the filing of the settlement papers in the Los Angeles court on the eve of the New Year's holiday weekend.

Sometimes sauces are prone to regard legal strategy as the governing consideration in the settlement of suits, even when their more than procedural conduct is involved.

Granting the argument that the settlements were advisable under the circumstances, how much better industry public relations might have been if newsmen had been called in and advised of the settlements and the reasons for them when the documents were filed in court.

By so doing, the industry's story could have been presented to the public for whatever it might be worth. Instead, the seeming hope that the settlement would be overlooked by reporters in the relaxation of a holiday weekend was frustrated and, to the injury of industry public relations, reporters were left to discover the documents and fashion their own interpretations of them.

While Life magazine and not a few in this industry, most especially in the production end, were snugly fashioning obituaries for the theatrical motion picture last year, a small group of enthusiastic and energetic young men were happily at work demonstrating how wrong those others were.

The group consisted of Arthur Krim, Robert Benjamin Fox, William Youngstein and, later, Arnold Picker, and their associates. The story of how they guided a depleted major company to a profit basis in nine months of a year that to others was scaling the doom of film theatres is well known. The confidence and enterprise was rewarded, of course, in the Horatio Alger-like manner which bowls their achievement. Today they are the major owners of the company and its sole managers until, at least, 1961.

There is drama and meaning in what they did which, if read rightly, can give new confidence to some in the industry in need of it. They have demonstrated that weakness items not from the industry but from those who surrender to it.

Paramount Sales Meet Opens Here

The opening session of Paramount's three-day meeting of divisional sales managers will get under way this morning at the Hotel Plaza with A. W. Schwalberg, president of Paramount Film Distributing Corp., presiding.

Scheduled to address the field sales chiefs are Barney Balaban, president of Paramount Pictures; Adolph Zukor, chairman of the board; V. Frank Freeman, vice-president and studio head; Paul Raibourn, vice-president in charge of budgets, planning and television; E. K. O'Shea, vice-president of Paramount Film Distributing; Oscar Morgan, general sales manager of short subjects and Paramount News, and Jerry Pickman, vice-president and director of advertising.

Top items on the agenda include

(Continued on page 5)

MPAA Upholds PCA In 20th-Fox Appeal

The board of directors of the Motion Picture Association meeting here on Friday unanimously upheld objections of the Production Code Administration to certain scenes in 20th Century-Fox's production, "Wait Until the Sun Shines, Nellie."

The company earlier had declined suggested changes in the picture by the P. C. A. and, following establishment

(Continued on page 5)

INDUSTRY ABOUT TO LAUNCH FIRST REAL EFFORT FOR CD

Hold Strategy Meets For FCC Hearings

WASHINGTON, Jan. 13.—Lawyers and engineers for the Motion Picture Association and the National Exhibitors Theatre Television Committee stepped up their preparations for the coming theatre television hearings in an all-day strategy session Friday, and another briefly session Saturday.

The sessions were devoted to mapping out a joint outline of the points

(Continued on page 4)

Arbitration's Scope Divides TOA, Allied

Blueprint's Differences Touch Other Points Too

Unlike Allied States Association, which will demand "all-inclusive" arbitration when it negotiates with the distributors, Theatre Owners of America, in the arbitration blueprint it will offer the companies, will make no recommendations whatever concerning the "scope" of an industry-wide arbitration system that may be desired, as was learned here at the weekend.

TOA's foremost aim in connection with planning for arbitration will be to get all segments of the industry "in principle" on certain fundamentals, such as method of arbitrating and provision for appeals. After such "mechanics" are settled in the minds of the drafters of an arbitration system, the industry as a whole can decide on scope or range of

(Continued on page 4)

Clinch Albany TOA At Watertown Today

ALBANY, N. Y., Jan. 13.—Establishment mention here. New Theatre Owners of America unit of Albany will be clinched tomorrow in Watertown at a luncheon-meeting of exhibitors of that vicinity at the Hotel Woodruff.

At the same time, the meeting will provide an opportunity for the Northern New York exhibitors to lay before a TOA grievance panel whatever trade practice complaints they may

(Continued on page 4)

Salesmen Can Avoid Litigation: Skouras

Much of the litigation which is so harmful to the industry can be settled amicably and fairly according the conference table as an outgrowth of the relations which film salesmen maintain with their customers, Spyros P. Skouras, president of 20th Century-Fox, on Friday told the final session of the company's week-long sales con

(Continued on page 4)
Arnold Picker Will Conduct Meetings in South America

Arnold M. Picker, vice-president of United Artists, who is on a foreign distribution, will leave here by plane tomorrow for Brazil on the first leg of a tour of the company’s offices in South America.

In Rio de Janeiro, Picker will hold the first Brazilian sales convention in the company’s history which will outline the U. A. lineup for 1952 and discuss the organization’s plans and co-operation with sales production in the Latin-American market.

Delegates attending the conference will include Sam Belzer, South America sales manager; Gene general manager in Brazil; branch managers of the company’s exchanges in Brazil and key personnel from the Rio office.

After Brazil, Picker has scheduled visits to Uruguay, Argentina, Chile, Peru, Panama and Venezuela. He expects to be back at the home office on Feb. 15.

Britons to Attend Uruguay Festival

LONDON, Jan. 13.—The British Film Producers’ Guild have been invited to represent at the Uruguay International Film Festival in Punta del Este the last half of this month by John Sutton, George Minter and Trevor Howard.

The latter’s actress wife, Helen Cherry will be a member of the delegation.

Feature films submitted to the Festival are “A Christmas Carol,” Carol Reed’s last film, and the Royal Film Performance choice, “Where No Vultures Fly.”

Reisman to Tour South America And Visit Uruguay Festival

Phil Reisman, RKO Radio vice-president in charge of foreign distribution, will leave here tomorrow by plane for a visit to the company’s Latin-American offices, with Monti- video, Uruguay, as his first destination. He is in Uruguay to attend the Second International Film Festival in Punta de Este, where RKO is also represented.


Industry Scrap Drive Opens Here Today

Local branch managers of all dis- tributors will gather today at the 20th Century-Fox home office to launch the organization of the New York Metropolitan area in connection with the industry’s participation in the national Scrap drive program.

The meeting will be addressed by John B. McCullough, head of the conservation department of the Motion Picture Alliance, who has been cooperating with the government in the drive, and William Murphy, head of the industry’s scrap metal committee.

Personal Mention

ROY BREWER, IATSE studio representative, is here from the Coast for conferences with president Richard Walsh.

Howard Dietz, M-G-M vice-presi- dent and director of advertising, pub- lic relations and exploitation, is here from the Coast today. Sid Smith- er, advertising manager, will remain in New York and return here after 2 weeks before returning to New York.

William B. Zellner, M-G-M shorts and newsreel sales head, will arrive in Cleveland today from Buf- falo, and from there he will go to Pitts- burgh.

David E. Rose, producer, will ar- rive in Hollywood today en route to London.

J. MILLER WALKER, RKO Radio vice-president and general counsel, left here over the weekend for a vacation in Georgia.

Joseph A. Walsh, head of branch operations for Paramount, will arrive in San Francisco today from Port- land, Ore.

Bud Rogers, Realart executive vice-president, has returned here from Florida.

Herbert Gerken, vice-president of Stephen Slesinger, Inc., has arrived here from the Coast.

Eric A. Johnston, Motion Picture Association of America president, will arrive here Friday by plane for Washington.

Hyman at UPT Meet In Buffalo Thursday

BUFFALO, Jan. 13.—Edward L. Hyman, vice-president of United Par-amount Theatres, will be here on Thursday from New York for a con- ference with local executives, championed by James W. Upton executives. Accompanying Hy- man for the meeting will be Bernard Leibman, M-G-M Films and Depart- ment chief, and Richard Leibman, following the Buffalo meeting, Hyman and his assistants will motor to Rochester with Arthur Krock, the manager of UPT in both cities, to look over the Paramount houses there.

Peiken Comptroller Of Levin Associates

The appointment of Max Peiken as comptroller of the company, H. Levin Associates, national survey, research, and checking company.

Peiken, who formerly was with Confidential Reports as assistant comptroller, will be in charge of all financial matters of the Levin firm.

‘U’s 1951 Gross Was $5,892,783

Gross earnings of Universal Pic- tures for the fiscal year (53 weeks) ending Nov. 3, 1951 before taxes and Federal income, were $5,892,783, and net $2,823,783 as reported in Motion Pic- ture Daily on Friday.

Net earnings were $2,992,783, or $1.92 per share on the 600,498 shares of common stock outstanding, after provision of $3,300,000 for Federal taxes in the quarter and excess of $500,000 for contingent liabilities.

Rackin to Houston

HOLLYWOOD, Jan. 13.—Al Rackin, publicity director for Roy Rogers and Dale Evans is Houston-bound for pre- liminary arrangements and finalization of their “Houston Fat Stock Show and Rodeo” engagement, Jan. 30 to Feb. 10. In addition to radio and television appearances, they will visit Veteran’s Hospital, Crippled Children’s Hospital, and will talk be- fore the Houston Press and Chamber of Com- merce luncheons.

Finkel in Souwaine Eastern Sales Post

Bob Finkel has been named Eastern district sales manager of Souvaine Selective Pictures, succeeding John McKenna who resigned last week and announce future plans in a few days.

Finkel was most recently in the Department of Sales and Service and is now general manager in Buffalo, New York.

Grainger at Chicago Sales Meet Today

CHICAGO, Jan. 13.—James R. Grainger, Regional and vice- president in charge of sales and dis- trict, left the Coast over the week- end following a two-days sales meet- ing. He will preside to- morrow at the first of two sales ses- sions to be held at the Blackstone Hotel here.

San Francisco Critics Name ‘Streetcar’

SAN FRANCISCO, Jan. 13.—The San Francisco Critics Council has selected for special citation “Streetcar Named Desire,” as the best film of the year, and Miss Jessica Tandy as the best actress, and Marlon Brando, as the best ac- tress and actor. Best foreign film was the German “Three Years.”

British. Most disappointing “preten- tious” film cited were “Valen- tino.”

Al Putz, MGM Veteran

MINNEAPOLIS, Jan. 13.—Al Putz, a 30-year veteran with M-G-M, died at St. Joseph Hospital here last Tuesday following a cerebral hemorrhage.

He was 54. Putz had been salesman, office manager and booker at the M-G-M branch here for 15 years.

Coyne on Bond Drive

Robert W. Coyne, special counsel for the Council of Motion Picture Or- ganizations, left here Friday to say on Friday for a series of meetings with U. S. Treasury Department offi- cials to discuss plans for the 1952 government Bond Drive.

Newsreel Parade

THE making of the freighter, “Enterprise,” following its cap- tain’s courageous struggle to rescue it from that fate, is covered in all cur- rent newsreels. President Truman’s message to Congress, an Atlantic City fire, the Golden Gloves boxing matches and sundry other subjects in the week’s newsreel reports. Complete synopses follow:

MOVIENTE NEWS, No. 5.—Enterprise, Bette Davis, Atlantic City fire, Cutey Oakey’s Victory Zephyr death, President meets boy with a gun. Tommy doll exhibition. Calvert. Peter Pan among Choose, for Holly- wood. Rockefeller. Sierra. Secretary.


WARNER PATEH NEWS, No. 4.—Enterprise pictures. Atlantic City fire. Truman message. March. The first. poster painting. Rockefeller.

$68,000 Donated to Will Rogers Hospital

Some $68,000 was turned over to Chuck Lewis, at the testimonial dinner held in his honor, for the Will Rogers Memorial Hospital, of which he is ex- ecutive vice-president. Lewis was feted by friends and associates in the industry for his efforts in behalf of the Hospital and in behalf of Variety In- ternational, of which he is “president.”

The funds were presented in three separate checks from Sam Switow and Charles Feldman, exhib- itor and distributor chairman, re- spectively. Last week they recently concluded Will Rogers “Christie’s Salute,” for $57,000 and represented the first monies received in the “Salute.” Fred J. Schwartz, chief Barker of Tent No. 35 and chairman of the meeting, pre- sented the second check of $10,000 from the local Variety Club. The third check, for $1,000, represented the dinner surplus and was presented by Abe Montague, president of the Will Rogers Memorial Hospital, who also presented a bronze plaque to Lewis. Marc Wolf, Variety Club In- ternational chief Barker, and Si Fabian also spoke.

Gift to Variety Clubs

The Pepsi Cola Co. will present a $500 honorarium in Las Vegas during the forthcoming Variety Clubs con- vention, to the Tent that wins the an- nual Tent Showmanship check. Proceeds from promoting charitable activity, stipulating only that the money be used for the proj- ect that won the citation, Marc J. Wolf of Variety Clubs.

MOTION PICTURE DAILY. Monday, January 14, 1952.
Biggest in L.A....Soon, BIGGEST IN THE NATION!

"THE BIGGEST HOLIDAY BUSINESS IN LOS ANGELES"

DEAR BILL: "THE AFRICAN QUEEN" CERTAINLY ADDED AN EXTRA MEASURE OF HAPPINESS TO OUR NEW YEAR BY OPENING TO THE BIGGEST HOLIDAY BUSINESS IN LOS ANGELES IN ITS WORLD PREMIERE AT OUR FOX WILSHIRE THEATRE. THE PUBLIC LOVES IT AND THE CRITICS ARE RAVING ABOUT THE BRILLIANT PERFORMANCES OF BOGART AND HEPBURN - I'M SURE YOU HAVE A HIT IN "THE AFRICAN QUEEN" THAT WILL GET A LOT OF MONEY FOR THE THEATRES - WE ARE LOOKING FORWARD TO A LONG RUN IN THE WILSHIRE - CONGRATULATIONS AND BEST WISHES FOR 1952 -

CHARLES P. SKOURAS -

...and the second weekend tops the first!

HUMPHREY BOGART
KATHARINE HEPBURN

Produced by S. P. EAGLE - Directed by JOHN HUSTON

"THE AFRICAN QUEEN"

COLOR BY TECHNICOLOR
Mixed Reception to Harvey's Bid on Arbitration Meeting

SACRAMENTO, Jan. 13.—Truman T. Rumbush's reply to the recent Hollywood Tree article in the Pacific Coast Conference of Independent Theatre Owners, indicated that the Allied president had not read the previously published statement of Abram F. Myers, Allied counsel, rejecting Harvey's with clause at the January 13 Congression congress be held in New York in February to discuss arbitration.

Mitchell Wolfsohn, president of the Theatre Owners of America, replied to Harvey's telegraphic bid for such a meeting by stating that he personally was in favor of it, but added that the suggestion would be referred to the TOA board meeting in Los Angeles.

No further action will be taken by PCCITO on the subject pending its board meeting at the Benson Hotel, Portland, Ore., on Tuesday.

Arbitration's Scope

(Continued from page 1)

subjects which would be arbitrated, TOA holds.

In the opinion of Abram F. Myers, Allied general counsel, who compiled the documents setting up that organization's plan for an arbitration system, such a system must be all-inclusive—taking in all advertising, theatrical bookings, and competitive difficulties, and other problems as well as clearance and runs and matters that do not even enter to clear.

Another point on which the blueprints of these two organizations are expected to show disagreement concerns the administration of an industry-wide system. Whereas TOA is understood to be agreeable to having the American Arbitration Association administer industry arbitration, to the extent of providing tribunals and appeal machinery, Allied on the other hand wants to operate under the auspices of the American Arbitration Association included in its plan.

One of the major differences between the two plans is that Allied's system is to be a "private" system, whereas TOA's plan is to be an "open" system. Allied feels that the "open" system is expensive and competitive—sriticizing the "unrestricted" system of the TOA plan, which is to be supported by the Screen Guaranty Fund.

Clinch Albany TOA

(Continued from page 1)

have. With the enrollment of an expected number of additional exhibitors from the growing Albany TOA unit at the Watertown gathering, the regional will become a center of activity within the Albany office of TOA regionals and will soon elect officers and proceed with its principal role as TOA "watchdog" during State legislative sessions.

Sullivan Speaker

Gael Sullivan, TOA executive director, will be the main speaker at the Albany TOA meeting. He is scheduled to address a meeting there Dec. 18, which had to be cancelled because of a 24-inch snowstorm. Other exhibitor leaders who will attend from Albany are Barry Hammon, Jules Perlman, and Lewis A. Sunberg. Some 40 exhibitors and theatre managers are expected to attend.

Hold Strategy Meets

(Continued from page 1)

to be covered in industry testimony and the persons who would cover each point. Edward S. Hackett, vice-president for Western operations, Richard Heerman, treasurer; Ted Loffe, director of publicity.

WANTED, motion pictures to be edited into dramatic or non-theatrical use. Good comedies, adventure, or adventure stories or dramatic stories in feature or short subject length. Negatives or fine grains desired. Write Box 599, Motion Picture Daily, 1270 Sixth Avenue, New York 29, N. Y.

CD Effort

(Continued from page 1)

10mm films in long trailer-trucks, telling what to do and what not to do in a chemical attack.

The basic idea follows the city-by-city visit of the "Freedom Train," which was moved around the country so that the public could see the effects of a chemical attack.

The convoy will be hauled in armament arsenals and other national public buildings. National Screen Service will handle physical distribution of the film trailers. No rentals will be charged, of course, and no profits will come from the National Civilian Defense Administration and local CD organizations will work closely with exhibitors in promoting screenings, the "Alert American Convoy" being projects of the Federal CDA.

4 Firms Reject Bid By Skiatron, 1 OK

With only one more day left on Skouras, TOA has refused to announce its bid for product, a survey of major companies shows only one affirmative response from the two companies and another two companies still to announce their decision.

Paramount Pictures is the only one of the four companies which has asked that the results of its letter about clearing its bid for a bona fide test once Skiatron has secured a representative from the Federal Communications Commission.

Metro-Goldwyn-Mayer and RKO Pictures are expected to announce their decisions shortly, while 20th Century-Fox, Universal, and Warner Brothers have indicated their rejection. Allied has stated that it will not be approached by any of its producers seeking an exhibitor to order their films available for the test, while the Hollywood Studio sections and producers have not been received.

Bid College Heads To Obey TV Ban

CINCINNATI, Jan. 13.—The cooperation of college heads in the restricted home television 1952 experiment program has been asked for by the National Collegiate Athletic Association in its annual report.

The Association, which wound up a series of deliberations at the week- old annual meeting, asked the committee's report which declared that "unrestricted television would ruin small school game attendance." It stressed the danger of a few top teams monopolizing the networks and also stated that the potentialities of the experiment program were limited by the "alarming attendance decline characteristic of the many which colleges face with unrestricted television in 1950."n
Fabian Sparks

(Continued from page 1)

Unlike the abortive attempt to negotiate for the theatre television of "Saint Joan," most producers feel that the opinion that the Vivien Leigh and Laurence Olivier vehicle especially would be an outstanding boxoffice attraction and will not be rejected.

Reports that the "Saint Joan" project failed because of the economics are not correct. The producers could not put up the required sum, were contradicted by an executive who took part in the discussions. He said circuit executives did not believe it would be good boxoffice.

Skouras Says

(Continued from page 1)

"protective" position of the company in the industry, and calling upon them to take advantage of opportunities with sound and fair distribution methods, both Skouras and Al Lichtman, directors, attended the final sessions of the convention.

"Fair dealing must be our motto and we must have the respect of our exhibitors and other associates," Skouras told the delegate.

Skouras in an hour-long message told all exhibitors that there would be no dependence on business coming to the boxoffice automatically, and it was in- mportant for exhibitors to become salesmen of a caliber who can not only sell pictures but inspire showmen through their efforts to sell these pictures to the public.

Formulate New Methods

Lichtman told the men that they must channel the knowledge and experiences gained at the convention to formulate new methods and techniques to see that the motion picture meets and surpasses its competition, so that "eventually exhibitors will be assured for the industry at large.

Lichtman asked them to discover new and better methods of selling the public long in advance of the opening of the picture, and urged even greater efforts by them to advertise and co-operate with their sales activities so as to assure top audiences for all the pictures they handle.

Skouras called on the advertising and publicity forces to be alive to the change in public taste in order to take advantage of new ideas and desires. He asked them to inspire the exhibitors to greater showmanship efforts with their campaigns.

20th Century-Fox Sales Convention

Friday's final morning session of 20th Century-Fox's sales convention was turned over to 20th International, headed by Charles A. Schreier.

Speakers also included vice-president Emanuel Silverstone, Albert Cornfield, managing director for Canada; William B. Butler, president of Central and South America; and Edward Ustas, Far East manager.

Each depicted the operation of his territory contrasting it with domestic distribution methods. Murray Silver- stone pledged greater efforts for his department in the world market, saluting Syros Skouras, Al Lichtman and Charles Einfeld for their cooperation in the global operations of the company.

Also addressing the delegates were division managers of the sales force, Herman Bobo, Harry Ballance, Moe Levy, Ray Moon, Ed Callahan, Max Zipper, Joe Myerson, John Cornfield, Glenn Norris, Buck Stone and Paul Wilson. Clarence Hill, supervisor of negotiations, discussed branch operations.

Kaufman, Schreier Unite

Formation of Kaufman and Schreier, the new network of advertising and media relations, which was formally announced here, was announced by Ben Kaufman and George Schreier. Kaufman was named president, Schreier, vice-president, United Artists, Universal, and M-G-M, and is at present retained by the network as a consultant. Schreier was with American Broadcasting for a number of years.

Monday, January 14, 1952
Set W-K Plans In New Deal

Hollywood, Jan. 13.—Executive Producer Jerry Wald has started preparations for the production schedule which Wald-Krasna will carry on through 1952, under the newly-concluded agreement between the two companies. The agreement, which was initialed by Wald and Arnold Krasna, produces pictures, assigning properties to producers and aligning his staff.

Four properties scheduled for early production were assigned to Producer Harriet Parsons. They are "High Heels," "Sieze 12," "Strike a Match" and "Escape to Mars." A fifth property has been assigned to producer Robert Minsky, vice-president of Allied Artists. "Declaration of War," starring Van Johnson with Dorothy McGuire, Ruth Roman and Louis Calhern, is currently being pre-produced.

Tom Gries will continue his present assignment to Publicity of the company."This Man Is Mine," which Wald-Krasna have before the cameras, with Susan Hayward, Robert Mitchum and Arthur Kennedy starred and Nicholas Ray directing. Also scheduled for early production are "The Man Has Landed," "I Married A Woman," "The Big River" and "The Way Up."

Elect Arthur Cole To Succeed Rhoden

KANSAS CITY, Jan. 13.—The board of directors of the Motion Picture Association of America has elected Arthur Cole as the new president of the Midwest Theatres which has presided in the first two years of the organization.

James W. Lewis, branch manager for RKO, has been elected first vice-president; Stanley Durwood, general manager of the Durwood circuit, second vice-president; Secretaries, Edward H. Palmore and Elmer J. Bryant, vice-president of Midwest was re-elected secretary and Sam Aber of Exhibitors Film Delivery Service was re-elected treasurer.

Cote appointed twenty members of the welfare committee and the chief project this year is the sending of boys to summer camps.

Chicago Film Group Makes Charity Plans

CHICAGO, Jan. 13.—Theatre here will be asked to make audience collection for La Rabida Jackson Park Sanitarium on behalf of the Variety Club for Illinois during the week of Feb. 8, it was decided at a luncheon meeting of the Chicago Amusement Activities committee here today.

Also, Harry Balaban was named chairman of the Chicago amusement division of the forthcoming Red Cross drive. The meeting, at which John Jones presented a film directed by Paul Marshall, Jack Kirsch, Ben Marcus of Milwaukee, Dave Walterstein, Ralph Smith, Herb Wheeler, Harry Balaban, Carl Linder, Peter Innovative, William K. Holland, Sylvan Goldfinger, Marion Smerling, Louis Linder, Helen Harrison, Mike Stern, and Bruce Trinicz.

Counterfeits In Chicago, US Warns

Chicago, Jan. 13.—Harry D. Anheizer, special agent in charge of the U. S. Secret Service, issued a warning today warning local exhibitors and merchants that $10 and $20 counterfeit bills are being circulated in this area. Several local theatres have been stuck with them during the past several days.

Monthly Promotion Prizes Set by MGM

M-G-M leads off its showmanship activities for the new year with the announcement by Howard Dietz, vice-president and director of advertising, publicity of the company's "Promotion Prize of the Month." Prizes totaling $1,000 will be awarded each month for the next six months to exhibitors submitting the best campaigns for the designated attraction of the month. The contest starts Feb. 1, with "Makeover," starring Van Johnson with Dorothy McGuire, Ruth Roman and Louis Calhern.

Although a new M-G-M production was released this month, exhibitors will have approximately four months in which to complete campaigns. The closing deadline for entries is May 30. The prize each month will be $500, with the second prize of $250 and five additional prizes of $50. A panel of judges for the "Promotion Prize of the Month" campaign is as follows: Walter Brooks, editor of the Round Table of Motion Picture Herald; Chester Friedman, editor of the Showman's section of Boxoffice; chic Lewis, publisher of Showman's Trade Review.

New Orleans 'Item' Hails Film Quality

NEW ORLEANS, Jan. 13.—The New Orleans Item here, in a review of the film industry, has a lot of good things to say about the industry's past 12 months, "when better motion pictures were made, and the public was made aware of the ability known in the past for its internal jealousies and warfare."

The Item calls 1951 the year in which "most fans and critics agree, movies really began to get better than ever, when "attendance began to increase." They also mention that "there was some connection between better films and the box-office."

New Orleans daily observes that at the beginning of the year a common expression was, "I haven't been to the movies for months!" And today says the Item, these same circles were heard to say, "We've started going to the movies again."

SAG Awards Feb. 25

Hollywood, Jan. 13.—Screen Writers Guild annual awards will be announced and presented at a banquet Feb. 25 at the Hollywood Palladium, with the ceremony to be broadcast.

™Trilogy," by George Du Maurier, will be the first of four to be produced by George Minter for Renown Pictures, 1952.

The other productions include Thatcher's "Vanity Fair," and "Charley's Aunt, directed by Richard Potters. Also under consideration is an adaptation of Richard Sheridan's "School for Scandal." Minter will direct Hollywood and New England to confer with Richard Gordon, president of Renown of America, regarding distribution arrangements.

The Association of Documentary Architects and the Camera, Inc., has called a Robert Flaherty Memorial Library. The funds from a recent ADTFC showing of Flaherty films will be used to create a library of technical and theoretical books on the film as a medium for the development of film craftsmanship.

TORONTO, Jan. 13.—Canadian Odeon has transferred Sam Hechler from the Palace here to the Capitol to replace Connie T. Spencer, veteran manager of that house. Neil Main, formerly at the Odeon at Galt, was promoted to manage the Palace. It is likely the company will a new policy for the two houses.

In connection with the initial key- ership of the ODEON and the House of the "Father," Universal-International is offering exhibitors from Coast to Coast, through their patrons, quantities of membership cards in the Guild Perceau Fan Clubs and special autographed photographs of the child star, "Perceau." The card is called "Perceau."

The motion picture division of the General Federation of Women's Clubs has selected the following as its list of "Motion Pictures of 1951:


Gallo Distribution Rights to US Firm

ROME, Jan. 13.—Gallo Film, Italian production firm is planning to prod- uce two to three films a year with distribution to be handled by an American company. The firm recently released "The Fugitives" and "The Agents of M-G-M," and last year released "Northern Barrier" through Rank on the Continent.

Building Code Hearing

ALBANY, N. Y., Jan. 13.—The State Board of Standards and Ap p e l l e d from 1951 to this afternoon on proposed amendments to the standard Building Code for places of public assembly. Due to a delay in describing the proceedings of the first session Dec. 13, the Board could not distribute mimeographed copies of possible changes made as a result of criticisms and suggestions advanced them.

Press Clinic At Allied Meet

MINNEAPOLIS, Jan. 13.—The annual spring meeting of North Central Allied Theatres will be held at the Holiday Inn having been set—will feature, like last year's gathering, a clinic and forum of NCA exhibitors with newspaper publishers, editors, personal and advertising men, along with advertising and public relations representatives of producers and distributors.

A drive has already been launched to round-up the largest number of delegates ever to attend an NCA meeting, according to Stan Karp, NCA executive counsel. Every following the Bei Minneapolis, is being urged by the NCA to start making arrangements to bring to the convention the publisher, editor, or other key man on his town newspaper.

Karp requests outstate exhibitors to make the date with their newspaper people as soon as possible to aid the association in completing plans for their entertainment, as well as for the clinic and forum.

Para. Sales Meet (Continued from page 1)

sales and merchandising policy on current and forthcoming product, pro- duction plans for the future, short subjects, television and an analysis of advertising, publicity and exploita- tion operations.

Present from the field will be divi- sion managers M. H. S. South Central; J. H. Donohue, Central; Howard G. Minsky, Mid-Eastern; Hugh Owen, Eastern and Southern, and George A. Smith, Western, together with Gordon Lightstone, Canadian general manager, and Al Kane, assistant Eastern and Southern division manager.

MPAA Upholds (Continued from page 1)

hished procedure, appealed to the MPAA board. The latter viewed the proposed procedure afternoon before making its decision in favor of P. C. A.

"Wait Till the Sun Shines, Nellie" is a George Jessel production, in Technicolor and stars David Wayne, Jean Peters and Hugh Marlowe. It was directed by Henry King and is scheduled for release next fall.

5 in 10 Weeks from Rank in London

The stepped-up production activities of the J. Arthur Rank Organization during 1951 is reflected in the forth- coming release of four new Rank films within the next 10 weeks, the company's New York office reports. Immediate release, include: "Studies in His Excellency." Following that and again from Ealing will be "Secret People." "Hunted" will have its first London showing in early February. "The Card" will have its premiere there.
Outside the theatre, light merely helps to get your patrons in. Inside, however, light on your screen is literally the whole show. It alone must fulfill the expectancy of gripping scenes... startling close-ups... of color gloriously revealed in costume and setting — all the elements of PERFECT ILLUSION.

If yours is one of the large percentage of inadequately lighted indoor theatre screens, ask yourself: Are my lamps aligned and in proper trim? Electrical equipment in good working order? Screen reflectivity within the limits of recommended practice?

Remember, "NATIONAL" projector carbon lighting costs less — and means more — than any other exhibitor expense. Don't wait for the box office to remind you that something is wrong. "NATIONAL" Projector Carbon Distributors and our Lighting Specialists are always available to make specific recommendations for improving the light on your screen.
UPT - ABC Issue Goes Before FCC

Hearings on Merger Start In Washington Today

WASHINGTON, Jan. 14.—Hearings will open tomorrow before the Federal Communications Commission examiner Leo Resnick on the proposed merger between American Broadcasting Co. and United Paramount Theatres, and on the broad question of whether UPT, Paramount Pictures or their affiliates should be allowed to remain in television.

The hearings will probably continue on and off for many months, and a final decision is unlikely for a year or more.

The first phase of the hearings will deal with the question of whether Paramount Pictures controls Allen B. duMont Laboratories and other questions dealing with the transfer of DuMont to UPT.

Lively weekend business bolstered most Broadway grosses this week with a smash $145,000 forecast for the opening week of "The Greatest Show on Earth" at Radio City Music Hall and a terrific $95,000 for the first week of "The Model and the Marriage Broker" at the Roxy. In addition to the filmstar, both houses feature stage shows.

As to weekend business, the Roxy Theatre reported that the 20th Century-Fox film set a year-long non-holiday record business, topped only by the personal appearances of Milton Berle.

Clark Resigns As Para. Division Head

The resignation of M. R. (Duke) Clark, Paramount Films Distributing Corp. South Central division manager, due to poor health, was announced yesterday by A. W. Schwallberg, president. It is effective Feb. 29. In a wire to Clark, Schwallberg expressed "deep regret" on behalf of the Paramount organization.

Clark joined Paramount in 1921.

Rental, Price Problems to TOA's Board

Trade Practices High on Agenda of Coast Meeting

WATERTOWN, N. Y., Jan. 14.—Discussions of trade practices will occupy a considerable part of the Theatre Owners of America executive board meeting on Jan. 28-31 in Los Angeles. Gail Sullivan, TOA executive director, indicated today in an address before some 30 Northern New York exhibitors at The Hotel Woodruff here.

Sullivan listed for the meeting six of the major items to appear on the agenda of the Los Angeles parley. They are: Submission and finalizing of a TOA arbitration plan for the industry; action on increased film rentals and forcing of admission prices; furtherance of organizational plans for regional committees to handle exchange.

20th's Answer to Spot TV Newscasts: Longer Newsreels

Augmenting the regular issues of "Variety" News, 20th Century-Fox will produce and distribute a special additional newsreel, 10 minutes in length, issued twice a week starting Feb. 18, in order to give expanded spot coverage of important happenings to selected theatres over the country. The news-film expansion is another industry answer to spot-news television coverage and competition.

Peter Levathes, short subjects sales manager for the company, said that the innovation.

Kirsch Protests Small's TV Policy

CHICAGO, Jan. 14.—A protest has been addressed by Jack Kirsch, president of Allied Theatre Owners of Illinois, to Edward Small against sale of the latter's theatrical films to television. Kirsch, according to reports, continues to make films for theatres.

In a letter to Small released by Kirsch today the local exhibitor leader states: "I sincerely believe that you..."
May Release Loew's Decree in D.C. Today

Washington, Jan. 14.—The proposed Loew's consent decree, which was expected to be made public here today, will not be available before tomorrow at the earliest, according to a Department of Justice spokesman.

The decree is due to be presented to the New York State Supreme Court on Jan. 23.

Johnston Off to Miami

For MPA Conferences

Washington, Jan. 14.—Eric A. Johnston, Motion Picture Association of America president, left here tonight for Miami in company with Joyce O'Hara, MPAA vice-president, and Sidney Schreiber, secretary, for meetings with the presidents of the companies who, tomorrow, will begin negotiations with James C. Petrillo, president of the American Federation of Musicians, on new contracts for studio instrumentalists. Johnston and the other MPAA officials will not participate in the AFM talks, however.

Johnston who today held a "routine" staff meeting at the MPAA office here, will remain in Florida only two or three days, it was indicated.

Hoover to Address Dinner to Skouras

Former President Herbert H. Hoover will deliver tomorrow evening a testimonial dinner honoring George P. Skouras and J. Willard Hayden, principal beneficiaries of the Boys' Club of Queens, to be given in the Hotel Astor here on Thursday evening, for the benefit of the $300,000 Boys' Club of Queens Campaign Fund.

The dinner will launch a series of fund-raising events to raise a working capital of $300,000 for the benefit of the club. Mayer J. Barnano, its president, explained that the George P. Skouras, founder of Skouras Theatres and president of United Artists Theatre Circuit, donated a $50,000 land grant for the erection of buildings to house the activities of the club.

R. Richards, British Showman, Dies at 67

London, Jan. 14.—Ralph Richards, theatre executive and past president of the Cinematograph Exhibitors Association, died Saturday night while attending a masonic meeting in Eastbourne. The 67-year-old executive was managing director of Picturedate, Ltd., and Gaity Ltd.

Dr. Robert A. Black Dies

Chicago, Jan. 14.—Dr. Robert A. Black, 72, director emeritus of medical service at Labrada Jackson Park sanitarium, chief charity of Variety Club of Illinois, died Sunday at his home in Maitland, Florida. Before his retirement Dr. Black was medical director of Labrada.

Personal Mention

BEN GOETZ, head of M-G-M's British production activities, is due back here today from the Coast en route to London.

GAIL SULIVAN, Theatre Owners of America executive director, will return to New York today from Watertown, N. Y.

P. T. DANA, Universal Pictures Eastern sales manager, will leave New York tonight for a visit to Boston, Albany, Pittsburgh and Cleveland.

JOSIAH L. BRENN, Production Code administrator, who recently underwent major surgery at Hollywood Presbyterian Hospital, returned to his home yesterday.

C. R. MCGOWN, general manager of Crescent Amusement Co., recently observed his 30th anniversary with the company.

MILTON DUBEK and his wife, owners of Masterpiece Pictures, Inc., announced the birth of a boy, Milton, Jr.

ANTHONY MANN, director, will leave here today for the Coast.

JERRY DAVIS, screenwriter, left here for the Coast yesterday.

Maurice Bergman, executive in charge of public relations at Universal-International, returned to his desk yesterday following an illness.

Walter Mirisch, Monogram-Columbia Pictures executive producer, returned to his Hollywood office yesterday following a week's absence due to an attack of influenza.

Louis A. Arnu, co-owner and executive director of Twin Drive-In and the Skyway Drive-In theatres in Louisville, underwent surgery in the Kentucky Baptist Hospital there.

ALAN M. GUNDER, vice-president of Century Corp., has returned from London where he spent nearly a year setting up British Cinicolor laboratories.

RALPH COTTLE, general sales manager and vice-president of Jerry Fairbanks Productions, is in San Francisco.

Jack Benny and Mary Livingstons celebrated their silver wedding anniversary Sunday.


Little Hope for Spanish Pact

Film export officials here appeared yesterday to be ready to scrap what prospects there were for the Spanish American film agreement.

At a meeting here tomorrow of the Motion Picture Export Association board the Spanish situation will come in for a complete airing. It is possible that a decision will be made at that meeting to forego further talks with the Spaniards for the present.

Reason for the dark outlook was said to be the Spanish stubborn refusal to alter in any way the formula for a pact which they submitted. After a meeting in Madrid with John G. McCarthy, Motion Picture Association of America foreign department chief,

The MPAA, in an effort to get the support of the Society of Independent Motion Picture Producers for the proposed agreement, has been attempting to get a specific allocation of import permits for the independents.

It has been trying also to get similar allocations for Republic and Monogram. Reports from Tim Healey, MPAA representative in Madrid, have indicated the Spanish government to be insisting on adherence to the original formula which limits all imports to 100.

The MPEA board will also discuss developments with respect to exports to Brazil, Belgium and Japan, but the Spanish situation is expected to occupy most of its attention at the meeting.

Ellis G. Arnall, SIMPP president, is due to arrive here tomorrow from Atlanta. It is expected he will give further attention to the Spanish situation.

The First Report of The HERALD INSTITUTE of Industry Opinion will appear in this week's issue of MOTION PICTURE HERALD

New York Theatres

RADIO CITY MUSIC HALL
Rockefeller Center

CECIL B. DEMILLE'S
"THE GREATEST SHOW ON EARTH"
Color by Technicolor in Spectacolor Starlight Presentation

DONNA REED-JOHN DEERE
SHANDSHEET

Spectacular Stage Presentation

BRODERICK CRAWFORD
DONNA REED-JOHN DEERE
SCANDAL SHEET

PARAMOUNT

SAMUEL GOLDFryn's
"I WANT YOU"

Now! CRITERION
Broadway at 45th St.

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TRADE SHOWINGS:

ALBANY
Fox Screen Room
Fri. 1/18 2:00 P.M.

ATLANTA
RKO Screen Room
Fri. 1/18 2:30 P.M.

BOSTON
RKO Screen Room
Fri. 1/18 2:30 P.M.

BUFFALO
Century Theatre
Fri. 1/18 8:30 P.M.

CHARLOTTE
Manor Theatre
Wed. 1/16 9:00 P.M.

CHICAGO
Chicago Theatre
Fri. 1/18 8:30 P.M.

CINCINNATI
Palace
Fri. 1/25 9:00 P.M.

CLEVELAND
Palace
Fri. 1/18 8:30 P.M.

DALLAS
Majestic Theatre
Wed. 1/30 8:30 P.M.

DENVER
Orpheum Theatre
Fri. 1/25 8:00 P.M.

DES MOINES
Fox Screen Room
Fri. 1/18 1:00 P.M.

DETROIT
Arc Theatre
Fri. 1/18 1:30 P.M.

INDIANAPOLIS
Circle Theatre
Fri. 1/18 8:30 P.M.

KANSAS CITY
RKO Missouri Theatre
Fri. 1/25 8:30 P.M.

LOS ANGELES
RKO Screen Room
Fri. 1/18 2:00 P.M.

MEMPHIS
Loews Palace Theatre
Fri. 1/18 8:00 P.M.

MILWAUKEE
Garfield Theatre
Fri. 1/18 8:30 P.M.

MINNEAPOLIS
Orpheum Theatre
Fri. 1/18 8:45 P.M.

NEW HAVEN
Loews Poli Theatre
Mon. 1/21 8:00 P.M.

NEW ORLEANS
Orpheum Theatre
Fri. 1/18 8:30 P.M.

NEW YORK
RKO 86th St. Theatre
Fri. 1/18 9:00 P.M.

OKLAHOMA
Story Center Theatre
Fri. 1/18 8:30 P.M.

OMAHA
State Theatre
Fri. 1/18 8:45 P.M.

PHILADELPHIA
Earle Theatre
Thurs. 1/17 8:30 P.M.

PITTSBURGH
Stanley Theatre
Tues. 1/29 8:30 P.M.

PORTLAND
Orpheum Theatre
Tues. 1/22 8:30 P.M.

ST. LOUIS
Fox Theatre
Fri. 1/18 8:15 P.M.

SALT LAKE CITY
Utah Theatre
Fri. 1/18 9:00 P.M.

SAN FRANCISCO
RKO Screen Room
Fri. 1/18 2:00 P.M.

SEATTLE
Orpheum Theatre
Fri. 1/18 8:30 P.M.

SIOUX FALLS
Hollywood Theatre
Thurs. 1/17 9:00 P.M.

WASHINGTON
Film Center ScreenRoom
Fri. 1/18 2:30 P.M.

HOWARD HUGHES presents

JANE RUSSELL • VICTOR MATURE

in

THE LAS VEGAS STORY

costarring VINCENT PRICE with HOAGY CARMICHAEL
Produced by ROBERT SPARKS • Directed by ROBERT STEVENSON
Screenplay by EARL FELTON and HARRY ESSEX

Hear JANE and HOAGY Sing!
**Plans for National Distribution Are Set up by Fairbanks**

HOLLYWOOD, Jan. 14.—Augmenting its production and sales departments, 20th Century Fox plans to create immediately a large new national distribution division throughout the United States to service television outlets and sponsors. To head it will be Ralph Cattell, vice-president and general sales manager of the Fairbanks firm, the creation of which only will distribute Fairbanks video programs but those produced by other companies.

**Separation from Official**

At the same time the producer in a joint announcement with Official Films revealed the complete separation from the Eastern sales-distribution organization. Official, which had been the sales agency for a number of Fairbanks films since the split of the two corporations last year, is returning all product to the producer in accordance with an agreement, reached between Fairbanks and William Goodheart, president of Official, in New York.

Modern Talking Pictures, long one of the largest distributing agencies in the commercial film field, will handle producers’ representatives and inspectors in the new Fairbanks division through its 29 exchanges. The pact with Modern has been finalized last week, the producer said.

**8 Packages Will Be Available**

Eight packages will be made available immediately through the Fairbanks distributing division, the producer reported. These include "Jackson and Jill" half-hour comedies, 26 "Going Places with Uncle George," 26 "Retention Closeups," "Cruiser Rabbit" animation shows, 13 "Hollywood Half-Hour" dramatic presentations, 32 "American Legion Weekly" newsreels, 26 "Pom- dice Island" musicals and 26 "Public Prosecutor" dramas which now are being re-edited as 15-minute programs.

"Academy Playhouse," a new dramatic series, has been set for filming this month. The series will be handled by the new division.

Using the firm’s newly opened branches in key cities as the centerpiece for the organization, the distributing division rapidly will be expanded to cover 18 areas. Ultimate goal is an office in each of the current 64 TV markets. Present branch offices are in New York, Chicago, Cleveland and Detroit. New full-time distributing offices will be established in Los Angeles this week and a branch in Atlanta will be opened later this month.

**Name Independent To Key CEA Post**

London, Jan. 14.—John W. Davies, past chairman of the London and Home Counties Branch of the Cinematograph Exhibitors Association, himself an executive member of the Films Council, is the sole candidate nominated for the post of CEA vice-president. Thus Davies automatically becomes vice-president and president for 1952.

It had been anticipated that a circuit man, ABC’s Sidney Lewis, would get the post.

**B. of T. Gets**

(Continued from page 1)

that the objects of the Eady Plan will be defeated unless the government adopts his proposals. He also wants the Board of Trade to get involved in the management of the so-called Group. Three scheme under which novitiate directors are sponsored with public money, the O’Brien would have matters relating to the entertainment tax, an increase in American production, and the proposal that future monetary agreements should be negotiated not between the government and American film interests but between American and Anglo-American Film Council, which O’Brien has long advocated.

The official Board of Trade statement following the meeting said: "In the course of the discussion the president (Thorneycroft) was not prepared to make a statement concerning the government’s general film policy in advance of the re-assembly of Parliament, but that he had taken careful note of the points raised and will give them full consideration." Although this leaves the anxious film trade here, particularly producers, precisely where they were, O’Brien believes that the Board of Trade statement is in harmony with the outcome of the meeting.

Many of the trade are wondering how the government could seek to persuade Commons to refer the bomb to a luxury trade while it is making savage cuts in other and more essential industries? Only one admirer of the Exchequer Richard As- ten Butler instructed banks to withdraw further advances to customers unless the money is required for essential enterprises. That makes another headache for independent producers and an additional argument for those who want to see N.F.F.C. wound up.

Some trade observers believe that O’Brien aimed to make a show of effor to prevent the whole business of N.F.F.C. from being liquidated, as some have predicted, and Next George Elvin of the Association of Cine & Allied Technicians will meet with Thorneycroft on Jan.

**C.E.A. Independents Defeat Rank Plan For Reorganization**

LONDON, Jan. 14.—In the first trial of strength between independent exhibitor members of the Cinematograph Exhibitors Association and J. Arthur Rank since the latter’s Circuits Manage- ment Association returned to mem- bership in CEA, the independents came out on top.

Part of Rank’s plan for a reorganized CEA was the vesting of greater authority in the Renters-Exhibitors Producers committee and the appointment of a full-time secretary to R.E.P., who had no previous direct association with the industry. Sir Wilfrid Eady’s name had been mentioned for the post. It was suggested also that the expenses of the re-formed committee be paid out of the Eady Pool.

CEA’s general council now has agreed to appoint a part-time secretary from within the industry; an appoint a chairman for a year, to be selected from each association in turn, and to have the expenses met by the associations concerned.

CEA stalwarts were particularly opposed to the Eady Pool bearing the committee’s expenses. It would, they felt, lead to a greater number of applicants and might imply they agreed to the permanency of the Eady Pool which presently is arranged to continue for three years only.

**Ontario Board Classifies 2**

TORONTO, Jan. 14.—The Ontario Board of Control has now completed the classification of "Rogue of Burlesque" and "Without Pit" as adult entertainment.

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**Lefko Is Named WB Manager in Chicago**

George Lefko has been named assistant manager of Warner’s exchange in Chicago to manager, suc- ceding Ben Kalmenson. Lefko, who is 32 years old, has been a salesman for Warner in Cincinnati and then local sales manager in Chicago where he was promoted to assistant branch manager in 1951.
reviews

"the wild north" (metro-goldwyn-mayer)

a colorful, sprawling outdoor action drama has been put together for a flying succession of exciting scenes. there is continuous action, and never-failing interest in this lusty tale of a man in the frozen wastes of the canadian north. a strong narrative thread runs through the picture, setting the story atmospherically above the conventional large-scale outdoor dramas. audiences of all ages, especially of awestruck children, will find the picture is photographed in highly effective ansco color which makes the most of the snow-blanketed scenery. incidentally the picture marks the first for mgm in ansco color.

two men are pitted against one another in this story of a strange hunter- and-hunted relationship. they are stevengergr and wendell corey and very early it is established that both are men of extraordinary courage and magnanimity. granger is a confidence but powerful trapper from the north and corey is a troublesome member of the mounted police.

one day at a tavern granger is attracted to a half-breed girl, cyd charisie. at first he argues, but later, granger meaning to shoot petrie on the shoulder actually kills him when the latter heads his canoe towards the dangerous rapids, thereby threatening the lives of miss charisie and granger who also were in the canoe. granger goes into flight and corey into pursuit. first there is the dramatic search for granger, then the heartbreaking task of bringing him back against all the furious hazards of the elements. the road back is filled with exciting incidents not the least of which is an attack from a wolf pack. this scene alone gives several more excellent pegs on which to hang exploitation ideas. andrew marton has directed with an uncommon sense of entertainment values.

irony plays a prominent part in the conclusion of the story. at any event it all ends happily.

there is a rugged fascination to both granger and corey although there is no apparent reason why they are ever active in the picture's romantic end, is always visually pleasing.

stephen ames produced, from a screenplay by frank fenton. running time, 97 minutes. general audience classification. release not set.

manuel herbstman

"bonnie prince charlie" (snader productions)

the marquee value of david niven's name and some good color by technicolor photography are about the best assets of this british import. the story is in itself well told but is not very effective. a recapitulation of the ill-fated attempt of charles stuart to wrest the british throne from george ii in 1745. there are the makings of a good historical romance here, but they are lost in the episodic and ponderously written script and in the miscasting of niven in the title role. as the young pretender who excites his scottish kinsmen to righteous rebellion, niven has neither the fire, color nor sincerity to make the character credible. indeed, it seems that both england and scotland were well rid of this stuart.

the supporting cast fares better. margaret leighton is lovely and believable as one of the ladies fated to love and be left by the bonnie prince. finlay macdonald has the difficult role of the character of the scotch nobleman who has served james iii, charlie's father in exile and jack hawkins, playing the hot-headed general of the rebellion, seems to be the only strong man in the uprising.

the focal star of the picture, though, is the color by technicolor, which admirably catches the mood of the grey-blue highlands and the vivishness of the tartan-clad rebels. the picture shows only one of charlie's battles and afterwards concentrates on the escape from scotland. director angus low has emphasized the romantic and pictorial qualities at the expense of dramatic continuity and suspense.

clement dane wrote the script and edward black produced the alexander korda presentation. running time, 101 min. general audience classification, january release.

national pre-selling

loretta north, australia's most beautiful girl, who won the "miss vancouver" contest, has been cbs, and will hold a pre-selling tour for the 20th century-fox picture, "kangaroo." she is accompanied by her two pet kangaroos, joey and matilda rooney, who will be sent to children and television audiences. some 180 smart-set representatives were given a special preview of the film late yesterday afternoon at a very special party. altogether she will visit 32 cities, with an average of nine activities planned in each city, for the benefit of the press, radio, television, and trade contacts. plans for the country-wide tour have been under guidance of stirling silliphant, national publicity manager, and blake mcveigh, exploitation representatives on tour.

one hundred and thirty-eight woman's page editors from leading american newspapers, visiting new york at the invitation of the dress institute, were guests at the little theater on saturday afternoon for the first showing of "rashomon," where they saw the japanese prize-winning film "rashomon." the visit to the theater was the finale of an evening devoted to the japanese motif, newest in theme fashions, which began with a dinner that included some of japan's most exotic dishes, served in john frederick's park avenue apartment, and followed by a preview of his japanese film magazine, "bushido, bushido," which will feature a spread on "rashomon" in the jan. 23 issue, with a poster appearance on the stands jan. 18.

national pre-selling for Walt disney's "snow white and the seven dwarfs," which gets under way this month, will be the most complete ever put on a film. 22 national magazines and 34 color comic sections have been chosen, with an expected circulation of 100,000,000 copies. disney has arrived in boston this week from Hollywood to begin an extensive tour for promotion of the picture, which opens in new york in febrary. the entertainers include the original voice of snow white, the voice of Donald Duck and two animators and comedians from the Walt Disney studio. appearances are scheduled for the most part in high schools and over radio and tv stations. a poster campaign is. 971 first national stores, in every newspaper, with cooperative advertising in 50 newspapers and over the entire Yankee network.

the San Francisco Paramount Theatre has installed sheet music and record sales counter as a theatre sales and pre-selling gesture for Warner broth"rs' "i'll see you in my dreams" based on the life of Gus Kahn and with Columbia record albums available.

seventeen magazine reports that 66 theatres have asked for display material offered in connection with the magazine's selection of "an american in Paris" as the publication's "picture-of-the-month."
THE COURAGE OF **COCHISE!** THE VENGEANCE

These are some of the leading theatres playing "THE BATTLE AT APACHE PASS" during the month of April!

All key-city playdates in April will be listed in this powerful double-truck ad—appearing in the SAT. EVE. POST—MARCH 26th and LOOK—MARCH 25th

A combined readership of over 20,000,000

ASK YOUR **U-I** SALESMAN!

Starring **JOHN LUND • JEF**

with **SUSAN CABOT • BRUCE COWLING • BEVERLY TY**
GERONIMO! THE GLORY OF THE U.S. CAVALRY!
The story of the blood-feud that turned the greatest of Indian nations into a land of fury!

The BATTLE AT APACHE PASS

COLOR BY Technicolor

CHANDLER...AGAIN AS “COCHISE”—the role in “Broken Arrow” that won him an Academy Award nomination!

Produced by LEONARD GOLSTEIN - A UNIVERSAL-INTERNATIONAL PICTURE
Wisconsin Allied
(Continued from page 1)

TOA's Board
(Continued from page 1)
hibitor grievances; a "round-table" discussion with studio officials on methods to stimulate the box-office; plans and progress in connection with TOA's "war" against state and local taxes, and a report on the status of the industry's forthcoming presentation to the Federal Communications Commission in the bid for TV channels.

The meeting of the Northern New York exhibitors was the final gathering of its kind in the organization of a new Albany unit of TOA. It was not immediately ascertainable whether all theaters represented at the lunch-con meeting joined the Albany TOA, but the establishment of the unit now is a fact, it was said. Even though officers have yet to be named, many member theaters already have contributed dues, according to spokesmen for the unit.

Drive-ins Stressed At KMTA Meeting
KANSAS CITY, Jan. 14.—The board of directors of the Kansas-Missouri Theatre Association has decided on an early spring meeting of the Association with particular attention to drive-in theaters probably in February. The board asked distributors for more territory screenings with company representatives present.

To Protest Ban On Color TV
WASHINGTON, Jan. 14.—An industry protest against the government's ban on commercial use of color television equipment is now in the draft stage, and should be filed with the National Broadcast Bureau, within the next two weeks.

A meeting of television experts of the Motion Picture Association of America and Theatre Owners of America some weeks ago in New York referred the question of the government's M-190 order to the various attorneys working for the two groups. The attorneys have now agreed on a proposed protest, urging the government to exempt color television equipment from the color television ban, and is circulating the top executives of the industry for final comments and suggestions. The draft argues that the amount of critical materials used will not be large and demand will not be stimulated unduly.

Arnstein Monogram Studio Manager
Hollywood, Jan. 14.—Eugene Arnstein, formerly with Universal, Warner Brothers and Fox Theatres, has recently joined Monogram Studios and was named Monogram president, Nov. 14, to William C. MacMillan, Jr., today was appointed by Monogram president Santford Broidy as studio manager, and director of personnel of the company's headquarters here.

New Orleans Stop For DeMille Today
Cecil B. DeMille, director and producer of "The Greatest Show On Earth," will arrive in New Orleans today, as the trio of the Gulf coast country promotion tour on behalf of this Paramount release. DeMille has already covered New York and Atlanta, where he met with representatives of the press, radio and television, as well as leading exhibitors.

TOA Urges Members To Aid 'Dimes Drive'
Members of the Theatre Owners of America are urged to show the 1952 March of Dimes campaign trailer in their theaters during the week of Jan. 24 to 31. In a special bulletin, Mitchell Wolfson, TOA president, notes that the trailer contains no reference to audience collections, but reminds that the National Foundation for Infantile Paralysis urges that collections be conducted.

UPT-ABC
CONTINUED FROM PAGE 1
Mont under the Paramount consent decree reorganization plan. The Commission has tentatively found that Paramount does control DuMont, but the whole question is being gone over again.

After the DuMont question are supposedly by 20th-Fox and these hearings will recess until Feb. 4.

The Commission still has not acted on the second application of Paramount for an attachment of the Paramount-Marvel affiliates for permission to intervene. However, since the F. and M. companies have only a day to file with the DuMont issues, the Commission does not actually have to act tomorrow, but has until the hearings resume in February. The Commission turned down the intervention plea once, but was asked to reconsider this decision.

Kirsch Protests
CONTINUED FROM PAGE 1
are doing the exhibitors of the country a grave injustice by attempting to carry water on both shoulders—to sell to both the theatrical and TV. You think that TV offers you a better source of revenue, you should con- sider that field first. Why are you going to continue to sell to television? You should leave the production of pictures for theatres to producers who still believe their future rests with the motion picture industry.

Kirsch said his protest was occasioned by a press release from Small's "Indian Uprising," distributed by Columbia, following announce- ments of the showing of 26 Small films over television station WBNQ here.}

Next Building Code Hearing March 24
ALBANY, N. Y., Jan. 14.—Critics and suggestions by theatre representa- tives and sales experts, at a hearing this afternoon before Commissioner George S. Raymond, of the State Board of Standards and Appeals, on proposed amendments to the Standard Building Codes for places of public assembly were taken under advisement for study before the next session here March 24.

Today's hearing was concerned with three points: new re- quirements for safety in heating aparatus in existing theatres; the regula- tion for enclosed stairways leading from lobby to box office or lobby, and the definition of "waiting space" in a new section on the calculation of seating capacity.

Glass Before House
Hollywood, Jan. 14.—A Stanley Kramer Co. spokesman today confirmed the published report that George Glass, vice-president, will make a voluntary appearance before the House committee on Un-American Activities at its hearing here today. Glass is now in New York.

Delay Dipson Decision
WASHINGTON, Jan. 14.—The U. S. Supreme Court today refused to hold off the hearing of the Dipson case, and action is considered likely at that time.

Large Guild Audience Seen
A pre-sold audience running into many thousands of members of the theater guilds across the country, is seen as one of the advantages to the projected theatre-television televi- sion productions, it was learned here yesterday.

One of the reasons United Para- mount and other companies are currently engaged in talks on the project is the potential size of the audience. The resulting television plays will be produced and sold by the studio, for the purpose of selling the stage presentation on large-screen TV. Besides selling tickets to Guild members, other sales would be made at the box-office, according to pres- ent plans.

The Guild-theatre television tie-up, with the new medium, will offer theatre exhibitors their first continuous programming since theatre TV's incep- tion, according to a UPT spokes- man, who said they will be tele- vised to a closed circuit of theatres once or twice a month. At this stage, at least one of the members of the theatres which would participate could be furnished.

The experiment, a UPT spokes- man said, has been promoted by the Guild and others, with the possible result of showing television plays will be handled by the Guild.

Meet on Plans for Coming TV Hearings
WASHINGTON, Jan. 14.—Television officials of the Motion Picture Associa- tion of America will meet in New York tomorrow, and Wednesday to discuss plans for the com- ing theatre-television hearings before the Federal Communications Commis- sion.

The meeting of attorneys and engi- neers of the MPAA and the The- ater Owners of America on Friday next, will be the first ground would be covered by each group in the FCC hearings. The MPAA sessions in New York will rene still further, evidence to be presented by MPAA witnesses who will testify, and what points each witness will cover.

Intensive Campaign For 'Red Skies'
A five-state, 200-theater Far West West Coast advertisement in the Century Fox's "Red Skies of Montana" will receive special intensive local level pre-weekly promotion by a personal appearance tour of Jack Barrows, U. S. Forest Service repre- sentative and the film's technical ad- viser.

Barrows will launch the junket next week at Salt Lake City, following which he will visit San Francisco, Seattle, Portland, and Denver, Leo Pilott, 20th representative, will head the "Red Skies" side of the battle for Salt Lake City to handle arrangements for Barrows' tour.
Newsreels

Berle and Danny Kaye. The weekend gross alone was put at $56,000.
Also among the films registering robust grosses are "I Want You" at the Criterion, where a solid $25,000 is seen for its fourth week, and "Quo Vadis" which is expected to hit an excellent $36,000 for its 10th week at the Astor. "Double Dynamite" at the Paramount, which also features a stage show, is forecast to rack up a good $55,000 for its third and final week. "Scandal Sheet" bows there tomorrow.

"Story" Solid
At the Mayfair, a solid $33,000 is seen for the 10th week of "Detective Story," while the Victoria's gross for the fourth week of "Death of a Salesman" is estimated at a fine $22,000.
"Submarine Command" will replace "My Favorite Spy" at the Globe on Friday with the Bob Hope starrer expected to bow out with a fair $15,000 for its third and final week. A satisfactory $26,000 is seen for the second and final week of "Westward the Women" at the Capitol, where "The Light Touch" will bow in tomorrow.

"Decision" Fair
Under the fair category is "Decision Before Dawn" at the Rivoli, where the film is expected to register $16,000 for its fourth inning. "The Wide Blue Yonder" is estimated to do a not too good $10,000 for its second and final week at Loew's State where "For Men Only" bows in today. A fair-to-good gross of $30,000 is forecast for the third and final week of "Distant Drums" at the Warner. It will be replaced today with "Room for One More."

At the off-Broadway houses, "Tales of Hoffman" is doing nicely at the Sutton with $8,500 seen for the third stanza, and a big $8,000 is expected for the 12th inning of "The Lavender Hill Mob" at the Fine Arts Theatre.

"Cyrano" Gross High
In Pittsburgh
HARRISBURG, Pa., Jan. 14—"Cyrano de Bergerac" grossed $2,504 Saturday and Sunday at Loew's Regent Theatre here, marking the largest business the house has done in four months. The figure outgrossed the two previous Stanley Kramer pictures at the house, "Champion" and "Home of the Brave."

Clark Resigns

He spent the next two years as a salesman in Columbus, was named special representative in Western Canada in 1922, and in 1923 moved back to the states for a five-year stint as special company representative in the Midwest. In 1928 he was upped to Columbus branch manager, a post he held until 1938. He was subsequently manager of the Cleveland and Los Angeles branches. Then after serving as district manager in Cleveland and the Southwest, Clark was raised to his position as South-Central Division manager in 1949.

"Cyrano of the Coast"
Hollywood, Jan. 14—The Paramount Theatre here, 1,600 seat house operated as a first-run since its opening as a sister theatre to the Paramount Downtown, will be converted to a "selective attraction" policy at the conclusion of the present run of Samuel Goldwyn's "I Want You," Harry Arthur stated. First attraction under the new policy will be "Latuko," 56-minute African tribal documentary filmed originally for the American Museum of Natural History, augmented with two 1933 "March of Time" subjects and two color-shorts filmed by St. Louis business man Edgar M. Queeny, who made "Latuko."

"Latuko," denied a production code seal when submitted last fall, depicts life and customs of an African tribe whose male members wear no clothes. Arthur said admission to the Paramount will be $1, including tax, with advertising handled in a fashion to attract adult intelligentsia. Juvenile attendance will be discouraged.

Slated to follow "Latuko" under the new house policy, Arthur said, is the English-made "Tom Brown's School Days," a UA release. Irving Lesser of New York, has national distribution rights to "Latuko," through Producers' Representatives.

"Royal Journey" to U.A.

United Artists will distribute "Royal Journey," a feature-length record in Tri-Art color of the recent Canadian visit of Princess Elizabeth and Prince Philip, which was produced by the Canadian Film Board.
Coming Events

Jan. 15.—Republic regional sales meeting, Blackstone Hotel, Chicago.

Jan. 15-16.—Pacific Coast Conference of Independent Theatre Owners trustee’s meeting, Hotel Benson, Portland.

Jan. 15—Paramount sales meeting, New York.

Jan. 16-17.—Republic regional sales meeting, New York.


Jan. 20.—First annual Toronto area Industry Communion breakfast, Royal York Hotel, Toronto.

Jan. 21-22.—Allied Theatre Owners of the Gulf States meeting, Roosevelt Hotel, New Orleans.

Jan. 21-22.—Republic regional sales meeting, Jung Hotel, New Orleans.

Jan. 23.—Cinema Stamp, Collectors meeting, Hotel Astor, New York.

Jan. 23.—2nd annual Convention of the America board meeting, National Theatres headquarters, Hollywood.

Feb. 4-6.—Allied States Association annual board meeting, Hotel Statler, Washington.

Feb. 10.—Cinema Stamp Collectors meeting, Hotel Astor, New York.

Feb. 14-15.—Council of Motion Picture Organizations annual, executive board meeting, New York.

Legion of Decency Puts 1 Class B

The latest Legion of Decency report places nine films in Class A and one in Class B, the latter being 20th Century-Fox’s “The Pride of the Yankees,” which has been approved by the National Catholic Welfare Council and which will have for a three-week tour of South American cities. The juncture, which has been described by the United States Department of State, will cover such cities as Havana, Lima, Santiago, Valparaiso, Rio de Janeiro and Montevideo.

Primarily, the tour is designed to promote “Show Boat,” which is an example of American art and “Quo Vadis,” making speeches and radio appearances as representatives of the film industry and the United States Department of State, will cover such cities as Havana, Lima, Santiago, Valparaiso, Rio de Janeiro and Montevideo.


Wolfgang Concludes Testimony in Denver

DENVER, Jan. 14.—Hans Wolfgang has concluded his defense testimony in Washington’s case against RKO 20th-Fox and Loew’s. Wolfgang said he was unable to get first-run films for “The Man of Aran” and “The Red House,” although he was able to get first-run films for “The Adventures of Don Juan” and “The Street in 1941.”

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continued on next page...
"Nothing could keep us away from a Companion-approved Movie!"

No blizzard can stay the little woman when she has a Companion-approved movie in mind! And the movie-makers know it. That's why they have invested more money in the Companion during the past six years than in any other monthly magazine.

*Except of course the fan magazines!*

Currently advertised in the Companion:

- "Another Man's Poison" - United Artists
- "Snow White and the Seven Dwarfs" - Walt Disney Productions
- "Lone Star" - Metro-Goldwyn-Mayer
- "Pandora and the Flying Dutchman" - Metro Goldwyn Mayer

Companion
AVERAGE CIRCULATION: MORE THAN 4,100,000
"PHONE CALL FROM A STRANGER"

it's for you!

Great Cast! Great Story!! Great Boxoffice!!!

20th Century-Fox's "PHONE CALL FROM A STRANGER"

A great motion picture in the tradition of "A LETTER TO THREE WIVES" and "ALL ABOUT EVE."

starring

SHELLEY WINTERS • GARY MERRILL
MICHAEL RENNIE • also starring BETTE DAVIS

with KEENAN WYNN • EVELYN VARDEN

Written for the Screen and Produced by NUNNALLY JOHNSON • JEAN NEGULESCO

Directed by

Based on a story by J.A.R. WYLIE

Don't miss this "call" - if you know what's good for you!

There's No Business Like 20th Century-Fox Business
Only Para. and RKO Offer Skiatron Films

LEVEY TO SEEK AID OF DEPARTMENT OF JUSTICE

Of the nine major film companies requested to furnish product for the projected Skiatron subscription home television test in New York City, only Paramount and RKO Pictures have replied in the affirmative.

This was revealed by Arthur Levey, Skiatron president, yesterday — the deadline date set by Levey in his letters requesting product.

Replying in the negative were 20th Century-Fox and Metro-Goldwyn-Mayer, while no responses were received from Warner, Columbia, Universal, United Artists and Republic, Levey disclosed.

Photostats of the replies and the "attitudes" of those remaining silent.

(Continued on page 4)

Rerelect Schwartz as RKO Theatres Head

Sol A. Schwartz was reelected president of RKO Theatres Corp. at yesterday's first meeting of the newly-elected board of directors. The meeting, held at the home office here, also reelected all incumbent officers.

They are: William W. Howard, vice-president; T. F. O'Connor, vice-president and treasurer; William F. Whitman, secretary; H. E. Newcomb, comptroller; Louis Jaffe and Milton.

(Continued on page 4)

Selling Methods Hit At ARMIT Meeting

DENVER, Jan. 15.—The annual meeting of directors of Allied Rocky Mountain Theatres objected to the selling methods of some distributors whereby only advanced admission tickets and reduced percentage terms are considered. The meeting also complained about discriminatory methods used in withholding such films.

(Continued on page 4)

20th-Fox to Hold Seminar On Next Year's Product

A seminar of some top exhibitors of the East will be conducted here next Tuesday to implement 20th-Fox's policy of stimulating planning five in advance of product release. The company is considering holding similar seminars elsewhere in the country. It was disclosed yesterday by Al Lichtman, director of distribution, that the meeting will first be devolved to the one handled by him of the entire lineup for 1952, as outlined at the company's convention in New York recently and it will then be turned over to vice-president Charles Einfeld and his staff for details of the advertising, publicity and exploitation plans already underway for the first six months of the year.

In addition the theatre chiefs, invitational have all been extended through them to their executives and advertising and publicity personnel, who will join in the meeting. A buffet luncheon will precede the business sessions.

(Continued on page 4)

Universal Studying Purchase of Decca Assets with Stock

A committee of the Universal board of directors has been appointed to investigate the advisability of Universal's purchasing the assets of Decca Records and effecting a consolidation of the two companies instead of proceeding with their merger, as originally planned.

Chairman of the committee is Preston Davie, who is scheduled to report to the Universal board at a meeting.

(Continued on page 4)

No Para. Influence In Dumont Affairs, FCC Hearing Told

WASHINGTON, Jan. 15.—Two officers of Allan B. Dumont Laboratories denied today that Paramount Pictures had ever attempted to influence the actions of Dumont's board of directors.

Both testified on the opening day of the Federal Communications Commission's formal hearing on the proposed merger of United Paramount Theatres and American Broadcasting Co. and on the question of whether any Paramount company or subsidiary should own or operate a television station in the light of the companies' anti-trust record. In addition, the

(Continued on page 5)

52 Pay Pacts for 4 'U' Executives

The Universal board has approved extension to Dec. 31, 1952, of the employment agreements of four top executives. The extensions specify salary increases which are understood to embody increases for the four.

Under the new agreements, A. Daff, vice-president in charge of world sales, will receive $1,250 per week, and vice-presidents Leon Goldberg, John J. O'Connor and Adolph Schimmel.

(Continued on page 4)

Schwalberg Sees Need of Special Handling of Films

"All pictures must be given special handling to assure proper grosses in today's market," A. W. Schwalberg, president of Paramount Film Distributing Corp., yesterday told the company's divisional sales managers meeting at the Hotel Plaza in New York.

"We can no longer rely on a conventional selling pattern," the distribution chief said. "We cannot treat pictures as a group. Each attraction must be handled individually."

"The problem is that there is nothing wrong with the motion picture industry that good films cannot cure it is fallacious," Schwalberg said. "Intellectual understanding of this situation is important."

(Continued on page 4)

New Delay Seen in Filing Loew's Decree

WASHINGTON, Jan. 15.—A postponement of two or three weeks is likely in the Jan. 23 date for submission of Loew's consent decree to the New York Statutory Court, Justice Department officials said.

They gave two reasons: Top anti-trust division officials who are still going over the proposed decree feel they will not be ready to clear it and make it public before next week, and

(Continued on page 5)

No TV Pact Proposals From Petrollo

MIAMI BEACH, Jan. 15.—James C. Petrollo, president of the American Federation of Musicians, today closed the door to a discussion of television negotiations for new contracts for studio musicians which will begin at the Hotel Lombardy here on Thursday.

The studio musicians, Petrollo reported, have submitted some 20 demands, most of which are of a general nature involving wage increases and double time. He declined to divulge the specific demands, adding that "some are a little bit out of line."

The union president said there will be no discussions involving television, particularly none concerning the cur-

(Continued on page 4)

Kane Named Para. Division Manager

A. M. Kane, assistant Southern division sales manager for Paramount, has been promoted to Southern division manager, effective March 1, by A. W. Schwalberg, president of Paramount Film Distributing Corp. He will replace M. R. (Duke) Clarke, who is resigning on Feb. 29 because of ill health.

Kane has been with Paramount since

(Continued on page 5)

Industry Not On New US 'Essential' List

WASHINGTON, Jan. 15.—The Commerce Department today issued a new, revised list of essential activities, and, as expected, the film industry is still off the list.

The new list has very few changes from the last list, issued May 7, 1951. The list is supposed to be a rough guide for deferring men from active

(Continued on page 5)
The Council of Motion Picture Organizations will know for certain around the beginning of the coming week the precise form or forms its 1952 newspaper advertising campaign will take in connection with the industry's public relations program, it was indicated yesterday following a meeting here of the Motion Picture Association of America advertising-publicity committee.

The MPAA's committee, headed by Charles Hargroves, announced yesterday that six film companies should prepare drafts of advertising copy which are to be used on Jan. 29, the MPAA group will meet again to examine these "visauls" and decide which ones should be used. Under plans suggested by COMPO, companies cooperating in the advertising program could use one of two space schedules. The first calls for the use of 600 lines in 220 daily papers in 103 cities of more than 100,000 population, at a cost of $54,000. The second plan, including 1,000 lines in the same papers at a cost of $99,000. It is suggested that the campaign, the second to be undertaken under the COMPO be conducted over a period of several months, with a newspaper advertisement for each month.

Present at yesterday's meeting in addition to Simonelli, who presided, were: Howard Dietz, Loew's; David Lipton, Universal; Mort Blumenstock, Warner; Sid Blumenstock, Paramount; Barrett McCormick, RKO Pictures; Howard LeSueur, Columbia; Francis Winakas, United Artists; Steve Edwards, Republic; Arthur L. Mayer and Charles McCarthy, COMPO, and Kenneth Clark and Alfred Corwin, MPAA. The six companies which will prepare the sample "under plans suggested by COMPO, universal, Loew's, Paramount and UA.

**Groves Plans Promotions**

Harold L. Groves, head of Harngroes National Service System, Inc., checkers of theatre operations, personal and buildings, of New York, has retained Ritter, Sanford and Price, New York, for national sales promotion, advertising and publicity through 1952. The over-all program includes the use of radio, magazines and newspaper spots to the public with the desirability of their patronizing the theatres using Hargroes. Trade papers will be used to acquaint the exhibitor with the advantages of the Hargroes System with which he can secure "positive control" over losses resulting from box office irregularities, promote employee relations, raise the efficiency of personnel, and build customer good-will.

**Schwalberg Toastmaster**

Al Schwalberg, president of Paramount Film Distribution, will be the toastmaster at the annual dinner and installation of officers of the New York Bookers Club, to be held next Monday evening at the Tavern-on-the-Green.
The new nationwide "QUO VADIS" openings that top "GWTW" and the extended engagements that roll merrily along.

The "WESTWARD THE WOMEN" openings, nationally, that are doing 124% of "Go For Broke!" business.

The unprecedented campaign to launch "LONE STAR" in a state-wide Texas celebration that will echo through the nation, a new high in high-powered showmanship.

The fine reception for "PANDORA AND THE FLYING DUTCHMAN" (Technicolor) in its first openings, duplicating its success in New York where it is in its 2nd month.

The comedy, "JUST THIS ONCE", that Walter Winchell hails as "a click sleeper", which is convulsing preview audiences on both coasts.

The most exciting news since "QUO VADIS", the first reports of "IVANHOE" (Technicolor) the new industry Giant, secretly previewed in California and "coming in the Fall to top them all."

The sock ad campaign in color reaching 160 million readership for "THE WILD NORTH" (Ansco Color), "The King Solomon's Mines of 1952."

The way M-G-M keeps up its reputation for musical leadership with such coming Technicolor tuntoppers as "Singin' In The Rain", "The Belle of New York", "The Merry Widow", "Skirts Ahoy!", "Lovely To Look At" and others.

The way Leo keeps in there punching, with his studio activities full blast and his national showmanship at its hardest-hitting high!
Schwalberg
(Continued from page 1)
ligent selling and merchandising are what make the differences in grosses.*

3-Day Conclave
The three-day conclave concludes today with a series of meetings between individual division managers and relevant studio staff. Speakers at the meeting included Barney Balaban, Adolf Zukor, Y. Frank Bucella, R. K. Canfield, R. P. Pielman, and Oscar Morgan, of short subjects and Paramount News.

Morgan Heads Para. Sales Effort for 'Encore'
Oscar Morgan, general sales manager of short subjects and Paramount News, has been placed in charge of sales for Somerset Maugham's "Encore," a J. Arthur Rank import which Paramount will distribute. The film is scheduled for release this summer.

20th-Fox Seminar
(Continued from page 1)
Warner Theatres; Joseph Vogel, Loew's; Louis Schine, Schine Theatres; Sol Schwartz, RKO Theatre; George Skouras and Spyros Skouras, Jr., Skouras Theatres; Gerald Shea, Shea Circuit; Harry Brull, Rand-Force Amusement; Fred Schrader, Century Circuit; Si Fabian, Fabian Theatres; Joseph Seider, Fraternal Circuit; Dr. Leo Lin, Coronet; Harry Brandt Theatres, and Walter Reade, Jr., Reade Circuit.

Reeclect Schwartz
(Continued from page 1)
E. Makar, assistant secretaries; and Edward W. Bush, J. R. Redmond and A. E. Reoch, assistant treasurers.

Universal Studying Purchase
(Continued from page 1)
next Wednesday on such phases of the study as valuation of Decca's assets and the probable ratio of exchange of Universal's stock for Decca stock necessary to acquire them.

Decca's assets would be exclusive of the more than 300,000 shares and warrants of Universal stock owned by Decca. This phase of the proposed merger study required a gentlemaned opposition to an early propos-

effort to effect an exchange of Universal and Decca stock. A con-

clusion, through the exchange of Universal of Decca assets, also would have to be submitted to stockholders but would need the approval of both companies. With Decca holding an approximately 25 per cent interest in Universal, obviously proponents would have a good head start over any opposition to such a plan which might develop. Meanwhile, the original merger plan has not been abandoned but is in standby pending receipt of the board committee's report. Other avenues to be taken before a final decision is made in the near future, only in time for consideration at the annual meeting of Universal stockholders in April.

"U" Executives Pact
(Continued from page 1)
each will receive $1,000 weekly. Goldberg carries the additional title of treasurer, and Schimmel is also secretary and general counsel.

"U" sale of $9,000, jet Daff and Schimmel were not listed in Universal's 1950 annual report, the last annual report and may not be released. Decca to stockholders, where it might be blocked by large Universal share-

holders. Jointly, a letter was written by spokesmen for both Universal

Sal and Rank. An official of Universal said he knew of no such plan under consideration. A spokesperson for Decca said the latter has taken no position in opposition to a merger and could contemplate a merger being completed and presented to him for appraisal.

However, a merger of the two companies very considerably contemplated, would require approval by two-thirds of the Universal stockholders. A con-

clusion, through the exchange of Universal of Decca assets, also would have to be submitted to stockholders but would need the approval of both companies. With Decca holding an approximately 25 per cent interest in Universal, obviously proponents would have a good head start over any opposition to such a plan which might develop. Meanwhile, the original merger plan has not been abandoned but is in standby pending receipt of the board committee's report. Other avenues to be taken before a final decision is made in the near future, only in time for consideration at the annual meeting of Universal stockholders in April.

Skiatron Test
(Continued from page 1)
will be forwarded by Skiatron to the Department of Justice, according to present plans. Asked what he thinks the Justice Department will do, Levey said: "I think that the Department will speak for itself." Levey held it "discriminatory" for the AFM to put on "exhibitor pressure" for the Skiatron test, which will now have to be delayed indefinitely, while many of them furnished films for last year's Phonovision test in Chicago.

"Exhibitor Pressure"
Asked how he interpreted the lack of response from five companies, Levey said: "The exhibitors have no assurance. The companies want exhibitors to know, Levey explained, that they will not supply product until "they have an official guarantee." In response to a query as to when Skiatron expects to seek Federal Com-
nissions Corporation approval for the public-participation test, Levey said: "you cannot file until you can complete your program content." Hopes of conducting the test next month have been shattered by the responses, Levey declared.

ARMIT Meeting
(Continued from page 1)
from general release for considerable periods following key runs. Pictures named included "David and Bathsheba," "Pillow Talk" and "Boomerang and Dellihill" and "Quo Vadis.

Other resolutions endorsed the national Allied board resolution asking new legislation in the industry, and praised last year's "Movietime" cam-

paign. The meeting set its convention in Antlers Hotel, Colorado Springs, May 6 and 7 with a National Allied board meeting set for the Broadmoor Hotel in the same city, May 5.

ARMIT directors elected John Wolfberg, a national board member, Neil Beeley, president; Fidley Mc-

agh, vice-president and Mary Lind, treasurer.

TV Proposals
(Continued from page 1)
rent ban on use of film music sound tracks.

He said "television has no place in these negotiations. That's a separate business and I don't think the motion picture industry is going to take on board TV talk because they are still fighting TV. As far as I'm concerned, we can call it TV—but it's motion pictures just the same. Eventually, the studios must get together with TV and figure out how terminals will probably merge with the electricians," he added

locally.

No major changes in the present contract between studios and the AFM are foreseen by Petroillo. Top company executives are here for the talks, but the contract expired last Aug. 31 but was extended to Jan. 14 under the original terms. The new contract, which will be for two years' duration, is due to be negotiated here this week.

"No Trouble"
Petroillo said he expected a "peaceful settlement." Though he added that there will be no fights and no trouble. He said that if the companies wanted to "talk television," the union would readily. "Personally," he added, "I don't think the film men want to talk television because they're fight-

The AFM president predicted the negotiations will result in safeguarding AFM's interest in mechanization. Hal Leoshyn, AFM public

relations head, said the new contract will not include an escalator clause nor continuing "living wage."

Said Petroillo: "We don't want any trouble. But then, Nick Schenck is a hell of a guy. He's a winner. He likes it and I like to deal with people like that." He and Schenck are making arrangements for the heads of 20th-Fox, Paramount, M-G-M, Warners, RKO, Columbia, Universal and Republic to discuss possibilities of improving "lousy business.

An AFM executive board meeting at the Lombardy today announced that the AFI's international labor organization will follow Petroillo's lead in establishing rights for performers at the national level.

Mono. in New Loan, Credit Agreement
Hollywood, Jan. 15. — Monogram president Steve Brody and executive vice-president George D. Burrows announced signing agreement for one-year revolving loan and credit agreement with Security First National Bank, Los Angeles, providing for borrowing $1,000,000. The credit is in the amount of $50,000 in guarantees covering bank loans to independent producers releasing through Monogram or Allied Artists.

Guaranty Trust and Bank of Man-

hattan, Security First National Bank, Los Angeles, are participating with Security First National in this credit.

For Best Quality & Service
See Chicago System In Milwaukee

Chicago, Jan. 15.—The city of Milwaukee appears to be slated for a release system similar to that now operative in Chicago (under the Jackson Park decree), according to a mandate issued to the District Court here by the Court of Appeals yesterday in the Towne Theatre case. The mandate, arising from the denial Jan. 7 by the Supreme Court of the writs of certiorari asked by both plaintiffs and defendants, directs the defendants to pay damages and legal fees in the amount of approximately a million dollars and limits the first runs in Warner and Fox Theatres in Milwaukee to two weeks.

Loew’s Decree
(Continued from page 1)

hearsings will cover the transfer under the consent decree of control of Paramount’s various television subsidiaries from the parent company to the two new companies.

Never ‘Governed’
Allen B. Dumont, president of the company, told FCC hearing examiner Leo Resnick today that his company had withdrawn its application for a television station in Boston, would in some future date ask for a dismissal of its applications for stations in Cleveland and Cincinnati and would apply for stations in Boston and St. Louis “without regard to any plans Paramount might have.” In response to questioning from his attorney, William A. Roberts, Dumont said his company had never been “governed” by Paramount in connection with any of its applications for television stations.

Second Witness
A second witness, Bernard Goodwin, declared that there had never to his knowledge been “any attempt by Paramount to induce action in any direction “in broadcast matters” other than that wanted by the Dumont management.” Goodwin identified himself as secretary of Dumont Laboratories and an officer of Paramount subsidiaries.

Kane Named
(Continued from page 1)

1925, when he joined the Boston branch as assistant chief accountant. He subsequently rose to Boston sales manager, and in 1932 was promoted branch manager of the New Haven exchange. Four years later he was back in Boston as branch manager, and in 1944 was named district manager for New York State and New England, Kane became assistant eastern-Southern division manager in 1947. (Hugh Owen is head of the Eastern-Southern division.)

US ‘Essential’ List
(Continued from page 1)

military duty.

Robert Coyne, representing the Council of Motion Picture Organizations, met some weeks ago with Commerce and Labor Department officials to discuss the film industry’s chances of getting on the list, and at that time the government officials painted such a black picture of the outlook for the success of an appeal by the industry that Coyne indicated he would wait for a more favorable time.
### TRADE SHOWINGS

<table>
<thead>
<tr>
<th>Location</th>
<th>Theater Details</th>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBANY</td>
<td>RKO Screening Room, 1652 Broadway</td>
<td>Tues.</td>
<td>4:00 P.M.</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>RKO Screening Room, 195 Lackie St. N.W.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>BOSTON</td>
<td>Keith Memorial Theatre, 539 Washington St.</td>
<td>Thurs.</td>
<td>8:30 P.M.</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>Fox Opera, Ser. Rm., 498 Pearl St.</td>
<td>Wed.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>Fox Screening Room, 308 S. Church St.</td>
<td>Tues.</td>
<td>2:00 P.M.</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>RKO Screening Room, 1300 S. Wabash Ave.</td>
<td>Tues.</td>
<td>2:00 P.M.</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>RKO Screening Room, 12 East 6th St.</td>
<td>Mon.</td>
<td>8:00 P.M.</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>Fox Screening Room, 2219 Payne Ave.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>DALLAS</td>
<td>Paramount Ser. Rm., 412 S. Harwood St.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>DENVER</td>
<td>Paramount Ser. Rm., 2160 Stout St.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>DES MOINES</td>
<td>Fox Screening Room, 1300 High St.</td>
<td>Tues.</td>
<td>2:00 P.M.</td>
</tr>
<tr>
<td>DETROIT</td>
<td>Blumenthal's Ser. Rm., 2310 Cass Ave.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>Universal Ser. Room, 517 N. Illinois St.</td>
<td>Tues.</td>
<td>1:00 P.M.</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>Paramount Ser. Room, 1500 Wyandotte St.</td>
<td>Wed.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>RKO Screening Room, 1980 S. Vermont Ave.</td>
<td>Tues.</td>
<td>2:00 P.M.</td>
</tr>
<tr>
<td>MEMPHIS</td>
<td>Fox Screening Room, 151 Vance Ave.</td>
<td>Tues.</td>
<td>12:15 P.M.</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>Warner Screening Rm., 212 W. Wisconsin Ave.</td>
<td>Wed.</td>
<td>10:30 A.M.</td>
</tr>
<tr>
<td>MINNEAPOLIS</td>
<td>Fox Screening Room, 1015 Carile Ave.</td>
<td>Tues.</td>
<td>1:30 P.M.</td>
</tr>
<tr>
<td>NEW HAVEN</td>
<td>Fox Screening Room, 40 Whiting St.</td>
<td>Tues.</td>
<td>2:00 P.M.</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>Fox Screening Room, 200 S. Liberty St.</td>
<td>Tues.</td>
<td>10:30 A.M.</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>RKO 22nd St. Theatre, 261-272 Eighth Ave.</td>
<td>Tues.</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>Fox Screening Room, 10 North Lee St.</td>
<td>Tues.</td>
<td>10:30 A.M.</td>
</tr>
<tr>
<td>OMAHA</td>
<td>RKO Screening Room, 1502 Davenport St.</td>
<td>Tues.</td>
<td>1:00 P.M.</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>RKO Screening Room, 250 N. 13th St.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>RKO Screening Room, 1809-13 Blvd. of Allies</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>PORTLAND</td>
<td>Star Screening Room, 925 N.W. 19th Ave.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>RKO Screening Room, 3143 Olive St.</td>
<td>Tues.</td>
<td>2:30 P.M.</td>
</tr>
<tr>
<td>SALT LAKE CITY</td>
<td>Fox Screening Room, 216 E. 1st. St. South</td>
<td>Tues.</td>
<td>1:30 P.M.</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>Golden Gate Theatre, Taylor &amp; Golden Gate Ave.</td>
<td>Tues.</td>
<td>9:00 P.M.</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>Jewel Box Ser. Room, 2318 Second Ave.</td>
<td>Tues.</td>
<td>1:00 P.M.</td>
</tr>
<tr>
<td>SIOUX FALLS</td>
<td>Hollywood Theatre, 212 N. Phillips Ave.</td>
<td>Tues.</td>
<td>9:30 A.M.</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Keith Theatre, 615 15th St. N.W.</td>
<td>Tues.</td>
<td>8:30 P.M.</td>
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**RKO presents**

**CORNEL WILDE MAUREEN O’HARA**

in **"AT SWORD’S POINT"**

Color by **TECHNICOLOR**

with **ROBERT DOUGLAS GLADYS COOPER • BLANCHE YURKA**

Produced by **JERROLD T. BRANDT**

Directed by **LEWIS ALLEN**

Screenplay by **WALTER FERRIS JOSEPH HOFFMAN**
Greene Still Favors Hughes Stock Sale

Pending a ruling by the U. S. Supreme Court in the Howard Hughes case, RKO Theatres Corp. should adopt a wait-and-see attitude on the proposed purchase of Hughes' trusted stock in the theatre circuit, said Bob McDonald, Motion Picture Association president, after a two-seat auction on the company's board, said yesterday. In the wake of Tuesday's first meeting of the newly-elected board, Greene acknowledged that the proposal was not made at the meeting. It would be "a bit premature," Greene explained.

However, the Wall Street financier (Continued on page 4)

Asked Para. to Sell Holdings: DuMont

Washington, Jan. 16.—Allen B. DuMont today declared that his company has been trying for the past few years to get Paramount Pictures to sell its holdings in Allen B. DuMont Laboratories, Inc. The company feels that Paramount's continued ownership of stock in DuMont Laboratories would hurt DuMont (Continued on page 5)

US Acts in Brazil Crisis; Richard to 'Rio' for MPAA

The U. S. State Department has instructed the American Embassy in Brazil to open formal discussions with the Brazilian government about a view to securing relief from the restrictive decree directed against American features and newsreels. John G. McCarthy, Motion Picture Association of America foreign department chief, reported yesterday following a meeting here of the Motion Picture Export Association. As part of the MPEA strategy to secure relief in Brazil, Joachim Richard, MPAA international department representative of Latin America, will leave here this weekend for Rio de Janeiro to confer with the American industry committee there and cooperate with the Embassy.

The State Department is said to have a stake of its own in the effort to have the restriction affecting news (Continued on page 4)

Spanish Film Pact Still Is Elusive

The SIMPP indicated here yesterday that it would not join in any Spanish-American film agreement that did not treat SIMPP on a par with the MPAA. The Society holds that the original Spanish formula provides no rights whatever for independent producers.

Meanwhile, the MPAA indicated yesterday, following a meeting of foreign managers, that proposals and counter-proposals are being exchanged with Spain, the Association's hope being that an equitable deal can be arranged (Continued on page 4)

Coast Business Is Paralyzed by Rain

Hollywood, Jan. 16.—Storms that lifted the annual rainfall total above the previous record high, set in 1899, virtually paralyzed theatre attendance Tuesday night and today, with the Weather Bureau promising another 24 hours of the same. Water reached the flood stage Tuesday, washing out bridges, submerging highways linking the city with the suburbs, and flooding private homes and business structures, including some theatres in neighborhood areas.

SIMPP Charges 'Collusive' Bids By Some Circuits

The executive distribution committee of the Society of Independent Motion Picture Producers is concerned over what it describes as "collusive practices" among some circuits in the conduct of competitive bidding. Ellis G. Arnaul, SIMPP president, reported here yesterday following a meeting of the committee. With a view to taking future action against these alleged practices, the committee will continue to collect data (Continued on page 4)

Expand MPAA 'P.R.' Setup Early in Feb.

Will Aim for Increased Attention on Radio-TV

WASHINGTON, Jan. 16.—Expansion and departmentalization of the Motion Picture Association of America's promotional and public relations activities will be commenced early next month to make room for a spurt in radio and television. A new activity actually will get underway when Tim Caggott of the MPAA publicity department here reports in about two weeks at the New York office to take over duties relating to newspapers, magazines and the trade press.

From about Feb. 1 on, the New York publicity set-up will consist of Kenneth Clark, who is director of MPAA publicity; Caggott and Alfred (Continued on page 4)

Seminar List Is Expanded

Several additional circuit heads were added yesterday to the list of those invited to the seminar to be held here on Tuesday by 20th Century-Fox, when Al Lichtman, director of distribution, and Charles Einfeld, vice-president, will detail the full program of product which the company will distribute this year.

Invited in addition to those mentioned yesterday are J. J. Fitzgibbon, Famous Players Canadian; Dave Griesdorf, Odeon Theatres of Canada.

UPT to Hold 50% of Microwave Firm

Through the proceeds received from the sale of common stock to United Paramount Theatres, Inc., which will own 50 per cent of the concern subsequent to the sale, Microwave Associates, Inc., of Boston will finance expansion of manufacture of microwave tubes, components and systems, it was disclosed here yesterday. David W. Atchley, Jr., UPT's co-ordinator of technical research, will resign to become president of the enlarged company. UPT executives who will be directors of the expanded firm are: Leonard H. Goldenson, Robert H. O'Brien, Simon B. Siegel and Jason Rubinovitz.
Stockholders Get WB Board Proposal To Reduce Capital

Ballots to vote on the Warner Brothers board proposal to reduce the capital, and the call for an annual meeting of stockholders to be held in Wilmington, Del., on Feb. 19 when, in addition, two directors will be elected. Renominated to serve two years are: Albert Warner, Harry M. Warner, Jack L. Warner, John E. Bierwich and Raskin. In February 1951, stockholders elected Samuel Carlisle, Stanleig Friedman, Charles S. Guggenheim, Samuel Schneider and Morris Wolf.

Among yearly salaries listed for the fiscal year ending Aug. 31, 1951 were: Harry M. Warner, $189,350: Kalmine, $130,300; Albert Warner, $160,300; Schneider, $150,300, and Perkins, $160,300.

Formal AFM Talks to Open in Miami Today

MIAMI BEACH, Jan. 16.—Top industry executives and the national executive board of the American Federation of Musicians are slated to formally open negotiations tomorrow at the Lombardy Hotel here. The major topic of discussion will be a new contract between Hollywood studio musicians and film companies.

Both groups met in executive sessions behind closed doors and according to a union representative, routine business was discussed.

Eric Johnston, president of the Motion Picture Association of America, who is also here, met with company executives on industry problems.

Stars Are Cited for Servicemen's Shows

WASHINGTON, Jan. 16.—Senator Ferguson (R., Mich.), on returning from Korea, applauded the efforts of Hollywood film stars to entertain and build morale among U.S. troops overseas.

Ferguson, who recently returned from a trip to Korea and Japan, in the Congressional Record a long statement in recognition of a job well done by the film industry. He declared he had given much attention to the question of entertainment for U.S. military personnel, and that he was "convinced it is a necessary and desirable function, and that it is one of the major contributions we can make to the morale of our troops."

To Present Film Awards

Winners of the New York Film Critics awards for outstanding achievement will be formally presented with their awards on Sunday at the Algonquin Hotel here, with to be televised on Ed Sullivan’s "Toast of the Town" CBS program, starting Jan. 16.

Personal Mention

HERMAN M. LEVY, general counsel of the Theatre Owners of America, is due here tomorrow from New Haven.

Kov Rowe, veteran North Carolina legislator and theatre exhibitor, has formally announced his candidacy for lieutenant governor in the spring Democratic Party campaign.

Leonard Hersch, home office assistant to Ruby Berger, M-G-M Southern sales manager, is in Washington confering with resident manager Jerome Adams.

Cecil B. DeMille will return to Los Angeles today from his cross-country trip.

AX E. YOUNGSTEIN, United Artists vice-president, will return to New York today from Philippine.

MRS. YVONNE WALL SIGLEKOB, executive secretary to JAMES A. MULLIN, president of Goldwyn Productions, will leave her post tomorrow to take up domestic life. Virginia Frey, formerly of the Goldwyn publicity department, will replace her.

SYLVIA J. RASKIN has been appointed secretary to GAIL SELVIN, executive director of Theatre Owners of America.

C. J. COHN, M-G-M studio executive, is due here from the Coast today.

The First Report of the HERALD INSTITUTE of Industry Opinion will appear in this week’s issue of MOTION PICTURE HERALD

14 Firms Merged in New ‘P.A. Setup

Hollywood, Jan. 16.—Formation of the Public Relations Management Corp., with 14 regional public relations firms covering 16 principal cities, their resources and facilities, was announced today by Howard G. Mayer and Dale O’Brien, the Los Angeles office executive of the New York executive office will be maintained in New York. Mayer has been elected a member of the executive committee and director.

1st Film Course in U. S. for Teachers

A course on the motion picture for academic and vocational high school and junior and high school teachers will be held at Harvard University for members of the Board of Superintendents of New York City’s Board of Education, in cooperation with the Motion Picture Institute of the City of New York.

The course—first of its kind in the United States—will be given by experts under the direction of Dr. Jacob Greenberg, associate superintendent, and the administration of the Motion Picture Institute in New York.

Stress Influence on Education

The lectures will stress the influence of the motion picture in relation to the education of young children and to the cultural life of the community, and will be given to teachers bringing the educational, vocational and cultural values of the motion picture to the classroom.

Motion Picture producers, writers, directors, artists, exhibitors, salesmen, critics and composers will be invited to lecture by the Schwartz organization, Educational leaders in the visual education field will be invited to lecture by Dr. Keller. Professor Robert Gessner, chairman of the Motion Picture Department of New York University, is cooperating with Dr. Keller.

Services for W. G. Seib

SALT LAKE CITY, Jan. 16.—Funeral services for W. G. Seib, who retired two years ago as the manager of Columbia Pictures here and who died Sunday, were conducted here today. Seib had been ill with a heart ailment for a number of years. Harold Green is Columbia’s new exchange manager.
Soon
A New
Screen-Scorcher
Comes from
Warner
Bros!

Every Inch
A Lady....
till you look
at the
record!

"This Woman is Dangerous"

Starring
Joan Crawford
Dennis Morgan
Brian David

With Richard Webb - Mari Aldon - Philip Carey - Screenplay by Geoffrey Homes and George Worthing Yates - Directed by Felix Feist - Produced by Robert Sisk

Trade Shows
January 23

BOSTON
20th Century Fox Screening Room
395 Tremont Street - 1:30 P.M.

CHICAGO
20th Century Fox Screening Room
3325 South Michigan Avenue - 1:30 P.M.

KANSAS CITY
20th Century Fox Screening Room
1729 Harmony Street - 1:30 P.M.

NEW ORLEANS
20th Century Fox Screening Room
2204 Orleans Avenue - 1:30 P.M.

OMAHA
20th Century Fox Screening Room
3054 North 24th Street - 1:30 P.M.

PORTLAND
20th Century Fox Screening Room
2202 East Burnside Street - 1:30 P.M.

SAN FRANCISCO
20th Century Fox Screening Room
777 Post Street - 1:30 P.M.

WASHINGTON
20th Century Fox Screening Room
1000 First Street - 1:30 P.M.
**Greene Urges**

(Continued from page 1)

called it “foolish” to have outsiders buy Hughes’ 920,000 shares, now trusted to the Irving Trust Co. Greene claimed that RKO Theatres has sufficient cash to swing the deal.

Asked to comment on the proposal that Hughes’ RKO Theatres stock be purchased by the circuit, Sol A. Schwartz, president of the company, said “such a matter is for the board to decide.” The proposal has yet to be made to the board, he added.

The proposal was originally made by Greene in a proxy statement before the stockholders meeting, but yesterday’s statement was the first open indication of his attitude since becoming a director.

Greene ventured the opinion that Hughes may wish to sell his stock and perhaps forego the time limitation sought by the government in its case before the Supreme Court. The U.S. is seeking to force Hughes to sell his trusteed stock.

Greene, who described Wednesday’s meeting of the board as “cordial” and “harmonious,” said two advantages in the company’s purchasing the Hughes interest: it would put cash to work effectively; it would eliminate a controlling stockholder without disrupting the company.

It can be argued, Greene continued, that with Hughes’ stock re-purchased by the company, “I would gain control.” Greene, however, held that he was not interested in controlling the company, that he is primarily an investment broker interested in the market value of the company’s securities.

Added Greene: “I have no interest in running the theatre business. I would not know how to run it.”

RKO Theatres, according to management sources, would have sufficient funds to purchase Hughes’ bloc of shares at a price which would range between 4½ and 4¼, but there is no indication from the Hughes interests that he is under any pressure to sell at any price. It would further have to be decided whether the money could be used more productively by the company in other fields, according to the opposing argument.

**Review**

“Just This Once”

(Metro-Goldwyn-Mayer)

A F I L M of great comic spirit is offered in “Just This Once.” The picture sparkles along in a sophisticated vein, striking up a mood of carefree gaiety. Occasionally, in this story of a rich young man who has too much money for his own good and an attractive lady who tries to watch his purse, the laisves are taken with plausibility, but it is all in the generous interest of mirth.

Peter Lawford plays the urbane young man whose reckless expenditures are greater than his annual $1,000,000 income. This being a problem to Lewis Stone, estate executor, he devises the idea of having Miss Leigh, an economy-conscious barrister, take charge of Lawford’s money transactions.

At first Lawford is enchanted by having so radiant a maiden as Miss Leigh guard his expenses but soon the charm wears off when he learns that she is grimly serious about the business. In time she strips him of his charge accounts and cuts him down to a meager $50 a week allowance. Lawford, of course, is not about to allow Miss Leigh to manage him and decides to get her to resign herself.

Thus he determines to arouse jealousy in Richard Anderson, fiance of Miss Leigh.

Director Don Weis has gotten most out of the humorous situations and the rivalry between both men. Presently Miss Leigh finds herself falling in love with Lawford and sets about molding him into a serious, worthy man. This too turns into quite an amusing process. While he tells her he’s working on a new job he actually spends his time in pleasant sessions on a golf course.

When Miss Leigh learns about this deception she ends the romance by deliberately dumping spaghetti on the prodigal’s head. By the time the story runs its course misunderstandings are resolved and Miss Leigh is where she wants to be—in Lawford’s loving arms.

The picture is without a further thought that Lawton and Miss Leigh make an appealing screen couple, with suavity to the former and virulence to the latter.

The picture is that type that should do well at the box-office, especially in metropolitan areas.

**AITOIN Reelects Myrick, Wolcott**

The Board of Directors of Allied Theatre Owners of Idaho-Nevada, Inc., at its annual meeting elected H. J. Myrick as president and Leo Wolcott reelected chairman of the board.

All other officers were reelected, with the exception that Elmer Lippert was re-elected branch manager of the Denver office, and Clark Stilwell is the new treasurer, replacing T. V. Evans of Clinton. Charles Jones, retired from theTouchstone chain, is the new secretary.

Following resolutions were adopted:

Severely criticized Edward Small for selling 26 new features to TV and on the grandstand sneak previews of pictures and night trade screenings, requesting that these screenings be shown in the daytime; ordered all theatres regularly and fully solicited by representatives of film companies in person, thereby eliminating the “either-or” situation; ordered that all pictures be offered for sale and dating to all theatres on national release date.

Directors set April 22-23 as annual convention dates at Omaha.

**Weiner, Charton to Essenjay Pictures**

CHICAGO, Feb. 16.—Charles Weiner, president of Weiner-Charton, branch manager of the West Coast office of Essenjay Pictures as branch managers of the San Francisco and Seattle offices.

**Spies Leaves Lippert**

CHICAGO, Jan. 16.—Edward Spiers, Chicago branch manager for Lippert has resigned his position and left the company. No replacement has been named.

**Collusive**

(Continued from page 1)

to support its contention, Arnall said. He declined, however, to specify what action would be taken by the Society.

“Collusive practices are beginning to dominate the market with respect to competitive bidding,” Arnall said. “It’s the lowest form of theft.”

Arnall continued, “Circuit monopolies ‘wink’ at one another when bidding for pictures.” The result, he suggested, is that producers are accepting bids that are competitive.

The committee, Arnall reported also, is desiring an amendment to the Simpp by-laws to provide the Society with revenue from pictures sold abroad so that a full-time foreign manager may be added to the organization’s executive staff. This information is being passed along to the Simpp board which is expected to vote soon on the amendment.

The Simpp distribution committee directed the society to cable representatives in France and Germany. Particular concern was expressed over an apparent intention of the French to curtail American film exports for a number of reasons which will replace the Franco-American pact which expires March 30. It was feared that Simpp will want the U.S. State Department to guard the American film industry interests if the French take definite steps in that direction.

Arnall will leave here Friday for Washington and Atlanta. He will return to New York Feb. 14-15 to the meeting of the executive board of the Council of Motion Picture Organization, and later will make a trip to the Coast.

**Expand MPAA P.R.**

(Continued from page 1)

F. Corwin. Caggil will take over executive position of the Oma will have been carried by Corwin, who is expected to be assigned to the post of MPAA radio-television executive.

Norman Kuhne, former Economic Stabilization Agency press relations executive, will continue to head up MPAA P.R. activities, according to Corwin.

Corwin’s primary task in contacting the radio-television field would be to secure news of film activities for parents, directors, stars and other industry personalities.

A few weeks ago Eric Johnston, MPAA president, announced that the MPAA’s New York office would be the scene of stepped-up activity and that the principal center of operations would be there. Mr. Heatley, who formerly held his headquarters in Washington, now is stationed in New York.

**Brazil Crisis**

(Continued from page 1)

reels lifted. This stake involves the U.S. government-sponsored documentary films, for the decade will re-export the products of American newsreels to the U.S. Brazilian newssheets, documentary and travelogue footage equivalent to 10 per cent of American produced. Meanwhile, the Brazilian government is finding exhibitors who fail to show the documentary features for each of eight foreign features exhibited.
DeMille Beats TV, Says ‘Daily News’

Monday, January 17, 1952


Assuming that we’ve been inclined to lend a sympathetic ear to current moans and groans from our California motion picture masters, Mr. Fred Hipt editorial concludes: “Take your tears elsewhere, Hollywood. All you need is more real show business, like your man DeMille’s.”

UA Sets $400,000 Budget for ‘Queen’

One of the biggest advertising, exploitation and promotion budgets ever set for a United Artists release, totaling $400,000, has been set for John Huston’s color-hyper Technicolor epic, “The African Queen,” it was announced by Max E. Youngstein, UA vice-president in charge of advertising-publicity and exploitation.

The film is set for a New York premiere at the Capitol in February to be released for Coast-to-Coast release around Easter.

UA Gets Two from King Brothers

United Artists has concluded contracts for the release of two films from King Brothers Productions, it was disclosed here by Arthur B. Krim, UA president. The films are “Mutter,” with color by Technicolor, directed by Edward Dmytryk, which will be released this spring, and “The Ring,” which goes into production tomorrow.

Seminar List

(Continued from page 1)

ada; David Weinstock, Raydon Theatre, Max Cohen, Columbia Circuit Wilbur Snapper, Snapper Circuit; Jack Hattam, Interboro Circuit; Irving Dollinger, Independent Theatre Service of New Jersey; Julius Jordan, J. J. Theatres; and Frank Fowler, St. Cloud Amusement Co. of New Jersey.

RKO Theatres will have a contingent of 22, headed by Sol Schwartz, president of the circuit, representing the operation men in the various booking departments of the company.

Twentieth Century-Fox is currently making plans to present the meeting throughout the country in key distribution centers, based on reactions already expressed by invited guests.

The meeting plans to be presented will enable exhibitors to set their own exploitation and promotion plans months in advance of showings.

Joseph Feldman Resigns

Joseph Feldman, assistant general manager of Warner Theatres in Western Pennsylvania, resigned that position in the theatre field. He joined Warner Brothers 20 years ago.

Television-Radio

Comment and Opinion

S

O much has been written and said about XBC-TV’s new “Today,” television’s first early morning show, that a let-down was probably inevitable. It seems a shame that a program in which so much money and effort have already been spent can fall so flat.

The two-hour inaugural show on Monday morning—allowing for the usual “bugs”—represented a disorganized attempt to duplicate a regular radio show and put it on TV without too many concessions to the medium. Any number of fancy communication gadgets were used and they were impressive, but the day when it was necessary to prove that radio spans the world has long gone and television demands something new and different—even in the early morning.

“Communicator” Dave Garroway is kept too busy in the RCA Exhibition Hall studio to project his pleasant personality. An effort is made to keep the show interesting both to the early morning watch-er and to the many millions who are too busy with other chores. In part this is accomplished by playing records and when that happens, the camera takes an idle jaunt through the studio, occasionally pausing at the clefts of passageways.

The various radio and TV pickups were not impressive Monday, but improved Tuesday morning. On the Monday show the cameras caught fog in Chicago, traffic in Washington and a half-empty Grand Central in New York. In today’s NBC is setting an important precedent. So far, all it has added is that the magic of TV and TV alone doesn’t make a show. A little imagination is needed too.

The Federal Communication Commission appears determined to finally make good on its promise and lift that long-standing freeze on television station construction. An intricate allocation plan, which recognizes economic and geographic differences, is being worked out. But even when it is published, actual processing of applications is going to take a long time since there are many more applicants that there are channels available and hearings will have to be held. Adding to the confusion is the FCC’s multiple-ownership rules, which limit a licensee to five TV stations, be lifted when it comes to stations in the high frequency band.

Cheers are in order for last Friday’s presentation of “Billy Budd” on the Schilitz Playhouse of Stars over CBS-TV. With Walter Hampden in the lead, the successful Broadway play of a season ago was skillfully adapted and expertly presented. In fact it was one of the finest and most moving dramas seen on television for some time.

In direct contrast, the second installment of XBC-TV’s “Claudia” Sunday could not have been more disappointing. Not because of the manner in which director James Fennell handled the proceedings, but largely because of the performance of Joan McCracken as Claudia. Miss McCracken brings to her characterization none of the sweet innocence and naiveté with which Rose Franken imbued her Claudia. Instead, she makes David’s wife someone who just lacks the ability to think things over. The show could also stand some speeding up.

For constant high standards in the difficult presentation of musical numbers, the Fred Waring Show over CBS-TV Sunday night cannot be faulted. Fred Waring and his singing Pennsylvania Dutchmen have made the transition from stage to television smoothly enough and now, under the aegis of General Electric, combine a fine sense of showmanship with very real talent to make their half hour of song-and-dance- outstanding and imaginative entertainment.

Television sets now are in operation in 35 per cent of all American homes, says Hugh M. Bertilo, Jr., director of Plans and Research for NBC. The total set count as of Jan. 1 was 15,700,000. This compares with a total of 10,540,000 a year ago.

Universal-International can take a proud bow for the excellently integrated plug for “Bend of the River” on Art Baker’s “You Asked For It” show over ABC-TV Monday night. That’s the way to do it. Bert Lahr was very funny and convincing as the lead, Joe Bigelow produced, George Abbott directed. . . . CBS-TV will open another theatre-studio, the network’s 15th in New York . . . . Bill Stern finally returning to TV with his own show, over NBC.

Fred Hipt

Remodel 20th-Fox Room for Edithor

Remodeling of the 20th-Fox Lobby, the Sam Irwin office for next month’s scheduled test of the Edithor theatre TV system is now program. The present Edithor equipment is now enroute from Zurich, Switzerland, and is expected to arrive here shortly.

 Asked Para. to Sell

(Continued from page 1)

Mont in many ways, he told Param- mount president Barney Balaban in a letter written only last November. The letter and three others between DuMont and Balaban were made public today at the second day of the Federal Communications Commission’s catch-alls hearings.

Offered Paramount Choices

Under questioning, DuMont said his company had offered Paramount choices that it could make. It offered for their Class B stock in the DuMont company to conversion of the Class B stock.

The November letter to Balaban asked for Paramount’s plans for disposing of its stock in the DuMont company, reversing the FCC’s proposed decision that Paramount controlled DuMont, for removing the resulting “interference.” DuMont was asked to acquire additional TV stations, and for removal “any cloud” over DuMont that might result from Paramount’s anti-trust record.

Information Would Become Known

DuMont had also written to Balaban that it was inevitable “that certain information of great value” relating to its activities in developing and producing equipment should become available to Paramount’s representatives. He wrote, “that knowledge as to the plans and commercial transactions of the DuMont network, would be of the greatest importance” to ABC, UPT and Paramount Pictures. He pointed out that “virtue of Paramount’s minority interest in the company, under certain circumstances” this could result in “continuing disadvantage to DuMont.”

Balaban replied that Paramount would “continue bending every effort to convince the Commission that Para- mount was a qualified licensee and that its interest in the DuMont Lab- oratories was a minor interest and did not constitute control.” He called DuMont’s letter “full of misstatements and innuendos.

UAPublicists Seek 18% Pay Increase

A negotiating committee of United Artists publicists will meet here today with Max E. Youngstein, vice-president and director of advertising-publicity for the company. The session was submitted by the Distributive, Processing and Office Workers of America (Dist. No. 65) for a union contract. UA publicists, who have not had raises for three years, are seeking an 18 per cent general increase and a union shop, both according to a union spokesman. The employers previously were members of Screen Publicists of America, which has been superceded by DPOWA.
"YOUNG BARRYMORE, IN A TURBULENT, DEMANDING ROLE, CONVINCINGLY EARN HIS RIGHT TO HIS FAMOUS NAME.

Crams an uncommon amount of character insight, originality and intense feeling, as well as the seedy realism of cheap, big city backgrounds in the small hours."—Time

"A mature, touching story skillfully directed. Barrymore turns in a youthfully ingratiating performance. The shocking opening scene finds him precipitated into a bewildered, drunken man hunt."—Newsweek
Myers Submits
Allied Plan
Of Arbitration

Organization Unit Will
Review It, Board Next

WASHINGTON, Jan. 17.—A proposed
draft of an all-inclusive indus-
try arbitration system has gone
out to members of Allied States
Association's arbitration com-
mittee, general counsel Abram F. Myers has
revealed.

Myers, who prepared the
draft, said it was put in the mails
today and that the proposal
would not be made public until
this or some other plan is ap-
proved by the Allied board
meeting here early next month.
Copies of his proposal will go
to all board members early
next week, he said.

Present plans are for the arbi-
tration committee to compare notes
on the proposal, either through corres-
dpondence or at a meeting just in ad-

Perkins Wins
QP Quarterly

At Perkins, manager of the Roxy
Theatre in Midland, Ontario, is a
clear first in the quarterly com-
petition for the Quigley Awards, spon-
sored by the Managers Round Table
of Motion Picture Herald. Jerome
Baker, manager of RKO Keith's in
Washington, D.C., is an equal win-
er for a large theatre situation.

Judges were John Murphy, general
manager of Loew's out-of-town the-
aters; Lyna Faroel, publicity director
for the Metropolitan Motion Picture
Theatre Owners Association of New

End 2-Day Republic
Sales Meet Here

James R. Grainger, Republic execu-
tive vice president in charge of sales,
present here yesterday at the closing
session of a two-day sales meeting at
the company's home office, following
similar meetins on the Coast and in
Chicago.

Grainger's return to New York fol-
lowed a five-week absence during
which he spent three weeks at the

House 'Red' Probe
Reopens on Monday

Washington, Jan. 17.—The
House Un-American Activi-
ties Committee announced it
would reopen its Commun-

Night Meeting on
New AFM Contract

MIAMI BEACH, Jan. 17.—Negotia-
tions between major company exec-
tives and the American Federation of
Hollywood studio musicians did not
get under way at the Lombardi Hotel
here until seven o'clock tonight. The
negotiators still were in session at a
late hour.

Conferences among the company exec-
tives, begun yesterday with Eric
Johnston, president of the Motion Pic-
ture Association of America, presid-
ing, continued today. Johnston and
other members of the executive group

The Herald Institute

The Herald Institute of Industry Opinion, formation
of which was announced on Nov. 10, 1951, makes its debut in
the Jan. 19 edition of Motion Picture Herald, out today.

The Institute, functioning through representative panels in
exhibition, distribution and production, will sample each
group for views on important industry problems and will
present the results for the combined industry, as well as for
its individual branches.

The first report, published today, presents findings on
these questions:

Should there be an industry arbitration system? 
If so, what subjects should be arbitrated? 
How should arbitration panels be selected? 
What is the business prospect? 
How did 1951 business compare with 1950? 
What are the reasons for changes in the business trend?

Subsequent findings on other major topics will be pub-
lished regularly thereafter.

MPAA and SIMPP
Reach Accord on
Spanish Film Pact

Following an exchange of views
here yesterday between officials of the
Motion Picture Association of Ameri-
can and the Society of Independent
Motion Picture Producers, John G.
McCarthy, MPAA international de-
partment chief, reported that the two
organizations had reached an accord
which will result in a United American
film industry approach to an agree-
ment with the Spanish government.

Declining to elaborate on the basis of
the accord until the views of the
Spaniards toward new proposals are
received here, possibly in a few days,
McCarthy did indicate, however, that
the SIMPP member-producers would
receive equitable consideration in the
allocation of licenses under the pro-
posed Spanish-American pact.

The independent producers, under

TOA Atlanta
Grievances
Meet Called

60 Exhibitors from Five
States to Convene Thurs.

Some 60 exhibitors and circuit
owners operating in North and
South Carolina, Georgia, Florida
and Eastern Tennessee will gather
in Atlanta next Thursday for Theatre
Owners of America's second major
trade practice grievance meeting, it
was disclosed yesterday by TOA
headquarters here.

The meeting will be presided
over by E. D. Martin, head of
Martin Theatres of Columbus,
Ga., who, it is expected, will re-
lay in person the complaints
aired at the meeting to mem-
bers of the official TOA griev-
ance panel during the course of
the TOA board meeting in Los

It is likely that Mitchell Wolfson,
TOA president, will stop over in At-

Offered Para.
$12,000,000

WASHINGTON, Jan. 17.—An offer of
$12,000,000 for Paramount Pictures,
Inc.'s stock in the Allen B. Du Mont
Laboratories, Inc. was made by the
Du Mont company in 1950, the Fed-
eral Communications Commission
was told today.

Paramount turned down the offer,
Dr. Allen B. Du Mont said, even
though the Du Mont company had
made firm arrangements with Kuhn,
Loeb, investment bankers, for financ-
ing the deal.

On the stand for the third day in

Pathé Seeks Early
RKO-Low's Trial

If the RKO and Loew's circuits con-
form to the Feb. 1 deadline for provid-
ing Pathé Industries with gross
records and other data requested in
conjunction with the latter's $15,000-
000, triple-damage anti-trust action
against the two theatre companies, the
plaintiff will be in a position to move
immediately thereafter for trial in
U. S. District Court here, it was in-
**MPIC Support To Kramer**

Hollywood, Jan. 17.—Motion Picture Industry Council voted with IMP, SIMPP, IMPFA, MPAA, COMPO, in approval of Stanley Kramer’s action in filing suit against Wage Earners Committee for circulating a pamphlet depicting him as notorious for producing “Red-Baiting” pictures. The suit has been picked up by Kramer’s “Death of a Salesman” run in Beverly Hills since Dec. 20, and allegedly has diverted business to exhibitors as well as the public.

MPIC resolution, adopted at the regular meeting last night, said, “Whereas MPIC has noted with increasing concern attacks made by irresponsible groups on the loyalty and patriotism of the picture industry, particularly in unjustifiably picketing of theatres and in the distribution of defamatory circulars, it therefore resolves that MPIC commends Stanley Kramer for his courage in standing in a libel suit against the Wage Earners Committee for the malicious and unfounded picketing of his picture, and pledges to do all in our power in support of the action he has taken.”

MPIC constituent groups include AFI film council, SAG, virtually the entire Hollywood professional and labor personnel.

Last night’s meeting included Allen Rivkin’s six-months presidency, with vice-president Gunther Lessing taking over a six-months term and Steve Brody becoming junior vice-president in the event of succession. Rivkin will attend the next COMPO meeting as MPIC representative. Rivkin and treasurer Cy Baer were re-elected. Also, SWG president Mary C. McCall, Jr., was elected to represent the presidency and presidency of the Motion Picture Industry Council here, reported on the work being done by industry manpower in various sections of the country and urged MPIC to continue its support of the international information program.

**MPAA and SIMPP**

(The continued from page 1)

the formula submitted by Spain, would take partake of 40 licenses which the Madrid government would channel through Spanish production on pages of yesterday’s MPAA-SIMPP exchange of views, Ellis G. Arnall, Society president, pledged to keep employees in any Spanish agreement that did not treat SIMPP on a par with the MPAA. The MPAA member companies, under a new agreement formula, would receive 40 licenses direct from the government.

**Motion Picture Daily**

Marvin Quigley, Editor-in-Chief and Publisher; Sherwyn Kane, Editor; Terry Rayman, Consulting Editor. Published daily, except Saturdays, Sundays, and holidays. Subscription rates, 23 cents per day, $3.00 per month, $35.00 per year. Copyright 1952, by Quigley Publications, Inc., 200 Park Ave., New York, N. Y. Marvin Quigley, President; Red Kann, Vice-President; Marvin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brey, Secretary; James P. Cunningham, News Editor; Herbert V. Fecks, Advertising Manager; Ott H. Fimke, Production Manager; Hollywood Bureau, 1136 Vine Street, Los Angeles; Chicago Bureau, 220 East LaSalle Street, Chicago; New York Bureau, 7-1000, 450 Park Ave., New York City; Cable address: “Quigpapun, New York.” Only a handful of theatre projects will be okayed in the second quarter, consisting in those for which critical material or defense workers and theatres to replace fire losses, or in other situations. The economic hardship for the exhibitor.

**100 Acceptances for 20th Meet to Date**

More than 100 representatives of top circuits in the East have already signified their intention of attending the 20th Century-Fox merchandising meeting set for Tuesday, it was revealed here yesterday by Al Lichtman, director of distribution for the company.

Many previously unrevealed plans for the promotion of the 1952 lineup will be announced at the meeting when vice-president Charles Field and his advertising, publicity and sales department, will reconcile techniques and methods of the product to the public’s attention.

**Dragnetette/Guest Industry Breakfast**

Jessica Dragnetette, Jane Wyatt, and Mary Ann Wagner will be on the program with Rev. James Keller, head, June Lockhart, Una O’Connor, at the annual Communnication breakfast for Catholics in the film industry who will be held in the Grand Ballroom of the Waldorf Astoria immediately following nine o’clock Mass at St. Patrick’s Cathedral.

Other guests will include Margaret O’Brien, Perry Como, Kathleen Lockhart, June Lockhart, Una O’Connor, Roddy McDowell, Robert Alda, Eddie Dowling, Giacinto Prandelli and Mary Ann Wagner. Richard J. Pigott, pastor of Our Lady of Victory Church, will represent his Eminence Francis Cardinal Spellman. A capacity crowd of 2,000 is expected to attend.

Miss Dragnetette, author of the recent musical, "Imagery and a Song," will sing the national anthem and Miss Wyatt and McCarty will give short addresses, following the principal talk by Father Keller.

**New UA Posts**

(Continued from page 1)

rector, Tamarin will be named the latter’s assistant, and Nathanwill be named the latter’s assistant. Last year, Wai- nus has been serving also as assistant advertising-publicity director. Under Nathan’s direction, Wainusk, who has been directing advertising-publicity operations, will continue to do the same, the department remaining the same and being under the same time will take on a number of additional executive duties.

Prior to joining Spiegel, recently, Nathan, who has been several years publicity manager of Paramount Pictures here.

**Personal Mention**

**LEO McCAReY, producer-director, will return to Hollywood today after a week’s visit here.**

**CHARLES F. DESEN, home office assistant to John J. McSWEENEY, Central Service Manager for M-G-M, is in Detroit, working with MALONEY and FRANK DOWNEY, local branch managers, and will return here Monday.**

**KENNETH E. WHITF, theatre owner and president of the Theatre Tele- vision Authority, has been appointed a regular member of the City Civil Service Board by the City Council of Sacramento, Cal.**

**LINDSAY DURHAM, Paramount's West Coast national magazine contact, returned to Hollywood yesterday from New York.**

**LIE SAMUELS, sales head of Walt Disney’s Eastern office, will leave here for Burbank this week.**

**LE Lichtman, 20th Century-Fox distribution chief, plans to leave for a Florida vacation around Jan. 25.**

**GAEL SULLIVAN, executive di- rector of the Theatre Owners of America, left Los Angeles by train for Los Angeles.**

**ALFRED F. COHEN, of the Motion Picture Association of America of New York press relations department, is in Washington and will return to his desk here on Monday.**

**JOHN DAVIS, managing director of the Arthur Rank Organization, is scheduled to arrive here from London by plane tomorrow and will return there Jan. 24.**

**Ted Today, president of Teddy Pictures, was in Atlanta for a visit to the branch office there.**

**JAY BONAFIDE, RKO Pathé exec- utive vice-president, is in Cuba from New York.**

**MAX BERGUT, Warner Brothers film editor, is in Salt Lake from San Francisco.**

**THEON WARTH, producer, is in New York from Hollywood.**

**Displaced ‘Vets’ Film At 6 lHouses Way**

A record number of day-and-night bookings by United Artists for the American Veterans short has been set up by Warner’s Ben Abner, New York, distribution chairman, on “One Who Came Back.” The picture, which is currently showing at six houses here. Theatres playing the film, a two-reel segment of the United States Defense Department, Disabled American Veterans and the Association of Motion Picture Consumers of Hollywood, are the Paramount, Warner, Mayfair, Globe, Rialto and the New York.

“One Who Came Back” is being distributed nationally through the Motion Picture Association of America, and will be sponsored by the United States Defense Department, Disabled American Veterans and the Association of Motion Picture Consumers of Hollywood.

“Zapata” Rivoli Opening

“Viva Zapata!” Darryl F. Zanuck’s first full-length picture since 20th Century-Fox, has its world premiere at the Rivoli on Feb. 7.

**Monte-AA Executive Meeting on Coast**

Leaving here today by plane for Hollywood are Monte-AA Eastern executives Meroe R. Goldstein, sales vice-president; Edward Morey, vice-president, and Lloyd Lind, supervisor of exchanges. They will meet on the Coast with Steve Brody, president of the two companies, and Ralph Branton, vice-presidents, on sales policies for 1952 and a discussion of saturation bookings for “Fort Osage” and “Rodeo,” two Monogram specials in Cinecolor, and Monogram’s “Waco,” in seyia tone.

$20,000 Studio Fire

Hollywood, Jan. 17. — Frontier Films studio, recently used for television production, was destroyed by fire with a loss estimated at $20,000.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL

RODGER CRAWFORD

CECIL B. DEMILLE'S

"THE GREATEST SHOW
ON EARTH"

Color by Technicolor

SPECTACULAR STAGE PRESENTATION

SAMUEL GOLDBYN'S "I WANT YOU"

Now! CRITERION Broadway at 45th St.
THE LOVABLE, LAUGHABLE, WONDERFUL
FAMILY OF RADIO FAME
now uproariously delightful on the screen!

OZZIE and HARRIET
...he's in a whirl—over
a hard-riding cowgirl!
...she had an "F. B. I." Guy in her guest
room—and a skeleton in her closet!

DAVID and RICKY
"HERE COME THE NELSONS"
Just chips off the old blockhead, they're on the
loose, chasing a thug to the calaboose!

57 VARIETIES OF FUN!

...BRINGING ALL THE FUN
AND WONDERFUL ADVENTURES
THAT HAVE ROCKED THE AIRWAYS
WITH LAUGHTER!

Co-Starring
ROCK HUDSON with BARBARA LAWRENCE

Story and Screenplay by OZZIE NELSON, DONALD NELSON and WILLIAM DAVENPORT • Directed by FREDERICK de COROJNO • Produced by AARON ROSENBERG

U-I MAKES THE MONEY MAKERS!
MOTION DAILY

Friday, January 18, 1952

4

Pathé Plans
(Continued from page 1)

Offered Para. $12,000,000

TOA Meet
(Continued from page 1)

Pathe Plans

MOTION DAILY

Friday, January 18, 1952

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(Continued from page 1)

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MOTION DAILY

Friday, January 18, 1952

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Pathé Plans
(Continued from page 1)

Offered Para. $12,000,000

TOA Meet
(Continued from page 1)
Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night... go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment... make light measurements, determine proper levels... all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
“Here Come the Nelsons”  
(Universal-International)  

A S the radio fan knows, there is always something popping in the household of Ozzie and Harriet Nelson. The first featured appearance of the entertaining series was in the Nelson production. The homey comedy arises out of a misunderstanding when Harriet suspects Ozzie of being interested in another woman and Ozzie gets the idea that Harriet is attracted to another man. Along with Ozzie and Harriet are their four children, the rotund little Dick, the smooth, genial Ozzie, and the genial Harriet. As a result of their activities, the Nelson family gets on the road, to the delight of the audience. The series, which is made in this Aaron Rosenberg production, is easy to take. It is the first feature length to be filmed in the new Eastman Kodak negative-positive color process. The color is soft and clear and is a particularly effective, especially since weather conditions under which the pictures were filmed were frequently bad. The picture shows the highlights of the visits to the various provinces and frequently fuses over some dramatic incident. In Washington there is the meeting of transportation and stressing of the good neighbor theme. A clever narration accompanies the picture in which the picture itself. It is obvious from the picture that everywhere the Royal couple went they felt an impression of charm and friendliness. The picture was made by the National Film Board of Canada. Tom Daly produced and David Bairstow directed. Leslie McFarlane wrote the script. Running time, 78 minutes. General audience classification. For February release.  

M. Herbstman  

“Royal Journey”  
(National Film Board of Canada—United Artists)  

T HE headline-capturing visit last autumn of Princess Elizabeth and the Duke of Edinburgh to Canada and the United States is here presented in a streaming form that also includes David and Edna. The picture is made in this Aaron Rosenberg production because it is the first in feature length to be filmed in the new Eastman Kodak negative-positive color process. The color is soft and clear and is a particularly effective, especially since weather conditions under which the pictures were filmed were frequently bad. The picture shows the highlights of the visits to the various provinces and frequently fuses over some dramatic incident. In Washington there is the meeting of transportation and stressing of the good neighbor theme. A clever narration accompanies the picture in which the picture itself. It is obvious from the picture that everywhere the Royal couple went they felt an impression of charm and friendliness. The picture was made by the National Film Board of Canada. Tom Daly produced and David Bairstow directed. Leslie McFarlane wrote the script. Running time, 52 minutes. General audience classification. For March release.  

M. Herbstman  

“Harem Girl”  
(Columbia)  

T HE internal politics of a mythical Middle Eastern country get quite a workout in this Columbia entry. The story, which is based on a novel by Henry de Camp, is made in this Aaron Rosenberg production. The result is “Harem Girl,” a fast-paced slapstick fare. While serving as secretary-companion to Peggy Castle, a princess whose oil-rich father, the sultan, has been killed by a sack, Miss Davis finds herself very deep in plot and counterplot, providing plenty of opportunities for her double-taking brand of humor. Miss Davis’s romantic illusions about the mysterious East are never quite lost despite one narrow escape from a fate worse than death with a rotund sheik and numerous narrow escapes from death itself. At various points in the proceedings, she is forced to disguise herself as a palace guard, tangle with a headless ghost, do an inimitable harem dance and run around on what must be the slipperiest palace floors in the Middle East. Miss Castle is a very pretty straight girl, while Paul Marion has the thankless role of her boy-friend who leads a revolt. Arthur Blake is the comic, rotund sheik who does not care who gets the oil, and Donald Randolph and Henry Brandon are wicked conspirators. Also on hand are some very shapely “harem girls.” It is a one-woman show, however, directed by Edward F. Cline from a story which he wrote and a screenplay on which he collaborated with Elwood Ullman. Wallace MacDonald produced. Running time, 70 minutes. General audience classification. For February release.  

M. Herbstman  

“Fort Osage”  
(Monogram)  

Hollywood, Jan. 17  

A SPLENDID frontier melodrama of broad entertainment proportions containing box-office ingredients consisting of vivid Cinecolor, loads of action, and the proven, immensely popular undoubtedly appeal to the millions of moviegoers who couldn’t resist seeing the swashbuckling Rod Cameron, all nicely wrapped up for a piece of solid screen merchandise, by producer Walter Mirisch and director Lesley Selander, based on a story and screen-play written by Dan Ullman. In fact, the story of Fort Osage in Missouri was the last safe frontier stopping place for pioneers venturing in wild Indian country for pioneers and their wagon-trains riding off to the gold fields of California. For the swashbuckling attribute of the nation’s romantic past to the Old West fare best. The onus for the trouble which brews in the plot falls on a small group of greedy white men, the Indians being given a clean bill for the most part. The guilty parties get their punishment by a simple measure when they get it. Box-office prospects for the picture appear bright. Cameron plays a wagon-master hired by Morris Ankrum, frontier operator of a wagon-transit company, and father of Jane Nigh, the feminine lead, to take a wagon-train through the Osage country. But Cameron refuses when he witnesses the destruction of a wagon and its passengers by Indians, knowing Ankrum must have caused it. Ankrum’s partner, Douglass Kennedy, sets his thugs to kill Cameron, but they fail, and Cameron goes into the Indian country to find out the reason for the unrest. He learns that Ankrum has broken a trade with the Osages, and returns, again escaping Kennedy’s gunners, to write a confession from Ankrum and force him to make the treaty good. Kennedy prevents this, however, by killing Ankrum, and Cameron joins with the Indians to run down the escaping Kennedy and his confederates. Cameron is a greenhorn, but is拂nished with a cape and sword, and the Indians help him along. Others in the cast are John Ridgely, William Phipps, Stan Jolley, Dorothy Adams, Francis McDonald, Myron Healey and Lane Bradford. Running time, 72 minutes. General audience classification. Release date, Jan. 22.  

M. Herbstman  

“Captive of Billy the Kid”  
(Republic)  

T HE traditional requirements of Westerns are easily met in “Captive of the Kid,” Allan (Rocky) Lane heads the cast as the stalwart of law and order, while Pappy Edwards holds up the slight feminine role and Gail Davis keeps a careful eye on all the lawbreakers in the West. The plot goes on the supposition that when Billy the Kid died he hid his loot and then divided the map of its location among five different people. Miss Davis’ part was that of the map, which, after the Kid was killed, thus bringing Lane into the case. There is the usual amount of shooting, skullduggery and hard riding. It is obvious that the source of the villainy arises from one of the five holders of the map portions, among whom is Miss Edwards. Lane has quite a job pinning down the villain, who finally turns out to be Withers, presumably a respected citizen. In between there are several close calls for Lane as well as an assortment of murders. The plot is quite a clever one of Lane captures Withers and his henchmen is strictly in the Western groove. Harry Keller was associate producer and Fred C. Brannon directed, from a screenplay by M. Coates Webster and Richard Sch:both. Running time, 54 minutes. General audience classification. Release date, Jan. 22.  

M. Herbstman  

“Scandal Sheet”  
(Columbia)  

P RODUCER Edward Small and Phi Karon present in “Scandal Sheet,” a newsmen suspenseful tale of newspaper men and newspaper women with some rather unique twists, a swiftly moving vehicle about the downfall of a New York newspaper editor of a “scandal sheet” which headlines the very top level of situations as the one which leads to his downfall and ruination. Broderick Crawford as the ruthless editor turns in a performance to match his role in “The Mob.” John Derek and Donna Reed also are on hand to lend marquee strength. At a lonely hearts ball sponsored by his paper, Crawford meets Rosemary DeCamp, the neurotic wife he abandoned years before. When Miss DeCamp threatens to expose him as a deserter and wife-beater, Crawford hits her—probably killing her. Derek, the editor’s protege, gets on the story as a good follow-up to the ball, and from there on in, Crawford is forced to sit back and watch while Derek slowly tracks down the killer. The typing of Miss Reed, the paper's sidekick, is at her droll best, and the youngsters caught up in the improbable events, but their elder supporting players really shine. Henry O’Neill turns in a fine bit as an alcoholic old newspaperman whose meddling forces Crawford into a serious muckraking. Miss DeCamp illufits the brunt role of the womanizing, shabby wife, giving it real depth. Crawford performs with the sort of off-hand, blistering power that has become his trade mark. The screenplay, by Ted Sherden, Eugene Loring and William Tracy, is under the inspiration of a good novel, “The Dark Page,” by Samuel Fuller. The film is a Motion Picture Investors Production. Names to look for are: Henry Morgan, James Millican, Griff Barnett, Jonathan Hale, Pierre Watkin, Ida Moore, Ralph Reed, Luther Crockett, Charles Cane, Jay Adler, Don Beddoe. Running time, 82 minutes. General audience classification. “For February release.  

M. Herbstman  

“Rogers Suit Transferred”  

A suit for $15,000, brought by Budd Rogers against the financial firm of Miller & Co., President Truman Commission, is the result of the transactions due Rogers, has been transferred from New York Supreme Court to the Federal District Court here. The suit concerns commissions sought by Rogers for procuring a distribution agency for “Walk in the Sun” in the United Kingdom.  

“Testimonial to Brown”  

BUFFALO, Jan. 17, — Mannie A. Brown, formerly local Paramount executive, has been honored by Eastern Division. The testimonial luncheon favored him here by Tent 7, Variety Club. Brown recently was named manager of the Cleveland UA office.
Boys' Club Honors
George P. Skouras

George P. Skouras and J. Willard Hayden, principal benefactors of the Boys' Club of Queens were honored at a testimonial dinner at the Hotel Astor here last night.

The dinner was for the benefit of the $300,000 Boys' Club of Queens campaign.

Skouras, on behalf of Skouras Theatres Corp., has donated the land for the club, and Hayden, through the Hayden Foundation, has pledged a conditional gift of $500,000 for the erection of the building.

In donating the land, Skouras explained: "The Skouras Theatres in purchasing the land as a gift to the Boys' Club of Queens for the erection of this building did so because it feels that the future and destiny of America is in the hands of the coming generation."

The dinner last night launched a series of fund-raising events.

New Film to RKO Radio

RKO Radio will release "Whispering Smith vs. Scotland Yard" in the domestic territories, Ned E. Depinet, president, announced.

Perkins Wins

(Continued from page 1)


There were 63 finalists in this quarter, with each of the three judges naming 10 in their order of preference. One of the judges chose Midland, Ont., because it is 'a haven of safety' at the point of sale, which makes the theatres pay dividends. Baker's contribution is one of several campaigns on "The Day the Earth Stood Still," which figure prominently in this quarter, and will double entries in the 20th Century-Fox $15,000 contest, now under way, with that company's judging due later in the month.

7 Winners

There are seven OP "Scroll of Honor" winners in this quarter, as follows:

Bert Elder, Penn Theatre, Pittsburgh; Al Frank, Rethaw Theatre, Fond du Lac, Wis.; J. P. Harrison, Campus Theatre, Denton, Tex.; William P. Lator, Myers Theatre, Jonesville, Wis.; Dale Lee, Wilma Theatre, Coeur d'Alene, Idaho; Pearce Parkhurst, Lansing Drive-In Theatre, Lansing, Mich.; Matt Saunders, Poli Theatre, Bridgeport.

Keyser, foreign publicity manager for Warner Brothers International Corp., judged the entries from abroad, because there were so many, while the other two judges concentrated on domestic. He picked a campaign from G. C. Dilley, manager of the Ritz in Edinburgh, England, as the overseas winner.

Towne Defendants Enter New Plea

Chicago, Jan. 17.—The defendants in the Towne Theatre case have entered a plea for exemption from payment of $102,000 allegedly due the plaintiffs for the period since April 1950. The defendants also are objecting to payment of legal fees to the plaintiff's attorneys for the same period, contending that these fees are covered by payment of court costs for the period in question.

This plea was entered Wednesday morning and the plaintiffs' attorneys were given 24 hours to reply to the surprise move on the part of the defendants. Arguments pro and con were heard today in Federal District Court here by Judge Walter Labany, and he is expected to render a decision within the next few days.

Press ' Junket' to 'Bend' Premiere

Hollywood, Jan. 17.—More than two score newspaper, magazine and trade paper writers, one of the largest contingents in recent years, will journey to Portland, Ore., to cover the world premiere of Universal-International's color Technicolor production of "Bend of the River" next Tuesday and Wednesday.

The three major wire services and many national magazines will be represented by writers from Los Angeles or New York. Several feature syndicates also will be represented. In addition, West Coast representatives from most major trade papers.

Republic

(Continued from page 1)

company's Hollywood studios for product discussions with company president Herbert J. Yates. He brought with him to New York a print of John Ford's "The Quiet Man," which was screened for district and branch managers at yesterday's meeting.


The fourth and final session in the current series of sales meetings will be held at the Jung Hotel in New Orleans on Monday and Tuesday.

and some 30 newspapers from key cities throughout the nation will converge on Portland. The Don Lee Mutual Network will carry a broadcast of the premiere to all affiliated stations in the Northwest with a one minute cut in the middle of the program so that the various stations can tell their listeners where and when the picture will play in their local communities.

SMPTE Meet Here Wed.

The Atlantic Coast section of the Society of Motion Picture and Television Engineers, at a meeting in the Museum of Modern Art here Wednesday, will hear from John G. Stott, vice-president of Tri-Art Color Corp.
SEE WHY YOU, TOO, CAN MAKE MONEY with

The Pre-Proved* Boxoffice Sensation!

*Launched to terrific business before RKO took it on, by Exhibitor R. J. O'Donnell, of the Interstate Circuit, with outstanding engagements in Dallas, Houston, Ft. Worth, El Paso, Albuquerque, etc.

HOWARD HILL PRODUCTIONS presents

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<td><strong>LOS ANGELES</strong></td>
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<td><strong>PORTLAND</strong></td>
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<td>Star Screen. Room 925 N.W. 19th Ave.</td>
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<td><strong>ST. LOUIS</strong></td>
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<td>RKO Screen. Room 3143 Olive St.</td>
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<td><strong>SALT LAKE CITY</strong></td>
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<td><strong>SAN FRANCISCO</strong></td>
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<td><strong>SEATTLE</strong></td>
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<td><strong>SIOUX FALLS</strong></td>
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<td>Film Center Ser. Room 932 New Jersey Ave.</td>
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Featuring

HOWARD HILL
World's Champion Archer, stalking the jungle armed only with bow and arrow.

PHOTOGRAPHED IN

ANSCO COLOR

Greatest of All Wild Animal Pictures!

Produced and Directed by HOWARD HILL

Distributed by RKO RADIO PICTURES
This Time Disney's 'Alice' Is on the Receiving End of A Suit, in Mexico

Mexico City, Jan. 20.—When Walt Disney's "Alice in Wonderland" and Souvaine Selective's French-made "Alice" reached the screens in New York at about the same time, last year, Disney sued to prevent the circulation of the latter "Alice," but lost. Now it is the reverse here.

Exhibition of both versions in this country has been authorized by the First District Court, which rejected an injunction suit brought by José Manuel Chávez, distributor of the French version, to restrain the Ministry of the Interior, chief government department that handles film matters, from registering the American version, so as to allow the French version exclusive exhibition in Mexico.

The court ruled that no one enjoys exclusive exhibition rights to either version: because it is not a question of the original story and its copyright that is involved, but simply a matter of interpretation of the story, which has equal commercial rights. However, the court held that exhibition of the two "Alises" may not be in the same theatre, but always in two different theatres.

MPAA Charts New Program Of Research

WASHINGTON, Jan. 20.—Top officials of the Motion Picture Association and major member companies have agreed on the importance of re-emphasizing research, which was a key result of the meeting in Miami last week between MPAA president Eric Johnston and his aides and presidents and vice-presidents of eight major companies.

It was reported that the industry leaders spent much of their time discussing the need for more accurate information on economic trends and markets both in the U. S. and abroad, and agreed on an immediate build-up.

No Studio Property Loss In Storm

HOLLYWOOD, Jan. 20.—Due to lessons learned in the 1938 flood disaster, which swept away substantial portions of Universal, Republic and Warner studio grounds, Hollywood picture plants came safely through this week's greater climatic crisis without property loss or important interruption of shooting schedules.

On the contrary, studio transportation departments, already organized for civil defense, furnished invaluable assistance to city and county forces working around the clock to protect population against the torrent which took an estimated 20 lives in Southern California.

Exhibitors in the Los Angeles area (Continued on page 7)

No Partmar Voice In UPT-ABC Tieup

WASHINGTON, Jan. 20.—The petition by Partmar Corp. and four other exhibitor corporations to intervene in the United Paramount Theatres-American Broadcasting Co. merger was turned down for the second and final time over the weekend by the Federal Communications Commission.

The Commission said that the five companies could appear as witnesses in the proceeding, but that their attorney, Russell Hardy, said that if Partmar and the others couldn't appear as intervenors they would not appear at all.

In a dissenting opinion Commissioner Jones declared that Partmar had "established and shown sufficient in-

Further Cut In Materials

WASHINGTON, Jan. 20.—Still smaller allotments of scarce materials will go to industry firms in the second quarter, the National Production Authority revealed.

The NPA's motion picture division would get only 7,601 tons of steel to parcel out to theatre equipment manufacturers and other industry firms during the April-June period, compared with 7,999 tons for the current quarter, 8,330 tons for the fourth quarter of 1951 and 8,000 tons for the third quarter last year.

The all-important copper allotment has been cut to 97,000 pounds, compared with 1,200,000 pounds in the current quarter, 1,420,000 pounds in the

10 Theatres

WASHINGTON, Jan. 20.—The National Production Authority approved 10 new theatre buildings for the first quarter and turned down 11 others.

Late in December, the agency announced approval of 12 theatre building ventures for the January-March period, and denied eight. It issued today's supplementary list for the first quarter, completing action on all pending applications for the quarter.

Even though more theatre projects were turned down today than approved, theatre building still fared better than other types of construction. Today's list contained all applications on 50 applications of all types, and 37 were

(Continued on page 7)

Loew's Decree to Court Here Feb. 6

WASHINGTON, Jan. 20.—Feb. 6 has been set as the new date for presenting the proposed Loew's decree to the New York statutory court, Justice Department officials said. They added they hoped but were not sure that the decree would be made public early next week, so interested parties could look over the advance of the pleadings.

Loew's will get an extension until Feb. 6 of the present Jan. 23 deadline for presenting a specific disapproval plan to the court.

Schine Offered Another Year To Divest 25

June '53 Deadline Plan Goes to Court Tomorrow

Taking cognizance of unsettled market conditions that prevailed during the past year, the Department of Justice has agreed to a new plan for divestiture under the Schine decree which will give the circuit an additional year in which to dispose of the remaining 25 theatres it is required to relinquish.

The plan will be presented in U. S. District Court in Buffalo tomorrow as an amendment to the Schine consent decree. Attorneys for the Department of Justice and Schine will be present.

Whereas under the original decree the defendant was required to dispose

(Continued on page 7)

2,000 At Communion Breakfast Here

More than 2,000 Catholics from the motion picture industry attended their second annual Communion breakfast at the Waldorf Astoria Hotl here yesterday morning. The Rev. James M. Keller, head of the Christopher movement, was the principal speaker at the affair, which followed the nine o'clock Mass at St. Patrick's Cathedral. Cituig the Christopher Award, which

(Continued on page 7)
RKO Radio in $23-Million Note Cancellation

RKO Radio has cancelled $23,032,693 in three per cent non-cumulative income notes which had been held by the parent company, RKO Pictures, and which recently were involuntarily transferred to the subsidiary.

The transaction, which an RKO Radio executive referred to as “paperkeeping,” resulted in the parent company’s having reduced its advances to subsidiary companies in that amount and also had the effect of reducing $6,990,000 in light of the RKO Radio transfer transaction.

RKO Radio’s three per cent notes payable account by the face amount of the cancelled notes, crediting its capital surplus with a like amount, and its deficiency surplus as at Jan. 1, 1952, was charged to capital surplus, with the result that the subsidiary’s capital surplus deficit of $23,032,693 was thereby eliminated.

RKO Pictures’ capital surplus account as so credited in the amount of $8,988,525, as a result of the elimination of a reservation of no longer required against the three per cent notes.

2,000 At Breakfast

(Continued from page 1)

will be given this year for the second time to the producing and music department, a song writer of the most important and successful motion picture of the year, according to the Hollywood Film Council.

Father Keller emphasized that each individual connected with a motion picture can do a great deal to contribute toward the attainment of the highest moral standards, serving thereby the best interests both of the artist and the public.

Jane Wyatt and Leo McCoy, guests of honor, spoke briefly, and Margaret O’Brien read a prayer written originally for President Roosevelt. Martin Quigley was master of ceremonies.

Among the guests included Jessica Draganoff, who sang the national anthem; Gene, Kathleen and June Lockhart, Uta O’Connor, Roddy McDowell, Robert Alda, Eddie Dowling, Giacinto Pandella and Mary Ann Wagner. Among the clergy present were Right Rev. Richard J. Pigott, pastor of Our Lady of Victory Church, representing his Eminence the Archbishop; and Rev. Patrick J. Masterson, executive secretary of the Legion of Decency, and Rev. Thomas F. Little, assistant secretary of the Legion of Decency.

Weisman Services

BALTIMORE, Jan. 20.—Funeral services for the late Carl Weisman will be held here tomorrow morning in Monumental Church. Services for the past 33 years. He was a member of the American Legion in Washington, D.C., and was a member of the Veterans of Foreign Wars.

Sonny Quigley, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsey, Consulting Editor, Published daily, except Saturdays, and Sunday, as part of the New York Times Publishing Co., Inc., Corporation, 320 East 42nd Street, New York, N. Y. Telephone Telegraph 7-2100. Address: New York, New York.

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Martin Quigley, President; Robert H. Cox, Editor; William E. Weaver, Advertising, 19 Madison Avenue, New York City.
Review

"Trail Guide"
(RKO Radio)

TIM HOLT, in the latest of the Western series, takes up the cause of young Lindsie Douglas. As Arthurd Martin finds Holt's sidekick and he provides some of the lighter touches. The film has all the necessary ingredients to meet the demands of its category. There is a good cast of homesteaders taking over their grazing lands and are willing to kill to keep the legal intruders away. spearheading the cast are young Robert Sherwood and, as Holt's right-hand, Miss Douglas. Sherwood helps the local tavern keeper to steal the homesteaders' leases, thereby incurring the wrath of Holt and Martin. So much so that Holt is turning against his cronies when they kill the local sheriff. Sherwood himself is killed by the crooks, whereupon Holt exposes the lawbreakers and gets Miss Douglas to lead a peace movement between castlemen and homesteaders. For Martin and ride with their usual ability. Miss Douglas is very pretty and Sherwood a believable good-boy-gone-wrong. Frank Wilcox, as the saloon keeper, is somewhat more starchy than most western villains. Herman Schloon produced and Lesley Schelander directed from a screenplay by Arthur E. Orloff.

Running time, 60 minutes, General audience classification. Release date, not set.

Brotherhood Week
Meeting Wednesday

The industry committee for the National Conference of Christians and Jews held an organizational meeting for Wednesday at the Waldorf-Astoria Hotel here to discuss final plans for observance next month of Brotherhood Week.

Reports will be made at the meeting by George Skours, chairman for the 1952 Brotherhood Week observance; Max E. Youngstein and Si Scadler of the advertising-publishing committee, Film Line, industry publicity manager; Ned E. Depinet, J. Robert Rubin and others.

Aim for New Booking
High for DAV Film

The industry is aiming for a record high at bookings on the latest of the Disabled American Veterans short subjects titled "One Who Came Back." The film, which is new high will be released by Universal in excess of 16,000 bookings, the figure achieved by both previous DAV films, "How Much Do You Owe?", "You and Your Leg" and "Victory in Berlin," "Ore Stage, Everybody," with Bob Hope.

Frisco Office for
Manhattan Films

Hollywood, Jan. 20.—With the opening of a San Francisco office, the firm in the 1952 expansion plans of Manhattan Films International, Inc., have been taken, according the announcement of William A. Wing, president. The new office is to be located at 201 Market Street. The firm, said to be the largest distributor of foreign film product on the West Coast, represents 18 different New York releasing companies, handling over 100 films.

Kronenberg, before opening offices here, was a partner of the records department of International New York releasing firm.

The firm, said to be the largest distributor of foreign film product on the West Coast, represents 18 different New York releasing companies, handling over 100 films.

FWC Deal with Gamble
San Francisco, Jan. 20.—Fox West Coast Theatre has taken over operation of the Tower at Fresno from Frank Gamble and O. K. E., and at the same time it gave up operation of the Kinema at Fresno to G & O. Frank Arcure, manager of the Kinema, was transferred to the Tower.

Sovoune-Apex Films
In Two-Way Deal

Sovoune Selective Pictures and the recently-formed Sydney Box produce an exchange of films between England, Apex Film Distributors, Ltd., have arranged a two-way distribution deal, it was disclosed here by Charles M. Amory, Sovoune general sales manager.

Under the deal Sovoune will handle the distribution of Apex pictures in the United States, and Apex will require certain Sovoune pictures in Great Britain. "Alice in Wonderland" is the Apex initial release for England, and Sovoune begins distribution in the U. S. next week. In a split box office feature, "Mr. Lord Says 'No!'"

Approve Bldg. Code
Advisory Committee

Albany, N. Y., Jan. 20.—A suggestion by John Coggehall, of the State Labor Department's code division, that a permanent advisory committee of motion picture operators, engineers and union employees, be named to make a continuing study of the Code for places of public assembly has met with the approval of Governor George S. Raymond of the Board of Standards and Appeals. Raymond presided at hearings yesterday and Dec. 13 on proposed changes.

Cinema Case Drags
Denver, Jan. 20.—Cinema Amusements, M-G-M and 20th Century-Fox for $1,000,000, trebled damages will drag into its third week today with only two weeks charging of Walter Reade Theatre. Walter Reade, under the name of the "Voice" program. The information program and the educational exchange program were produced by the United States Information Administration, to be headed by Dr. Wilson Compton, former president of Washington State College. Dr. Compton, who will have the title of IIA administrator, will report directly to the Director of State. The Assistant Secretary State for public affairs, who hitherto has headed the set-up, will be freed of all administrative duties and will act as the Secretary's policy adviser on informational activities, while IIA is the director.

Edward W. Barrett is expected to resign this latter post shortly, and a successor is to be named by the White House soon after.

Purpose of the change, Department officials state, is to "raise the status of the program and put it on a professional level."

However, the International Motion Picture Division will function much as it did before, carrying on the same duties in the same manner.
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<thead>
<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
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<th>WARNERS</th>
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<tr>
<td>Dec. 16</td>
<td>(Dec. Releases) TALES OF ROY ROGERS (Color) Robert Clarke D—28 min. (3050)</td>
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<td>Dec. 23</td>
<td>(Dec. Releases) THE FAMILY SECRET (Color) John Derek D—45 min. (1015)</td>
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<td>Dec. 30</td>
<td>(Dec. Releases) MAN IN THE SADLE (Color) John Leslie D—33 min. (1015)</td>
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<td>Jan. 6</td>
<td>(Jan. Releases) TALL MURDER (Color) William Holden Mary Hatcher D—99 min. (3105)</td>
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<td>Jan. 20</td>
<td>(Jan. Releases) INDIAN UPRISING (Color) George Montgomery D—76 min. (1015)</td>
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<td>Jan. 27</td>
<td>(Jan. Releases) STORM OVER DAKOTA (Color) Diana Douglas D—67 min. (1015)</td>
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<td>Feb. 3</td>
<td>(Feb. Releases) DEATH OF A SALESMAN (Color) Fredric March D—117 min. (1015)</td>
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<td>Feb. 10</td>
<td>(Feb. Releases) THE HAREM GIRL (Color) Robert Mitchum C—70 min. (1020)</td>
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<td>Feb. 17</td>
<td>(Feb. Releases) HAWK OF WILD RIVER (Color) Charles Starrett Shirley Barton D—90 min. (1020)</td>
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<td>Feb. 24</td>
<td>(Feb. Releases) KONGA, THE WILD STALLION (Color) Robert Cordinaro Barbara Hale D—90 min. (1020)</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.)
Review

"Latuko"
(Producers Representatives—Edward M. Queen)

Hollywood, Jan. 20.

THIS documentary in color was filmed in the course of an African expedition sponsored by the American Museum of Natural History, for the purpose of obtaining an accurate reproduction of this primitive dance, but is now being offered to exhibitors. It is not a proper picture for exhibition to a general audience, whatever may be its usefulness in the formal field of natural history study, for the reason that the male members of the tribe who are, on this occasion, in full ceremonial array and who appear of any kind and are shown completely naked during the 56 minutes of the film. Due to this incorrect violation of the Motion Picture Production Code, the picture was not approved by the Code officials in October of 1951 and is offered now without the Code seal of approval.

Apart from the sheer and complete revelation of the figures of the male natives, retaining genitalia, and in the gory detailing of such customs as the test-of-manhood ceremony, in which an adolescent youth is required to draw a stream of blood from a live cow's punctured neck artery into a large gourd and drink it down, while another which required of each child's two lower front teeth with a knife while his elders hold him fast. Other sequences, showing a hunt, a rain-making festivity, various tribal dances and procedures, are on a par with similar ones in other African-exploration films.

The picture was made by Edgard M. Queeney, chairman of the board of the Monsanto Chemical Co., St. Louis, who is also a trustee of the American Museum of Natural History, and his representatives say his profits from its theatrical exhibition will be turned over to the Museum.


William R. Weaver

No Partisan Voice
(Continued from page 1)

in the research program. This program has been in the shadow since Robert W. Chambers left MPAA some two years ago.

It is significant that the decision of the Commission to consider the proposal coincides with the arrival at MPAA of Griffith Johnson, who has been a leading prescription economist. He reports in at MPAA for the first time to-morrow to be economic adviser to Johnston and to head the research department. Johnston will make it his personal job to build up the strength of the research program.

Foreign Problems Discussed

The Miami meetings also discussed a wide range of foreign problems and also domestic box-office problems, but there were no conclusions on those than the one of emphasizing research, according to MPAA officials.

Johnston told the company presidents, it was learned, that his projected "American Trip" has been indefinitely postponed. He may still make the trip, it was said, but "the date isn't in sight."

Johnston, it is reported, felt that the Miami meetings were a continuation of the series he and his aides have been holding in New York, getting company suggestions for improving MPAA service to them.

Met at Schenck Home

Johnston and his aides met all the major news media at his Schenck home Wednesday afternoon in the Miami home of Nicholas Schenck, Loew's president, and then met later Wednesday and on Thursday with individual company officials. Attending the session, in addition to Schenck, were: Barney Balaban, Paramount Pictures president; Spyros P. Skouras, 20th Century-Fox president; Ned E. De Luise, United Artists president; John O. Connor, Universal president; Jack Cohn, Columbia vice-president; Theodore Black, Republic vice-president; Joe Rizzi, vice-president of Warner Brothers.

Accompanying Johnston were Mrs. Schenck, two of the DuMont company witnesses were chief engineer Thomas T. Goldsmith who finished his testimony today; Charles Cagidian, executive director of programming and production; and Walter Compton, general manager of WTTG, DuMont's Washington station.

The current phase of the hearing is expected to begin again Monday with Paul Rublowl, vice-president of Paramount Pictures, and treasurer of the DuMont company testifying on Tuesday.

Big U-I Ad Campaign Scheduled for "Bend"

The most extensive national advertising campaign of any Universal-International picture since "The Egg and I" will be given "Bend of the River" because of the success of the opening of "Bend of the River," as reported by John W. Stewart, according to David A. Lipton, vice-president in charge of advertising and publicity.

A large contingent of U-I executives, stars and press correspondents will leave Hollywood tomorrow by way of San Francisco for a special appearance of "Bend of the River" in Portland, Ore., Wednesday.

UA Gets Gottlieb Film

"The Fighter," Alex Gottlieb's production of the Jack Londen story, starring Richard Conte, Jane Greer, and Vanessa Brown, has been acquired by United Artists for release this year. UA president Arthur B. Krim states:

No Property Loss
(Continued from page 1)

benefited likewise from 1938 experience, where the average age beyond minor breakage due to the pressure of water mains. The barbed wire is a governate nightly as trade factor, although an attempt was made to probale all time low.

Merritt, Kenneth Owen

ATLANTA, Jan. 20.—Frank Merritt and R. M. Kennedy, who now own the five downtown theatres in Birmingham, Ala., have formed a new company, Acme Theatre Corp. The five houses are the Strand, Empire, Melba, Lyric and Royal.
The Finest Theatres In The Land Are Booking It!

SAN FRANCISCO...UNITED ARTISTS
LOS ANGELES...CHINESE, LOYOLA, UPTOWN & LOS ANGELES
PORTLAND, ORE...BROADWAY
WASHINGTON...AMBASSADOR & WARNER
PITTSBURGH...WARNER RICHMOND...COLONIAL
BOSTON...BEACON HILL
PHILADELPHIA...MASTBAUM
Baltimore...TOWNE SPRINGFIELD, MASS...CAPITOL
DENVER...DENHAM
ST. LOUIS...LOEW'S STATE
SYRACUSE...ASTOR CLEVELAND...HIPPODROME
HARTFORD...STRAND
DETROIT...PALMS STATE
OMAHA...PARAMOUNT MEMPHIS...LOEW'S STATE
HARRISBURG...LOEW'S REGENT
MILWAUKEE...WISCONSIN
LOUISVILLE...KENTUCKY ROCHESTER...LOEW'S ALBANY...STRAND
BUFFALO...CENTURY
NASHVILLE...LOEW'S VENDOME ST. PAUL...PARAMOUNT
DULUTH...NORSHOR
MINNEAPOLIS...RADIO CITY

HOUSTON...LOEW'S STATE
INDIANAPOLIS...CIRCLE COLUMBUS...R.K.O. GRAND KANSAS CITY...R.K.O. MISSOURI
SEATTLE...ORPHEUM LONDON, ONT...LOEW'S TORONTO...NORTOWN & UNIVERSITY
SALT LAKE CITY...CENTER
AKRON...LOEW'S CANTON...LOEW'S READING...LOEW'S COLONIAL
TOLEDO...LOEW'S VALENTINE
WILMINGTON...LOEW'S ALDINE DES MOINES...PARAMOUNT OKLAHOMA CITY...CENTER
NORFOLK...LOEW'S STATE
SPRINGFIELD, ILL...SENATE JACKSONVILLE...ST. JOHN FT. WAYNE...CLYDE
PROVIDENCE...MAJESTIC MIAMI...CARIB, MIRACLE & MIAMI WATERBURY...LOEW'S POLI NORWICH...LOEW'S POLI
CINCINNATI...R.K.O. PALACE EVANSVILLE...VICTORY ATLANTIC CITY...BEACH NEW LONDON...GARDE
WORCESTER...WARNER

Bette Davis
first lady of the screen...

Gary Merrill
kindle dramatic fire...in their first motion picture since the Academy Award winning "All About Eve"!

Emlyn Williams

"Another Man's Poison"

Douglas Fairbanks, Jr. and Daniel M. Angel present Bette Davis
Gary Merrill - Emlyn Williams in "Another Man's Poison"
also starring Anthony Steel (by permission of J. Arthur Rank Productions, Ltd.)
with Barbara Murray • Reginald Beckwith • Edna Morris • Screenplay by Val Guest
From the play, "Deadlock," by Leslie Sands • Produced by Daniel M. Angel
Directed by Irving Rapper

Another BIG ONE thru UA
Tradewise...

By Sherwin Kane

NEW examples of the irresponsible journalism of which some newspaper columnists are guilty in circulating unfounded rumors about the industry and its people were provided in New York last week.

On Tuesday, Danton Walker in his Daily News "Broadway" column, ghily reported the following: "Hollywood buzz is that Spyro Skouras will take over as chairman of the board at 20th Century-Fox, relinquishing the presidency to Al Lichtman, now veepee."

If the item is newsworthy at all, then to any responsible newspaper man it is worth checking, not only to determine the facts, if any, but to obtain the story. No real reporter accepts a rumor, i.e., a "Hollywood buzz," as a news story without attempting to verify it.

The facts are, of course, that Skouras and Lichtman are not changing jobs, nor are they involved in any executive title changes whatever. Nor is it even correct that Lichtman is "now veepee" of 20th Century-Fox. He is director of distribution and continues with that title.

On Friday, Walter Winchell made this flat statement in the Daily Mirror: "'The Desert Fox,' (the controversial movie about Rommel) is being quietly withdrawn until the next subsides."

The logical executives and 20th-Fox spokesmen with whom even a cub reporter might be expected to check such a report assert that they were not given an opportunity to deny it prior to publication.

There is, in fact, no more basis for that report than for the erroneous gossip circulated by Walker. That could have been determined in advance of publication by a phone call requiring a matter of seconds, and would have been had a real reporter instead of a gossip columnist been involved.

Film companies and their executives are subjected to this type of irresponsible journalism more than any other single industry or group of individuals. It is time the publishers concerned demanded the same journalistic workmanship of their by-line columnists that they do of their beginning reporters.

Until they do, reader confidence in their publications will continue to be seriously shaken.

Industry Asks NPA to Okay Color for TV

WASHINGTON, Jan. 21.—The Motion Picture Association of America, the Theatre Owners of America and the National Exhibitors Theatre Television Committee today asked the National Production Authority to rule that its color television ban did not extend to theatre color TV equipment.

In a letter to NPA administrator Henry H. Fowler, the three organizations argued that relatively small amounts of critical materials would be used in large-screen color TV and that NPA had never intended to interfere in the field, and that NPA's M-90 ban on large-color television.

Pointing out that the three organizations had a taken a leading role in developing a nationwide theatre TV (Continued on page 5)

Griffis Resigns as U.S. Envoy to Spain

WASHINGTON, Jan. 21.—President Truman today reluctantly accepted the resignation of Stanton Griffis, chairman of Paramount Pictures' executive committee, as U. S. Ambassador to Spain.

The exact date on which the resignation is to be effective is to be decided later, the White House said.

In a letter to Griffis said (Continued on page 4)

U.S. Sees Better Theatre Take; Boosts Tax Estimate

Film Bookers Club Officers Installed

The New York Motion Picture Bookers Club installation dinner and dance was held here last night at the Tavern on the Green, with Al Schwalberg, president of Paramount Film Distributing Corp., acting as the toastmaster.

Among the officers installed were: President, Bernard Myerson; vice-president, Lou Solkoff, vice-president; Myron Starr, treasurer; Shirley Sussman, financial secretary; Shirley Chester, recording secretary; Ben Levine, sergeant-at-arms; Morton Lightstone and Kitty Flynn, trustees.

Profits of Schine Theaters Test of 'Reasonable' Offer

WASHINGTON, Jan. 21.—A provision in the proposed theatre divestiture amendment to the Schine Circuit consent decree adds the profits of a theatre since June 24, 1951, to the purchase offer of a prospective buyer as a test of the reasonableness of an offer for any of the remaining 25 theatres which Schine must divest prior to June, 1953.

A hearing on the decree amendments is scheduled for tomorrow in Buffalo Federal Court. Further, after entry of the order, Schine must notify the public and real estate brokers that "no reasonable offer," for a theatre will be refused. Schine's failure to meet the divestiture schedule last year precipitated the decree amendments. Justice officials admitted that the in (Continued on page 4)

20th-Fox Seminar Held Here Today

The special exhibition merchandising meeting and seminar called by 20th Century-Fox to outline the company's product plan for 1952 will be held today in the company's home office. Attending will be representatives of nearly 3,000 theatres throughout the country.

Opening the meeting will be Al Lichtman, director of distribution, who will detail the pictures scheduled through next December.

Following Lichtman, vice-president (Continued on page 4)

Companies Set New Two-Year Pact with AFM

Grants 15% Pay Rise, Subject to SSB Okay

MIAMI BEACH, Jan. 21.—The American Federation of Musicians won a 15 per cent wage hike for studio musicians in a series of meetings here last week between James C. Petrillo's executive board and heads of eight major film companies.

Nine other "fringe" proposals submitted by the union were accepted by the companies. An additional pair of proposals were voted down, but the contract negotiations ended on a happy note.

"I think it is a very equitable agreement between the companies and the union," said Nicholas M. Schenck, Loew's president, spokesman for the film group. "On both sides, it was (Continued on page 4)

'Greatest Show' at Hall Paces B'way Runs with $150,000

"The Greatest Show on Earth" at Radio City Music Hall paced New York first-run grosses this week, with a robust $150,000 forecast for the second weekend of the Cecil B. DeMille Paramount production. Second week business is expected to top the opening seven days by $5,000.

Aided by the current Regents week for high school students, healthy boxoffice receipts are also seen in the Paramount. There, a very good $84,000 is estimated for the first week of (Continued on page 4)

New Briskin Option ToColumbia Holders

An option for an additional 5,125 shares of Columbia Pictures Corp. common stock to producer Irving Briskin is one of the matters which will be voted on at a stockholders' meeting here on Feb. 20.

In addition, stockholders will vote on a new board of directors. Left off management's list of nominees is L. Rosenfield. Those nominated include: Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. (Continued on page 5)
NEWSPaper in brief

Dick Pitts, executive assistant to Gael Sullivan, executive director of the Theatre Owners of America, will leave here tomorrow for Atlanta where he will be on the TOA’s second regional trade practice grievance meeting on Thursday.

With Paul Watson, TOA president, Sullivan and other national TOA leaders scheduled to be in Los Angeles this week to prepare for the forthcoming organization board meeting there, Pitts will be the sole representative of TOA headquarters at the Atlanta meeting. Pitts and the Florida and South Carolina regional chairs, will report grievances to the TOA executives at the board meeting next week.

Pittsburgh, Jan. 21.—Vice-President Alben W. Barkley and Supreme Court Justice Tom Clark were the principal guests at the annual banquet of Variety Clubs International Tent No. 1 in the William Penn Hotel here last night. John Harris also spoke. Rosey Rowswell presented Leon Falk with the club’s third annual “Humanitarian Award.”

London, Jan. 21.—RKO Radio will handle American and Canadian distribution of “Whispering Smith Hits London,” first under a joint production deal between Exclaves Films and Julian Lester. RKO Radio will release it as “Whispering Smith vs. Scotland Yard.”

RKO Radio also will distribute the David Rose-Coronado production, “Saturday Island,” starring Linda Darnell, made here.

Detroit, Jan. 21.—A meeting of the board of directors of Allied Theatres of Michigan has been set for Feb. 13. Allen Johnson, the organization’s delegate to the national Allied board meeting in Washington, Feb. 4-6, will make a report to the local directors.

Portland, Ore., Jan. 21.—Charging that major distributors are handling building space in an “exclusive and discriminatory manner,” the trustees of Western Theatre Owners (formerly PCCITA) have filed a suit here for the calling for sealed bids to be opened on a given date and time in the presence of the interested parties.

Hollywood, Jan. 21.—A KTTV telecast covering the opening of Republic’s “Wild Wild Yonder,” at the Ritz Theatre here Thursday evening will be picked up on big screen TV at the Orpheum, where the pictures opens simultaneously. It is believed to be the first instance of this.

Can. Commun. Broadcast

Toronto, Jan. 21.—The first Community breakfast gathering of Catholic dignitaries of the Toronto film industry brought an attendance of 250 persons at the beginning of the breakfast, following the Mass at St. Michael’s Cathedral, the celebrant of which was Rev. G. opposition to the Toronto Variety Tent No. 28.

Personal Mention

William A. White, Skouras Theatre vice-president, and Mrs. White, have left here for Palm Beach.

B. G. Kranz, executive assistant to United Artists vice-president William J. Heiseman, returned here from Florida.

James E. Perkins, Paramount’s managing director for the British Empire, returned to England tomorrow after a month’s visit here.

House ‘Red’ Probe In Name Opening

Washington, Jan. 21.—The House Un-American Activities Committee today made it plain that there’s not much steam left in its Communist-in-Hollywood investigation. At a committee hearing today, George Glass, director of advertising-publicity for Stanley Kramer, admitted attending meetings of the Communist Political Association in the 1940s when the 1945 studio strike was discussed, but said he never intended to and did not join the association. Glass, who appeared at his former job, was refused when he asked to join.

Max Silver, a party organizer in Los Angeles, told the House that the Hollywood unit tie up to the Los Angeles unit, Charles Daggett, a screen publicist, outlined his lecture tours and his service as a member of the mid-thirties and his active membership in the Party during the 1945-46 period. As far as he was ever affiliated with the party since.

Few Cuts for ‘Vadis’ For British Showings

A small amount of footage termed “violent” by British film censors will be cut from “Quo Vadis” before the film is shown in England, and will footage depicting the personification of Christianity by the picture, according to Loew’s International here. Press dispatches reaching New York from London indicate that the British censor board will prepare to ban the film to children unless the cuts were made.

Davis At ‘U’ Meet

Davis, managing director of the J. Arthur Rank Organization, will attend tomorrow’s meeting of Universal Pictures’ board here at which the possibility of the company consolidating with Decca Records will be discussed. Davis, who arrived here Saturday from London, returned to New York from Toronto last night.

Coplean to Cuba

Hartford, Jan. 21.—Herb Copelan has acquired the film booking rights for the world premiere of Warner’s “New Haven” on the warmest season. It is understood he will enter exhibition in Cuba.

Goldwyn Article


IATSE Convention Will Begin Aug. 4

The IATSE will hold its 1st international convention Aug. 4-8 at the Municipal Auditorium in Minneapolis, as it was indicated here yesterday, Richard F. Walsh, “IA” international president, will preside.

Convention headquarters will be at the Hotel Nicollet in that city, where the midsummer meeting of the union’s general executive board will begin on July 28. District meetings will be held at the hotel on Aug. 2-3.

H. J. Martin, 51

Harrison J. Martin, 51, Universal manager in Philadelphia, died of a heart attack in Queens General Hospital last Saturday, while on a vacation in New York. He was a veteran of more than 31 years with Universal.

William Wescott, 68

Boston, Jan. 21.—William Burton Wescott, 68, an associate of Dr. Herbert T. Kalins in the development of the Technicolor process, died in a Philadelphia Hospital according to a report reaching here Friday.

He leaves the widow, the former Dorothy M. Stevens of Wellesley Hills, Mass.

50-Theatre Premiere

London, Jan. 21.—Herbert Wilcox’s “The Lady With A Lamp” will have simultaneous premieres in 50 theatres throughout the Empire today. Mr. Wilcox has made a number of such premieres in the past.

He leaves the widow, the former Dorothy M. Stevens of Wellesley Hills, Mass.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

CEcil B. DEmILLEs

"THE GREATEST SHOW ON EARTH"

Color by Technicolor

SPECTACULAR STAGE PRESENTATION

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SUNDAY, JANUARY 22, 1955

SAMUEL GOLDWYN’S

“I WANT YOU"

NOW! CRITICISM at Broadway at 45th St.

COlumbus Bldg.,.

DONNA REED JOHN DERK

ERIK BAEKESKE

SANDY SHEET

Broderick Crawford

Lana Turner

Paul Newman

SAMUEL GOLDWYN’S "I WANT YOU"

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SAMUEL GOLDWYN’S "I WANT YOU"

NOW! CRITICISM at Broadway at 45th St.
SOON THE STAR-SPANGLED EXCITEMENT OF RETREAT, HELL!

"Retreat, hell! We're just attacking in another direction!"
—Gen. O. R. Smith
First Marine Division, Korea

A bunch of husky guys in battle-green who showed the world you can't stop a Marine!

IT'S FROM WARNER BROS.

STARRING
FRANK LOVEJOY
RICHARD CARLSON
RUSTY TAMBLYN
ANITA LOUISE

UNITED STATES PICTURES.
DISTRIBUTED BY WARNER BROS.
National Pre-Selling

ONE of the most extensive national advertising campaigns in the history of Universal, being handled by A. F. L. M., which will have its world premiere in Portland, Oregon, tomorrow, the first major film to open in the Pacific Northwest.

Full color ads are scheduled to break in February in four national magazines, with an estimated readership of 75,000,000, and in addition to the magazine coverage, Sunday color pages are scheduled to reach 65 different key city areas. More than two score newspaper, magazine and trade-paper writers will attend the whirl of events in connection with the premiere at the J. J. Parker Theatre here in February and will be the Easter guest of honor for the opening. An estimated audience of 129,410,961 persons will be covered by the campaign in the first four full-page ads scheduled to reach virtually every family in the U.S.

The February issue of Coronet magazine on sale Jan. 25th will carry six feature stories with motion pictures as the major theme. The issue, published in typical Coronet style, “Laughter Never Dies”—a 16-page picture story of comedian and comedies; a special piece on Charlie Chaplin; another section devoted to Joan Renoir of the movies; a public relations piece about Church of the Film at Knox College; and a historical article on “The War Waged To Make A Movie”—when Mutual Film Company discovered a Mexican star and produced his Mexican revolution on a shooting schedule for the benefit of the camera, are among the contents listed.

The film industry is applauding the 32-page spread in the February Argosy magazine, plus a full-color cover, saluting 20th Century-Fox’s “A Free Soul.” The four-page special written promotional narrative which adds a new dimension to coverage of a motion picture by a national magazine. The spread is preceded by Argosy editor Jerry Mason’s piece which terms the project a new technique in the telling of great stories.

Samuel Goldwyn has made available 14 TV sets plus one 24-hour showing of the motion picture, “I Want You.” Two are one hour long and feature all four stars in dramatic scenes from the picture. Four are 20-minute trailers and spot a love scene between Farley Granger and Peggy Dow. Four are 10-minute shows and four five-second spots, in which the stars say directly to the audience, “I want you to see this film.” —WALTER BROOKS

AFM Contract

(Continued from page 1)

acquainted with harmony and good taste.”

Petriello likewise voiced the harmony keynote. He said:

“... This board conducted the negotiations with an eye on the position in which these men find themselves—business isn’t too bad. We want to try to keep the business going. We don’t want to kill it. We accepted the wage increase offered by the companies because we thought it was fair.”

The latter statement referred to a demand by the Hollywood musicians for a 15 per cent increase over the present scale. The negotiations will be delayed, however, and subsequent to the approval of the new contract, the executive board was written up as follows: “A fair and equitable adjustment in all motion picture studio scales, as proposed by the companies, is agreed upon by the unions and management. The new contract is expected to go into effect in the month of April. The wage increase affects some 600 to 800 year-round staff musicians and for a 50 per cent overall salary adjustment. The companies will pay an additional 10 per cent on studio call for part-time employment. Musicians currently employed as staff members were “frozen” until Jan. 15, 1952. The new contract continues the terms of the prior agreement under which the music publishers will have the use of the musical settings of the contract agreements. The television rights were not a subject of negotiation here. Maximum dollar increase allowable under the new 15 per cent rate is $1,500 per week. However, the other factors in the new contract provide no limitations. They are:

1. Orchesters manager basic scale to be pay and one-half.
2. When a double session of recording, or more, is continuous without break for one hour or more, a penalty of one hour pre-rate shall be paid each musician, exclusive of his contract guarantee;
3. Double time shall prevail on Sundays and holidays and all hours after midnight; however, no time must be paid when less than one hour is permitted for meals;
4. No less than one week’s notice to be given for two weeks vacation of guaranteed orchestra;
5. Negotiations for new contract, and the continuation of any dismissed musician to be re-engaged, must be consummated not less than 30 days prior to the termination of contract;
6. Musicians required to play more than one session in a 24 hour period, the call must be paid double for not less than one week’s notice;
7. A non-playing orchestra manager must be employed on all sideline calls of five or more musicians, including the leader, and shall receive not less than one musician’s pay.
8. Overtime for copyists after eight hours shall be paid for at the rate of $1 an hour, and one-half to midnight. Overtime after midnight is $2 an hour.

The two proposals rejected by the companies included (1) recognition of the orchestras’, arrangers’ and copyists’ rights in the arrangement of work; and (2) to increase to 50 the number of musicians in Paramount Studio call. At this point in the negotiations, it was explained, maintains a minimum of 45 musicians, while 20th-Fox, Warner Brothers and M-G-M have the larger number.

Griffis Resigns

(Continued from page 1)

The studio has also announced that Mr. Griffis has been granted a leave of absence.

N. Y. First-Runs

(Continued from page 1)

“Scarlet Street” and the Ink Spots on stage. At the Mayfair, a fine $23,000 is seen for the 11th week of “Detect-Spot”, and a good $22,000 is expected for the fifth week of “Death of A Salesman” at the Victoria.

The Model and the Marriage Broker” is doing nicely at the Roxy where $75,000 is forecast for its second week. Among the hold-overs, “It’s a Wonderful Life” at the New Amsterdam is in line to rack up an excellent $31,000 for its 11th inning.

Twenty-seven motion picture houses registered good to only fair grosses for the week.

20th Seminar Meeting

(Continued from page 1)

Charles Einfeldt and his staff will prepare the manifold promotion and advertising plans already in work for the first six months of the year.

The tradesman and public alike have been informed that the Four Osage is now open.

Set Tentative Agenda For TOA Coast Meet

Hollywood, Jan. 21.—Tentative agenda for the Theatre Owners of America regional meeting here Jan. 28-31, worked out today by Gail Sullivan and Charles P. Shou- ras, will be continued at the planning session tomorrow, includes: submission of the TOA arbitration plan, theatre plans, organizational plans for regional committees; color theatre television; television advertising; discriminatory taxation; film cycles; simultaneous releasing of five pictures; quality and quantity of product; program relations and film censorship.

Schne Decree

(Continued from page 1)

clusion of past profits in the “reason- ableness” of an offer was a new and rather unusual device.

The proposed amendment also stip- ulated that after entry of the decree, Schne cannot change the playing policy of any theatre so as to reduce its value.

In seven cities, Schne agrees not to move up the playing policies of any theatres for the playing policies in any way that might adversely affect a competing independent exhibitor. The period covered in this provision would be from June 4, 1949, to June 24, 1953, or during the existence of a product limitation under the original decree, whichever is longer. The towns covered are Auburn, Corning, Geneva, Lockport, Oswego and Watertown, N.Y., and Worcester, Ohio.

The proposed amendment also provides that the provisions of the 1949 judgment on product limitations shall continue until Dec. 1, 1953, in towns where they are already applicable. Schne must report to Justice every six months on how he is meeting-out of product limitation provisions.

Another change would key all prod- uct limitation restrictions not only to the full fiscal year but also to each quarter, to avoid bunching of top fea- tures in any one period. Finally, application to and approval from the court, Schne would be allowed to lease-one-of-the-halves in any one city or town.

The circuit would also be al- lowed to sell theater to another firm, or lease and count that against theaters to be divested.

Fly to fun and relaxation on a TWA QUICKIE

in the Sun Country

You’re only hours away, by TWA, from Phoenix, Las Vegas, Southern California, or San Diego. Flying with TWA’s family Forest and Sky Coach flights. See your travel agent or call TWA.
Review

"Bend of the River" (Universal)

"BEND OF THE RIVER" easily belongs among the best of the out-of-doors action films of recent years. It is difficult to imagine how more mood and suspense and both large-scale and personalized combat than you will find in it could have been wedged in its 90 minutes of running time.

Its pace is almost breathless from beginning to end and, if that were not enough, you can still advertise a swell cast headed by Jimmy Stewart in a different but convincing role of a bad man turned good; with fine actor Arthur Kennedy; and Rock Hudson, Jay C. Flippen, Julia Adams, Howard Petrie, and others, not to overlook the old veteran, Stepin Fetchit, who makes several brief but characteristic appearances.

Then you have additionally, mountain scenery along the old Oregon Trail and the Columbia River, with Mount Hood for backdrop, photographed in color by Technicolor. It is a scenic treat which will be worth the price of admission alone, many. With these lush properties assembled by producer Aaron Rosenberg, and the effective direction of Anthony Mann, full justice, and more, has been done to the Borden Chase screenplay of Bill Gulick's novel, "Bend of the Snake," which relates the trials which beset a group of homesteaders on their way, a century ago, to Oregon's fertile valley lands.

Stewart, endeavoring to put behind him a violent past as a Missouri raider, is serving as guide for the wagon train of homesteaders when he saves Kennedy from being hanged. The latter's background is similar to Stewart's but his intentions about reforming are not. Kennedy joins the wagon train, however, and does his part in saving both it and Stewart from destruction. Temptation overcomes him when Portland becomes a gold town and prices of supplies skyrocket. He aids Stewart in getting the homesteaders' winter supplies aboard a river boat but turns traitor when miners in the mountains offer a fabulous price for the supplies. It takes some doing for Stewart to recapture the train, best his old comrade, win Miss Adams and deliver the supplies to the settlement and Hudson to Lori Nelson.

"Bend of the River" is grand entertainment of its kind and should be surefire for all audiences that like fast-paced dramas of the great open spaces, well acted, mounted and directed. Running time, 91 minutes. General audience classification. For February release.

SHERWIN KANE

Christophers Unveil Film on Television

An effective plea for wholesome entertainment on home television is contained in the second Christopher film, "Television Is What You Make It."

The 30-minute short, distribution plans of which have not been set as yet, stars Walter Abel and Ruth Hussey. At its screening here yesterday, Father James Keller, director of the Christophers, also announced a new $10,000 Christopher contest, the prizes of which will go to individuals writing on the theme of "What One Person Can Do." The annual $25,000 Christopher awards for creative talent will be made in Beverly Hills, Cal., on Feb. 14, it was announced.

Color for TV

(Continued from page 1)

system, the letter said it was "of real importance that the scientific advance in theatre projection equipment for color television be not impeded."

U. S. Sees

(Continued from page 1)

Commission would lift the television freeze early this year, and asked $8,075,000 for the agency in fiscal 1953, against $6,605,000 this year.

Meet on Guild Merger

The five labor unions and guilds that comprise Television Authority have secured the services of industrial and labor relations experts from the University of California and Cornell to prepare a blueprint for the merger of the five and Television Authority. Representatives of the five and the Authority will have their first meeting with the University representatives today at the New York State School for Industrial Labor Relations here.

Legion of Decency Puts 1 in Class C


New Briskin Option

(Continued from page 1)

Montaggioni, Donald S. Stralem, Henry Crown and Arnold M. Grant. Stockholders will also vote on motions to amend the options of A. Schneider, vice-president and treasurer, and Joseph A. McGonville, vice-president. The alteration is designed to meet provisions of the Revenue Act of 1950. Another amendment will be offered regarding the five-year contract of Singold, vice-president in charge of advertising and publicity. It would eliminate a corporation option to place Singold's service on a part-time basis before his contract expires in March, 1954.

Burn Cross in Yard Of Censor Binford

MEMPHIS, Jan. 21.—A cross was burned in the front yard of the home of Lloyd T. Binford, chairman of the Memphis Board of Censors whose censorship activities have been in the news for years.

I'LL SEE YOU IN MY DREAMS

Named February PICTURE OF THE MONTH by the magazine that builds the movie attendance of America's youth

seventeen

THE ENTERTAINMENT MAGAZINE FOR YOUNG WOMEN IN THEIR TEENS

Yes, showmen will see lots of teens coming to the boxoffice when this SEVENTEEN-praised picture comes to town...

Doris Day
Danny Thomas
in
I'LL SEE YOU IN MY DREAMS
also starring
Frank Lovejoy and Patrice Wymore

A joyful, jubilant musical that's great entertainment for everyone...great business for exhibitors!

WARNER BROS.

Produced by Louis F. Edelman
Directed by Michael Curtiz
THERE'S PLENTY OF SHOWMANSHIP IN HERALDS!

ONLY THE HUGE MOTION PICTURE SCREEN COULD BRING THIS TO YOU... WITH UNFORGETTABLE IMPACT

WHEN WORLDS COLLIDE
PLANETS DESTROY EARTH

IN BLAZING COLOR BY TECHNICOLOR

See your NSS Salesman or write your nearest NSS Exchange.

THE BATTLE OF TEXAS AND THE BATTLE OF THE SEXES!

M-G-M'S "LONE STAR"
'Big Show' Is Champion in '51 Radio Poll

Beats Benny in 16th Annual Poll of Critics

The "Big Show," NBC's two season's old, 90-minute Sunday evening program presided over by Tallullah Bankhead, was voted radio's best program of 1951 by radio editors and critics of American newspapers and magazines participating in the 16th annual Motion Picture Daily-Fame poll.

"The Big Show" displaced Jack Benny, who was in the top spot in the 1950 poll for the third consecutive year. It is the first time since Benny departed NBC for the CBS ranks that the former network has captured the Champion of Champions award in the annual poll. The trick was turned by the program that NBC devised and nurtured during the Tallullah Sunday evening listening audience with the star attractions, including Benny, that CBS accumulated three years ago.

Benny's show finished second in the championship category, with the Bing Crosby Show third. A year ago, at the end of its first season on the air, "Big Show" finished in a tie for third place.

In addition to winning the top honor in the 1951 poll, "The Big Show" mistress of ceremonies, the unpredictable Taloo, finished second in the voting to Eve Arden, frequent winner of the Best Comedienne award, and sec.

20th-Fox Offers At Least 1 'Big' Film Per Month

An answer to the exhibition problem of "either a feast or a famine" in available product is offered under 20th Century-Fox's 1952 release schedule of 36 features, Al Lichtman, distribution director, declared yesterday in addressing the exhibitor merchandising meet at 20th-Fox's home office here.

Lichtman said the release schedule for the entire year, already announced, insures from one to three "big" pictures per month. The 20th-Fox distribution director also disclosed plans to hold similar seminars in the future after a round of applause greeted his words, for whether "big" pictures thought yesterday's seminar valuable.

The theme of the advantages accruing from thematening having a complete line-up of product months in advance was also expounded by Charles Einfeld, vice-president in charge of advertising-publicity.

Einfeld told the 200-old theatre executive.

Loew's 1951 Profit Was $7,804,370

Earnings Increase Shown in Current Fiscal Year

Loew's M-G-M Monday reported a net profit of $7,804,370 for the fiscal year ended Aug. 31, 1951. This included a net credit of $724,000 due to reduction of prior years' depreciation charges.

The previous fiscal year's profit was $7,534,424 which included $808,020 profit after taxes realized from the sale of capital assets.

The latest profit figure was equivalent to the sale of common stock, while the profit for the previous year was equivalent to $1.53 per share.

For the 12 weeks ended Nov. 22, 1951, of the current fiscal year, the company showed a net operating profit, before taxes, of $2,932,988, compared with $2,490,127 a year earlier.

After taxes and adjustments, net profit was $2,089,339, equivalent to 41.

Para. Managers Meetings Set for New York, Chicago

Paramount's branch managers will hold sales meetings in two groups, one meeting in New York tomorrow through the weekend, and the other group to meet in Chicago Jan. 31-Feb. 3. It was disclosed yesterday by A. W. Schulberg, president of Paramount Film Distributing Corp., who will conduct both sessions. The meetings will be held to report to members of the field organization the decisions made at the company's recent divisional sales managers' conference here.

The New York session, at the Hotel.

Editors Still Hope for A Renaissance in Radio

Radio editors and critics of American newspapers and magazines who participated in the 16th annual Motion Picture Daily-Fame radio poll, and who indulged themselves by adding to their ballots their own comments on the state of radio in 1951, appeared to be a little sad, and somewhat bewildered, about the older of the two popular electronics entertainment media. But they continue to be hopeful.

Sad because they fail to see radio attempting anything daringly new or different to offset the encroachments of television. Bewitched, because they realize that, continuing in its well-worn grooves, radio nevertheless still commands a tremendous audience, vastly more numerous than television's, and remains a pretty robust commercial enterprise withal.

This comment from a Buffalo radio editor, is somewhat typical of the first aspect: "Both sponsors and Broadway and trade-marked television. Thought, perhaps not the best, largely because of the slow pace, and slowly, while we await for the new and old, while recording little of consequence to strengthen radio and to help differentiate it from its rapidly growing competitor. Next year may tell the story.

The "newsmen" of radio reveal their

Complete Radio Poll Results on Page 5

The complete results of the 16th annual Motion Picture Daily-Fame radio poll are published on Page 5 of this issue.

In addition, photographs of first place winners chosen by the radio editors and critics appear on Page 4.

Television Poll Results Tomorrow

Results of radio editors' and columnists' voting in the third annual Motion Picture Daily-Fame Television Poll, with pictures of winners, will be published in Motion Picture Daily-Fame tomorrow.
WASHINGTON, Jan. 22—All U. S. district attorneys will be instructed to proceed and give “teeth” to local complaints of anti-trust law violations.

The announcement was made jointly by Assistant Attorney General H. Graham Morison, in charge of anti-trust enforcement, and House Small Business Committee Chairman Patman (D., Tex.). They said the idea behind the move was to give small businessmen “teeth” to local complaints without an expensive trip to Washington.

David Diener, copy chief of the Monroe Greentooth Co., advertising firm handling industry and other accounts, on Feb. 8 will succeed Roger H. Levis as vice-president and creative director, the company reported yesterday.

Levis, who has resigned effective Feb. 8, will engage in free-lance work. He joined the agency in 1947 and previously was in charge of New York campaigns at 20th Century-Fox.

The luncheon-meeting of industry committees for the National Conference of Christians and Jews’ 1952 observance of “Brotherhood Week” originally scheduled for today, has been postponed until tomorrow at the Waldorf Astoria Hotel here.

PORTLAND, Ore., Jan. 22—Universal’s “Bend of the River” will have its world premiere at the Broadway Theatre here tomorrow launching more than 150 pre-release dates in the territory.

A long range promotional campaign for Samuel Goldwyn’s “Hans Christian Andersen” was reported here yesterday by James A. Mulvey, president of Samuel Goldwyn Productions. First step will be the temporary transfer to the studio of David Golding, Eastern ad-publicity director, to work with Al Vaughn, studio publicity chief of the picture. Golding will leave for the Coast over the weekend. In his absence Martin Davis will supervise publicity operations here.

COLUMBUS, O., Jan. 22—The annual meeting of the Independent Theatre Owners of Ohio will be held on May 19-21 at the Hotel Hollenden in Cleveland.

Schine Divestiture

(Continued from page 1)

ment that Schine cannot refuse a “reasonable offer” for any of the 25 theaters and, in determining what is “reasonable,” it must look to the bids received the profits of the theaters earned since last June 24.

The company, in a 1949 anti-trust judgment, originally had been directed to divest 30 theaters in three years, at the rate of one-third annually, with the first 15 theaters to be sold by Dec. 24 and the entire 25 by June 24, 1953.
They've all been Previewed! They're GREAT! Leo does it again. Just a few of the new, terrific TECHNICOLOR tune-toppers like "Show Boat", "The Great Caruso", "An American In Paris" from The No. 1 Company.

Lana Turner as "The Merry Widow" with Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez - Color by Technicolor - Screen Play by Sonya Levien and William Ludwig - Based on the Operetta written by Composer Franz Lehar and Authors Victor Leon and Leo Stein - Directed by Curtis Bernhardt - Produced by Joe Pasternak - An M-G-M Picture

"BECAUSE YOU'RE MINE"

Mario Lanza in "Because You're Mine." Introducing Doretta Morrow - with James Whitmore - Color by Technicolor - Screen Play by Karl Tunberg and Leonard Spigelgass - Based on a Story by Ruth Brooks Flippen and Sy Gumbro - Directed by Alexander Hall - Produced by Joe Pasternak - An M-G-M Picture

"SKIRTS AHOY!"

"SKIRTS AHOY!" starring Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Branyew, Billy Eickstein - with The De Marco Sisters, Dean Miller - Color by Technicolor - Written by Isabel Lennart and William Ludwig - Based on the Operetta written by Composer Franz Lehar and Authors Victor Leon and Leo Stein - Directed by Curtis Bernhardt - Produced by Joe Pasternak - An M-G-M Picture

"THE BELLE OF NEW YORK"

"THE BELLE OF NEW YORK" starring Fred Astaire, Vera-Ellen, Marjorie Main - with Keenan Wynn, Alice Pearce, Clinton Sundberg, Gale Robbins - Color by Technicolor - Screen Play by Robert O'Brien and Irving Brecher - Adapted for the screen by Chester Erskine - From the play by Hugh Morton - Music by Harry Warren - Lyrics by Johnny Mercer - Directed by Charles Walters - Produced by Arthur Freed - An M-G-M Picture

"THE MERRY WIDOW"


"SINGIN' IN THE RAIN"


"LOVELY TO LOOK AT"


"SKIRTS AHOY!" starring Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Branyew, Billy Eickstein - with The De Marco Sisters, Dean Miller - Color by Technicolor - Written by Isabel Lennart and William Ludwig - Based on the Operetta written by Composer Franz Lehar and Authors Victor Leon and Leo Stein - Directed by Curtis Bernhardt - Produced by Joe Pasternak - An M-G-M Picture

Please! In all newspaper ads: "The Armed Forces Need Your Blood—Give Today!"
1951 Radio Poll

Radio Champions for 1951

(Continued from page 1)

The editor-critics' vote acclaimed Bing Crosby's Best Comedy Team of 1951, an award they have voted him for the fourth consecutive year now.

The Most Promising Star of Tomorrow, for example, was bestowed on NBC's indefatigable duo, Bob (Elliott) and Ray (Goulding). Giselle McKenzie was runner-up, followed by Margaret Truman of Washington and Independence, Mo., finishing third in that category. Miss Truman's guest appearances have been mostly on "The Big Show" and with Jimmy Durante.

The popular comics of radio, television, screen and film-theatre stage, Dean Martin and Jerry Lewis, were voted the Best Comedy Team of 1951 on radio, displacing the habitual winners in that division, Fibber McGee & Molly. The latter were close seconds, followed by Bob & Ray.

Crosby Repeats

Bing Crosby, always a front-runner in the 16-year old poll, showed no diminution of popularity with the editor-critics, being voted two firsts—

Best Male Vocalist and Best Master of Ceremonies. In another close race, Crosby finished second to Ronald Colman as Film Personality Most Effective in Radio, and his show finished third in the Championship division.

Also maintaining a firm grasp on critical approval, apparently, was Groucho Marx, whose You Bet Your Life program was again voted Best Quiz Show and Best Audience Participation Program. Dinah Shore proved herself another perennial favorite with the writers, again being voted Best Female Vocalist.

Lombardo Back

Guy Lombardo's orchestra, after being displaced by Ralph Flanagan's band last year in one of the few times in the 16 years of the poll that he was not voted Best Dance Band on radio, was returned to the top spot again this year. However, Bill Stern who, year after year, has captured the Best Sportscaster award, was almost completely overlooked by the editor-critics in the 1951 voting. Stern failed to finish among the first three. Mel Allen, one of the top baseball announcers and heard on a variety of sports programs in other seasons of the year, was given the first place vote, followed by Red Barber and Harry Winer.

In the News Commentator-Announcer division, CBS's popular Edward R. Murrow came through again in critical favor, followed, but not closely, by Lowell Thomas and Frank Edwards.

Ezio Pinza was another repeater in 1951, again being voted Best Male Vocalist on radio. In the female division, Marian Anderson, always a contender in polls of recent years, was given the first place position by the balloters for 1951. Miss Anderson has made several appearances on the Telephone Hour and other musical programs in the year past.

Theatre Guild on the Air was again voted the critics' Best Dramatic Program, with Lux Radio Theatre finishing second, as it did in the preceding poll.

Arthur Godfrey retained his hold on the Best Daytime Program award but failed to finish among the top three in the Best Master of Ceremonies division, where he usually was to be found in earlier polls.

America's Town Meeting of the Air retained its claim to Best Educational Program but was forced to share the first place award with Invitation to Learning, which gained a tie with it.

NBC programs swept the Best Musical Show division, with the Telephone Hour again being voted first, and with the Railroad Hour and Voice of Firestone, all heard over the network on Monday evenings, finishing in a tie for second place.

Radio Editors

(Continued from page 1)

sammenseness, asserts an Ohio critic, who says new shows, new talent, particularly in the comedy field, are urgently needed. This critic comments "the different type of humor" introduced by Bob (Elliott) and Ray (Goulding) and ventures the opinion that radio audiences are "fed up" with the slapstick comedy and familiar jokes of the radio-typed comedian.

"The natural, relaxed humor of Fibber McGee and Molly, Dave Garroway, Herb Shriner and a few others are due for a revival in popularity among listeners," he predicts.

The anticipated expansion of television in the next year or so, with the lifting of the Federal Communications Commission "freeze" on construction of new stations, another critic says, will force radio to decide whether it will be content with a future limited to broadcasting of canned music and news bulletins or whether it is to bestir itself and again become a leading medium of entertainment.

"However," he adds, "it is to be doubted whether radio can succeed in recapturing the enthusiasm of the old days of the Music Palace poll."
Complete Results of 1951 Fame Radio Poll

Radio Editors Vote CBS, Y & R Publicity Services Best in Sixteenth Annual Poll

Radio editors and critics participating in the 16th annual MOTION PICTURE DAILY-FAME radio poll gave a majority of their votes to Columbia Broadcasting System's publicity service, designating it the Best Network Publicity Service for 1951.

Young & Rubicam's Bureau of Industrial Relations was voted the Best Individual Publicity Service for the year.

George Cran dall is director of the CBS publicity department, and Harry Ranch heads the Y & R Bureau of Industrial Service.

However, the voting followed the pattern of previous polls, with only a very few votes separating the first and second place winners.

The CBS press department was second in the network division: ABC third. Batten, Barton, Durstine & Osborn was second in the individual publicity service voting, and David O. Alber Associates third.

BEST POPULAR MALE VOCALIST

Bing Crosby (The Bing Crosby Show—Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS, Sundays, 10:00-11:00 P.M.)

Lennie Warne (Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS, Mondays through Fridays, 7:30-9:00 P.M.)

Jo Stafford (CBS)

Mindy Carson (NBC, discontinued; Guests spots now)

BEST POPULAR FEMALE VOCALIST

Enzi Pinza (Guest spots)

Mario Lanza (NBC)

Jussi Bjorling (Guest spots) and James Melton (Guest spots).

BEST CLASSICAL MALE VOCALIST

Marian Anderson (Guest spots)

Lily Pons (Guest spots)

Dorothy Kirsten (Guest spots)

Bida Sayao (Guest spots).

BEST CLASSICAL FEMALE VOCALIST

Ken Carpenter (CBS), Ben Grauer (NBC) (tie).

BEST STUDIO ANNOUNCER

Don Wilson (The Jack Benny Show—American Tobacco Co.—Batt, Barton, Durstine & Osborn—CBS, Sundays, 7:00-7:30 P.M.)

Harlow Wilcox (NBC)

Ken Carpenter (CBS), Ben Grauer (NBC) (tie).

BEST NEWS COMMENTATOR OR ANALYST

Edward R. Murrow (Amaco Gasoline Lubricants, Joseph Katz; Theodore Hamm Brewing Co., Campbell-Mithun—CBS, Mondays through Fridays, 7:45-8:00 P.M.)

Lowell Thomas (CBS)

Frank Edwards (MBS).

BEST SPORTSCASTER

Mel Allen (Special Sports Events)

Red Barber (CBS)

Harry Wismer (ABC).

BEST SYMPHONIC ORCHESTRA

1. NBC Symphony Orchestra (Sustaining, Monday, 7:00-8:00 P.M.)

2. New York Philharmonic Orchestra (CBS)


BEST DANCE BAND

Guy Lombardo (Your Hit Parade—American Tobacco Co.—CBS, Sundays, 9:30-11:00 P.M.)

BEST DAYTIME PROGRAM

Arthur Godfrey (Arthur Godfrey Time—The Toni Co., Foote, Cone & Belding; Reed-Murdoch Division of Consolidated Grocers Corp., Weiss & Geller; Lever Brothers, Ruthrauff & Ryan; Pillsbury Mills, Leo Barnett & Co.; National Biscuit Co., McCann-Erickson; Liggett & Meyers, Cunningham & Walsh—CBS, Mondays through Fridays, 10:00-11:00 A.M.)

BEST DRAMATIC PROGRAM

1. Theatre Guild on the Air (U.S. Steel, Monday, 8:00-9:00 P.M.)

2. Lux Radio Theatre (CBS)

3. Hall of Ivy (NBC).

BEST EDUCATIONAL PROGRAM

1. America's Town Meeting of the Air (Sustaining in New York, locally sponsored elsewhere, ABC, Tuesdays, 9:00-9:45 P.M.) and Invitation to Learning (Sustaining, Sundays, 11:30 A.M.-12:00 Noon) (Tie).

2. Mr. President (ABC).

BEST MYSTERY SHOW

1. Dragnet (Liggett & Myers—Cunningham & Walsh—NBC, Thursdays, 9:00-9:30 P.M.)

2. Suspense (CBS)

3. Mr. District Attorney (ABC).

BEST COMEDY TEAM

1. Dean Martin and Jerry Lewis (Whitehall Pharmacal Co., John F. Murray; American Chicle, Sullivan, Stauffer, Colwell & Bayles; Liggett & Myers, Cunningham & Walsh—NBC, Mondays through Fridays, 5:45-6:00 P.M.)

2. Bob Hope (NBC)

3. Herb Shriner (Guest spots).

BEST COMEDICINE

1. Eve Arden (Our Miss Brooks—Colgate-Palmolive-Per-Cot—Ted Bates—CBS, Sundays, 6:30-7:00 P.M.)

2. Tallulah Bankhead (NBC)


BEST TEAM

1. Jack Benny (American Tobacco Co.—BBDO—CBS, Sundays, 7:00-7:30 P.M.)

2. Bob Hope (NBC)

3. Herb Shriner (Guest spots).

BEST NEWS BROADCAST

1. CBS (The Big CBS Show—Liggett & Myers Tobacco Co.—Cunningham & Walsh—CBS, Mondays through Fridays, 7:30-9:30 P.M.)

2. NBC (CBS)

3. CBS (CBS).

BEST COMMUNITY SERVICE

1. CBS (CBS)

2. NBC (CBS)

3. NBC (CBS).

BEST huMOROUS NEWSPAPER COLUMN

1. Robert Benchley (The New Yorker)

2. H.L. Mencken (Baltimore Sun)

The American Broadcasting Company now announces that it too has signed a sponsor—the Admiral Radio and Television Corp. for its coverage of the political conventions in Chicago next July. Admiral will spend a million dollars on bringing the nominating conclaves into American living rooms.

Last week, the membership of the Association of the Bar of the City of New York voted down a committee resolution to ban radio and television coverage of public proceedings held by congressional committees. The Senate's joint sub-committee and TV were barred from entering the Senate District sub-committee investigating crime in the District of Columbia.

The radio correspondents association followed up by labeling the committee's action "disastrous," and radio and TV afforded a witness a better protection than the conventional type of news coverage.

These developments hang together for they touch on the all-important question of television's responsibility to the public. There is no doubt that television constitutes a vital and important medium of information and as such may give the viewer visual access to affairs that concern him and the welfare of the country. But somewhere the line will have to be drawn.

Television in the past year has figured importantly in congressional hearings. Many felt that it served to turn the hearing room into a court-room through its natural tendency to dramatize. Come July, the wisdom of "sponsored" politics will undergo serious scrutiny. While TV will provide invaluable insight into politics at Chicago, it will also induce a touch of drama and showmanship. Television is no drama, and TV will have to create it. The sponsors can reasonably expect "a good show" in the conventional meaning of the word. Conscious of the huge viewing audience, both the networks and the delegates will do their best to "produce" one, possibly at the expense of the serious business at hand.

"Mr. I. Magination" staged its long overdue return to television on CBS-TV Sunday and in the very first show immediately endeared itself once again as one of the medium's outstanding and most entertaining children's shows. With Paul Tripp once again at the helm, director Fred Richey took his company through a half-hour of the Indian Wars in a dramatization of "The Last of the Mohicans," starring little Butch Cavell as Unca. There are few children's shows on the air that have caught so completely the needs of the juvenile viewer. "Mr. I. Magination," thanks to Tripp, is a bright spot on the Sunday evening TV schedule.

The frailties of television were underscored with embarrassing emphasis Sunday on Edward R. Murrow's Alco-sponsored "See It Now." The show, ordinarily one of the best programs of its kind on the air, Murrow attempted to go through with a much-publicized TV pickup from a submerged submarine. It didn't come off. Every time CBS switched to the sub, the picture "broke up." Instead of giving up, Murrow continued to try "to do it the old-fashioned radio way." Had he followed this thought through to the end, he might have had some substitute material ready. He might even have pre-filmed the entire sequence. It's been done before.

Now that television has adopted a Code of Ethics, a Code to which the radio broadcasters also subscribe, it may be time to start worrying about enforcing it properly. Lately, there have been two serious lapses. One occurred on Arthur Godfrey's early morning radio show, when he gave out with long minutes of "off color" chatter. The other concerned the Celanese Theatre's "Reunion in Vienna" presentation. The Sherwood play was tastelessly executed and rightfully drew protests. Unless TV watches its step the FCC may step in to remind it of its responsibilities to the vast home audience.

Exhibitors who worried about the effects of the Roy Rogers television show on their business can rest assured—there's never been a better example to demonstrate the superiority of the large screen in the presentation of film entertainment. Roy's show is so confined in scope and so handicapped by lack of good material, that today's youngsters can not take it very seriously. Within a scant half-hour, Rogers and Dale Evans go through the motions, using very simple sets and performing with notable lack of enthusiasm. Rogers deserves a better break than this.

FRED HIFT

Denies Offer

(Continued from page 1)

statements which conflicted with testimony given previously in the hearing by mau B. Raibourn, president of the DuMont company. The current hearings, dealing with the question of Paramount's control of DuMont, as well as the threat of whether Paramount and any of its subsidiaries should own television stations in the light of the company's anti-trust history. They will also take up the proposed merger between United Paramount Theatres and American Broadcasting.

"I was not aware," Raibourn told FCC hearing examiner Leo Resnick, "that we had ever received any offer definitive enough to reject." This statement was at variance with DuMont's public announcement that Paramount had made firmly-financed offers for Paramount's stock ranging from $5,000,000 to $12,000,000.

Raibourn also described an agreement written up in April, 1950, under the terms of which Paramount would convert in stock in the DuMont company into A stock. The A stock would then be sold in small holdings. Both he and DuMont discounted the proposal. After four or five months, he said, and had come to a final understanding on all terms. Raibourn was to be signed, he continued, DuMont appeared and refused to sign it on the grounds that "his friends had thought the Paramount-DuMont relationship had been "fortunate and successful," and that DuMont "should not be involved." In previous testimony, DuMont had stated that both he and Raibourn were in the same belief.

It was about ready to be signed when Paramount Pictures president Barney Balaban then inserted provisions in the agreement which DuMont found untenable and the agreement was scrapped. DuMont offered several times today to DuMont's reluctance to put up cash for the purpose of buying Paramount's stock.

Industry Men to Defense Dept. Fete

WASHINGTON, Jan. 22.—Support of the industry in the Defense Department's campaign for the procurement of women in the defense effort will be formally enlisted at a luncheon to be given tomorrow by Defense Secretary Robert Lovett.

Among the guests who will be present are Eric Johnston, Ned Depinet, David Selznick, Abram F. Myers, Syros Skouras, George Skouras, Arthur Mayer and Robert Coyne.

Harry Peck Dies

Boston, Jan. 22.—Harry Peck, 70, Boston advertising executive, well known in musical circles and nationally known as a publisher of theatre programs for the past 35 years, died at Quincy Hospital, Quincy, Mass. Surviving are his wife, Mrs. Anne Peck, and a son, Clifford. Funeral services will be held tomorrow.

Charles Donald Fox Dies

Jacksonville, Jan. 22.—Charles Donald Fox, author of a number of books about Hollywood and an editor of "Who's Who on the Screen," died here late last week after a brief illness.
Seeks Overseas Post On Cabinet Level

WASHINGTON, Jan. 22—Rep. Celler (D., N.Y.) has introduced a bill to create a separate Department of Overseas Information to handle the government's overseas propaganda activities. The Department would rank with all other cabinet jobs.

The State Department recently put its overseas information program into a separate administration within the department, responsible directly to the Secretary. Celler's proposal would go one step farther.

70 Disc Jockeys Join In 'Wilson' Contest

Some 70 of the nation's leading radio disc jockeys from Coast to Coast have joined in the search among their listeners to find a new male singing star in a contest inaugurated by Universal, in connection with the Frank Sinatra—Shelley Winters starrer, "Meet Danny Wilson," Universal reports.

The winner will be sent to Hollywood as a guest of Universal, will receive a Columbia Records recording contract, will appear on the Frank Sinatra CBS-TV show Feb. 19, will

cents per share, compared with $1-
994,954, equivalent to 39 cents per share, in the corresponding period of the previous year.

Current and working assets at Aug. 31, totaled $131,948,402, compared with $114,161,876 a year earlier; current liabilities totaled $36,685,366, compared with $34,907,918.

Federal income taxes for the last fiscal year amounted to $6,582,738, against $4,753,557 for the preceding year.

1951 Operating Revenues

Operating revenues for 1950-51, including theatre receipts, film rentals, record sales and radio broadcasting, totaled $1,876,199,858, compared with $1,780,241,811 for the 1949-50. Operating and general expenses for the respective years were $1,478,121,121 and $1,315,655,072.

Cash on hand as of Jan. 31 was $21,790,491. This included $4,211,902 cash in foreign countries, of which $3,540,707 has since been received in the U. S.

Film rental inventories on Aug. 31 amounted to $77,861,042. This compared with $74,575,621 for the previous year.

The report to stockholders is made in a colorfully illustrated booklet of 30 pages, the cover of which displays a panorama scene from the company's "Quo Vadis."

aid in the promotion of the film and will acquire title to the professional name "Danny Wilson."

PARAMOUNT TRADE SHOWS
Monday Jan. 28, 1952

JOAN FONTAINE  •  RAY MILLAND
TERESA WRIGHT
in GEORGE STEVENS' production
"SOMETHING TO LIVE FOR"

with RICHARD DERR  •  DOUGLAS DICK

Produced and Directed by GEORGE STEVENS

Written by Dwight Taylor

CITY           PLACE OF SCREENING  TIME
ALBANY -------- FOX SCREENING ROOM, 1552 Broadway  2:30 P.M.
ATLANTA ------- PARAMOUNT PROJ. ROOM, 152 Walton St. N.W. 2 P.M.
BOSTON ------- PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street  2 P.M.
BUFFALO ------- PARAMOUNT PROJ. ROOM, 464 Franklin Street  2 P.M.
CHARLOTTE ---- PARAMOUNT PROJ. ROOM, 305-7 South Church Street  10 A.M.
CHICAGO ------ PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue  1:30 P.M.
CINCINNATI ---- PARAMOUNT PROJ. ROOM, 1214 Central Parkway  2 P.M.
CLEVELAND ---- PARAMOUNT PROJ. ROOM, 1735 East 23rd Street  8:30 P.M.
DALLAS ------- PARAMOUNT PROJ. ROOM, 400 North Preston Street  2:30 P.M.
DENVER ------- PARAMOUNT PROJ. ROOM, 2100 Stout Street  2 P.M.
DES MOINES ---- PARAMOUNT PROJ. ROOM, 1125 High Street  2 P.M.
DETROIT ------ PARAMOUNT PROJ. ROOM, 479 Kentwood Avenue  2:30 P.M.
INDIANAPOLIS  PARAMOUNT PROJ. ROOM, 116 West Michigan Street  1:30 P.M.
JACKSONVILLE  FLORIDA STATE THEATRE SCREENING ROOM, Florida Thea. Bidg.  2 P.M.
KANSAS CITY  PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street  2 P.M.
LOS ANGELES  PARAMOUNT PROJ. ROOM, 1613 West 20th Street  1:30 P.M.
MEMPHIS ------ PARAMOUNT PROJ. ROOM, 342 South Second Street  12:15 NOON
MILWAUKEE ------- PARAMOUNT PROJ. ROOM, 1121 North Eighth Street  1:30 P.M.
MINNEAPOLIS   PARAMOUNT PROJ. ROOM, 1201 Currie Avenue  2 P.M.
NEW HAVEN ---- PARAMOUNT PROJ. ROOM, 82 State Street  2 P.M.
NEW ORLEANS ---- PARAMOUNT PROJ. ROOM, 215 South Liberty Street  10:30 A.M.
NEW YORK CITY PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)  1:30 P.M.
OKLAHOMA CITY PARAMOUNT PROJ. ROOM, 701 West Grand Avenue  1:30 P.M.
OMAHA ------- PARAMOUNT PROJ. ROOM, 1704 Davenport Street  1 P.M.
PHILADELPHIA  PARAMOUNT PROJ. ROOM, 248 North 12th Street  2 P.M.
PITTSBURGH ---- PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies  2 P.M.
PORTLAND ----- PARAMOUNT PROJ. ROOM, 899 N. 9th Avenue  1 P.M.
ST. LOUIS ------- PARAMOUNT PROJ. ROOM, 2490-2498 Olive Avenue  1 P.M.
SALT LAKE CITY PARAMOUNT PROJ. ROOM, 270 East 1st South Street  1:30 P.M.
SAN FRANCISCO PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.  2 P.M.
SEATTLE ------- MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.  1:30 P.M.
WASHINGTON --- PARAMOUNT PROJ. ROOM, 306 H Street, N.W.  2:30 P.M.

20th Offers

(Continued from page 1)

excutive attending of his belief that one of the greatest hazards ensuing from the government anti-trust suits was the confusion it caused in studio release and exhibition booking plans.

The 20th-Fox advertising executive pointed out that completion of the release schedule also puts exhibition on a much better footing with home television, which also heralds coming attractions before they appear, TV, he went on, is no longer a curiosity and now is "reduced" to competing with films for the entertainment dollar. While home television programming remains on the whole poor, Einfield stated, the quality of motion pictures has improved.

Aided by his staff, Einfield presented advertising, publicity and exploitation plans for the first six months of this year, including plans for "De-

Razzy Here for ‘Zapata’

Darryl F. Zanuck, John Steinbeck, Elia Kazan and Marlon Brando—the four behind the creation of "Viva Zapata!"—will be on hand for the world premiere of 20th-Fox's Academy Award contender at the Rivoli Theatre here on Feb. 7.

20th’s PRODUCTION SEMINAR

(Left to right) Charles Einfield, 20th Century-Fox vice-president in charge of advertising-publicity; Joseph Vogel, vice-president of Loew's, Inc.; A. Lichtman, director of distribution for 20th Century-Fox; Louis Schine of the Schine Circuit, and W. C. Gehring, executive assistant general sales manager of 20th-Fox.

Loew’s Profit

(Continued from page 1)
Global Parley Set for 'Vadis'  

Eighty-two Loew's International executives here and abroad will meet in Rome from March 23 to 29 to set a sales policy for "Quo Vadis" in what company spokesmen say will be the first international conference ever held in the industry for a single picture.  

Arthur M. Loew, president of Loew's International, will preside at all sessions of the seven-day meeting, which will be attended by New York executives of the company, territorial directors, key sales heads and publicity chiefs. Thirty-seven countries, or every major market on both sides of the Iron Curtain in which American films are sold, will be represented.

Discussions of "Quo Vadis" sales policy will be led by Morton A. Spring, first vice-president, and Samuel N. Burger, international sales manager.

Round-table talks on selling methods and problems will be given by Sam Eckman, Jr., managing director of M-G-M Great Britain; N. Bernard Freeman, manager of Australia and New Zealand; Charles Goldsmith, co-ordinator of the British Empire countries; Dave Lewis, regional director for Europe; Seymour Mayer, regional director for the Far and Middle East, and Maurice Silverstein, regional director for Latin America.

Plans for publicity, advertising and exploitation will be outlined by Dave Blum, advertising-publicity director; Arthur Pincus, assistant director; and Morris Frantz, advertising director.

Theatres, Admissions Increase in Canada  

Toronto, Jan. 22.—Final figures of the Canadian government show 1,801 theatres in operation at the end of 1950, an increase of 70 over the preceding year. Paid admissions rose one per cent, to 231,747,000, while grosses totaled $82,708,000, an increase of seven per cent. Ticket taxes declined by $1,000,000, to $11,445,000.

MGM Refuses to Cut 'Quo Vadis' in U.K.  

London, Jan. 22.—Following a second viewing, and M-G-M refusing to make suggested cuts, the British Board of Film Censors today gave "Quo Vadis" an "X" certificate. This means that no child under age 16 may see the film. Licensing regulations demand that all advertising matter carry censorship category, but M-G-M jumped the gun by advertising the picture in advance of a censor ruling as an "A" or approved-for-all category film. The necessary change will have to be made in the ads in order to meet the new requirement.

In New York a spokesman for Loew's International, who on Monday reported that the cuts would be made by M-G-M to conform to British censor "A" category requirements, acknowledged yesterday that he was mistaken in giving out that information.

20th, Para. in 'IA' Agreement  

Paramount's and 20th Century-Fox's first agreements with the IA—SE covering home office "white collar" employees have been reached. It was revealed here yesterday by Russell M. Moss, executive vice-president of "IA" Motion Picture Home Office Employees Local No. A-6. In both cases pay increases averaging slightly over 10 per cent will be included in contracts.

Some 800 clerks, stenographers and messengers are involved, with the 20th Fox payroll listing 350 and Paramount embracing 150.

Both agreements will be for two years, will provide for union shops and grievance arbitration machinery as well as automatic pay increases after one year, based on the New York City consumer's price index. A similar agreement is being negotiated with officials of RKO Pictures, Moss said. Some 350 workers would be affected at that company's home office.

Combats Compo Charge  

Judge Carroll Walter yesterday reversed decision in New York County Court here on a motion by plaintiff Movietime, Inc., telephone theatre program service firm, to strike from the answers to its suit against the Council of Motion Picture Organizations and other industry organizations references to plaintiff's alleged involvement in imparting racing information to gamblers. The suit asks an injunction to prevent the use of the term "Movietime" by COMPO.

Happy Flash from Boxoffice:  

THERE ARE LOADS MORE!

"Room for One More" should enjoy capacity business and unlimited praise in all its bookings/"

It's Warner Bros. wonderful next! Starring Cary Grant and Betsy Drake
Showmen to Step Into Shoes of Convalescing Branch Manager

DALLAS, Jan. 23—Fourteen exhibition leaders in this area will take over the duties of a distribution branch manager a week at a time during the manager's hospitalization.

At an executive committee meeting of Texas COMPO showmen, Claude C. Exell, president, and associates, presented this idea of interindustry cooperation in support of John J. Houllihan, branch manager of Republic in the Dallas exchange, when it was learned he would be confined to a hospital for 14 weeks after a surgical operation. The idea was supported by all those in attendance. Remarks from various exhibit heads and other executives of COMPO were typical of "The Big Heart of Texas." The tremendous efforts of Houllihan last fall in bringing distribution in the COMPO organization were recalled.

Houllihan will go to the hospital Friday and on Jan. 26 Robert J. O'Donnell will take over the full responsibilities of branch manager at

$2,642,240 Suit Names Loue's Int'l

Loew's International yesterday was named defendant in a $2,642,240 damage action alleging violation of distribution contracts which the Bank of America, National Trust and Savings Association, Enterprise Productions, and Sunset Security Co., filed in U.S. District Court here.

The complaint charges that the defendant company violated a Jan. 1947 distribution agreement covering release of nine pictures in foreign countries.

TV Critics Clamor for Better Shows, New Faces

Television editors and columnists of American newspapers and magazines who added their personal comments to ballots in the third annual Motion Picture-Daily-Fame television poll appear to be quite distressed about the state in which they found television programming in 1951. They had few oracles to dispense, but an abundance of scoldings.

Better programs, better production, and new talent constitute their most frequently reiterated cries for improvement. They look with jaundiced eye on the borrowing of "material" from radio and other entertainment media, names which with but few exceptions they feel have little to contribute to television, and most of which are but "on their way to another wave," as critics put it.

They insist that television should make its own talent discoveries and development, and some express actual apprehension for policies which permit such TV discoveries as Dave Garro...
4-Day Paramount Sales Meet Will Start Here Today

Branch managers and special field representatives of Paramount’s Eastern, Southern and Midwest divisions will gather here today at the Hotel Plaza to hear A. W. Schwaberg, president of Paramount Film Distributing Corp., and other home office executives, outline the company’s 1952 sales and merchandising policy. A full discussion of the sales and merchandising situation will be stressed. All scheduled and tentatively scheduled releases will be analyzed from a sales, advertising, publicity and exploitation standpoint.


Schwaberg will conduct the meeting, while scheduled speakers for the first day include E. K. O’Shea, Jerry Pickman and Oscar A. Morgan. The meetings will be continued if necessary.

Univ. Board Hears Decca Plan Report

An informal interim report on the possible amalgamation of Universal Pictures Corp., and Decca Records was presented at yesterday’s Universal board meeting, it was learned.

The report, described as still in the formative stage, received no expression of opposition from John Davis, managing director of J. Arthur Rank Organization, who attended the meeting, according to an informed source. It was said that all board members are waiting to hear final recommendations before stating their position. It is hoped to have the report, or at least the outlines of it, ready for the April meeting of stockholders, the first such meeting since Decca’s purchase of Universal.

One of the three members of the board committee working on the possible consolidation problem is Robert Benjamins, who represents Rank’s bid of Universal stock holdings. Preston Davis is committee chairman and William German is the other member.

Nate J. Blumberg, Universal president, was unable to attend yesterday’s meeting due to illness. Davis, who was scheduled to leave here for London today, is reported planning to extend his visit for several days.

Delay Shea Hearing

The hearing on the petition of Dorothy Shea for an accounting of the Maurice A. Shea Trust was again postponed from yesterday to Jan. 30.

Patterson Had Been At Hearing on Schine Divestiture

Robert P. Patterson, distinguished lawyer and former Schneiderman, who was killed in the Elizabeth, N. J., plane crash on Tuesday, was returning to New York City from Buffalo where he had been attending the appearance as attorney for the Schine Chain Theatres of Glensville, N. Y., when the fatal accident occurred.

Judge Patterson had planned to return to New York by train but the hearing of his cases and the divestiture order for the Schine Chain was concluded earlier in the day than had been expected and he requested associate Judge Samuel Perlberg of Raiche, Tucker and Moore to obtain an accommodation for him on the plane, which left here at 1:30 p.m. New York associates of Patterson said that the airline office in Buffalo took a seat on the plane from another passenger to accommodate Judge Patterson.

Retained Only Recently

His law firm, Patterson, Beltz and Webb, had been retained only recently in the Schneiderman proceedings and it was the first time he had appeared in court to represent the theatre company. Patterson also was general counsel for the American Society of Composers, Authors and Publishers, who represented ASCAP in the litigation brought by New York independent exhibitors which resulted in the decision by Federal Judge Vincent L. Leibowitz declaring ASCAP’s collection of music performance fees from exhibitors to be illegal. He also represented ASCAP in the amendment of the decree governing its licensing methods and currently had been engaged in the proceedings to determine whether music licensing rates for ASCAP music used on television.

Several years ago Judge Patterson represented Gabriele Skouras, president of National Theatres, in an action brought by stockholders of 20th Century-Fox company, contesting profit participation and other compensation arrangements. The action resulted in a limitation being placed on the compensation to be paid to Skouras. Judge Patterson also represented Darryl F. Zanuck in several contract and other personal legal matters.

Marcus Misses Plane Crash

WASHINGTON, Jan. 23.—Philip Marcus, Justice Department attorney, was in Buffalo yesterday to present the Schine consent decree to the District Court there. He was all set to fly home, when he suddenly remembered another matter he wanted to attend to, and stayed in Buffalo. The plane he did not take was the American airliner which crashed in Elizabeth.

Crouch to Sound Masters

William Forest Crouch, producer-director, has joined Sound Masters, Inc., as executive producer of a six-hour organized television film unit, it was announced by president Harold E. W. Arnold.

FROM THE HEARTS OF A PEOPLE

Produced by
DARRYL F. ZANUCK · ELIA KAZAN · JOHN STEINBECK
Directed by
WALTER REESE
Written by
ELIA KAZAN
Starring
MARC BRANCO

There’s No Business Like 2® Business!

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1292 Sixth Avenue, Rockefeller Center, New York, N. Y. Telephone Circle 7-3100. Address: “Quigpucno, New York, N. Y.” Martin Quigley, President; J. M. Kavan, Vice-President; Martin Quigley, Jr., Vice-President; Leo J. Brady, Secretary; James F. Cunningham, News Editor; Herbert V. Fasco, Advertising Manager (Los H. Fasco), Production Manager, Hollywood Bureau, Office of Record, William R. Waver, Editor, Chicago Bureau, 120 South LaSalle Street, Urban Farber, Advertising Representative, FL 6-7304. Bruce Truss, Editorial Representative, 1 North Clark Street, FR-2-3655, Washington, D. C. Canada: 4 Golden Sq., London W1. Japan: Hitokiri Bank, Yotaro Matsushita, Executive Officer. Inter-American Motion Picture Almanac: Paris. Entered as second-class matter, Sept. 21, 1929, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Prepare a big fanfare for Warner Bros.
Presentation of "Bugles in the Afternoon"

RAY MILLAND
HELENA CARTER
HUGH MARLOWE
FORREST TUCKER

"Bugles in the Afternoon"

Color by Technicolor

Barton MacLane • George Reeves
James Millican • Gertrude Michael
Stuart Randall • William "Bill" Phillips

Screenplay: Geoffrey Homes and Harry Brown

A William Cagney Production
Distributed by Warner Bros.
From Connecticut came the observation that "Jerry Lester and others" should have their mouths washed with any good soap, advertised on TV or not, before every telecast. Television commercials were roundly berated by the editors, regardless of the section of the country in which they do their viewing. The deluge of remarks on the subject seemed to be in agreement that (1) there are too many commercials on TV; (2) they are too lengthy, and (3), they are lacking in originality and, in most cases, a minimum of interest.

A well-known New York City television editor points to "double and triple spotting around station-break time as not only aggravating but an audience-chaser."

"Enough is Enough."

He points out that in current practice there usually is a lengthy commercial at the end of a program, followed by a 20-second announcement, an eight-second chain break announcement; another 20-second announcement, and then a lengthy commercial ahead of the next program.

Another New York City editor, writing in the same vein, registers his annoyance when, in addition to the interruptions mentioned above, there are the inevitable commercials within a program, "frequently breaking up the most important parts of dramas and feature films."

An irritated Buffalo critic, mentioning commercials on the Old Gold Amateur Hour, says he finds most of them propped in an "obvious and insulting manner."

"TV advertisers," he remarks, "shouldn't try to bring billboards and pitchmen into the living room."

Other criticisms of TV as the critics find it are that it appears to be trying to outdo radio in offering more crime, horror and mystery programs than the latter can manage; that there are too many variety shows competing with one another and too few of them reveal any production quality; that there are too few good shows for children, and not enough good educational and public service programs.

1951 TV Poll

Television needs a new dramatic material and most of the drama now on television "lacks polish" and shows the need for more rehearsals. A Philadelphia editor opined that Celanese Theatre was the only dramatic program on TV he felt had consistent, professional earmarks.

Shooting of good shows at the same time by rival networks ranks high among the critics' annoyances. So does the interference of studio audiences and expressions of "surprise" at the appearance of a guest star whose presence was ballyhooed in advance, and the petitions to "Let's give her a big hand."

Most of the critics quite clearly have a lively interest in television, regardless of the faults noted, and with it. Some think that TV humor is beginning to improve. Others applaud the waning vogue of the plastic necktie. The increasing use of "live film" is regarded by all who commented on it as a big improvement over kinescoping. West Coast critics report that good work is being done on special events and express the hope that TV will continue with its attention to that field.

A New York City critic lamented that the poll did not permit him to vote for "Worst Program on Television." He wanted to name the Stork Club, he said.

It edged out ABC-TV's Celanese Theatre by the narrowest of margins, Oddly, while regarding Celanese Theatre so highly for the Best Television Program classification, the editors failed to vote it among the first three in the Best Dramatic Program division.

Lucille Ball and Dinah Shore, late 1951 entries, nevertheless captured the critics' favor in a hurry. Miss Ball was voted television's Most Promising Female Star in a nip-and-tuck race with Miss Shore, who finished second. Miss Ball took second place to Miss Coca as television's Best Comedianne of 1951.

Herb Shriner captured the Most Promising Male Star vote, placing ahead of NBC-TV's guest personality, John Forsythe, and the same network's duo, Bob (Elliott) and Ray (Goulding).

Studio One was returned for another year as TV's Best Dramatic Program by the critics' vote. Another repeater was Fred Waring, whose show was voted the Best Popular Musical, and Groucho Marx, whose You Bet Your Life program was voted Best Quiz Show. The Press took first again in the Best Educational or Public Service division, ahead of The Nature of Things and the Johns Hopkins Science Review. For Best Classical Musical program on TV in 1951, the critics again turned to Voice of Firestone.
More Local TV Programs Praised by Editors; More Editors Doing the Praising

About double the number of local television programs mentioned by newspaper and magazine television editors and columnists in the NBC-TV out of network competitions for the past year than in the first NBC poll we recorded special mention in the 1951 poll. Also, the number of television editors and critics voting increased by about 25 per cent in 1951 over the previous year's poll. Evidence, apparently, of television's continuing growth, and Charade Parade, Syracuse, among others.

Middle West local mentions included America at Church, WENR, Chicago; Melody Time, Kansas City; Two for the Show, with Marjorie Meinert, Davenport, Ia.; Press Conference, Detroit, and the St. Louis Symphonyette, St. Louis.

Success story is likely locally in Los Angeles, the critics say: Selma to Market, San Francisco branch, with Texas Jim Lewis in Seattle; Fashions in Motion, Houston; Music City, U. S. A., Nashville, and Frosty Frolics, Pasadena.

BEST COMEDY

1. Imogene Coca (NBC-TV—Your Show of Shows. See Best Network Program).
2. Lucille Ball (CBS-TV).
3. Martha Raye (NBC-TV).

BEST CLASSICAL MUSIC PROGRAM

1. Voice of Firestone (Firestone Tire & Rubber Co.—Sweeney & James Co.; NBC-TV, Mondays, 8:30-9:00 P.M.).
2. Ford Festival (James Melton)
3. NBC Symphony Orchestra (with Arturo Toscanini) (NBC-TV).

BEST POPULAR SHOW

1. Fred Waring Show (General Electric—Young & Rubicam; CBS-TV, Sundays, 9:00-10:00 P.M.).
3. Dinah Shore Show (NBC-TV) and Your Hit Parade (NBC-TV).

BEST EDUCATIONAL OR PUBLIC SERVICE PROGRAM

1. Meet the Press (Revine, Cooper & Brass Co.—St. Georges & Keys; NBC-TV, Sundays, 4:00-5:30 P.M.).

BEST QUIZ SHOW

1. Beat Your Life (Gronchi Marx); CBS
2. Desoto-Plymouth Dealers—Batten, Barton, Durstine & Osborn; NBC-TV, Thursdays, 8:00-9:00 P.M.).

BEST CHILDREN'S PROGRAM

1. Kukla, Fran & Ollie (Radio Corp. of America—J. Walter Thompson; Mondays; National Broadcasting—McCann-Erickson, Tuesdays and Thursdays; NBC-TV, weekdays, 7:00-7:15 P.M.).
2. Red Ryder (ABC-TV).

BEST MASTER OF CEREMONIES

1. John Daly (It's News to Me—General Foods Corp.—Young & Rubicam; CBS-TV, Mondays, 9:30-10:00 P. M.).
2. Raymond Harris (CBS-TV).

BEST TV ANNOUNCER

1. George Feneman (You Bet Your Life. See Best Quiz Show. NBC-TV).
2. Dennis James (ABC-TV; NBC-TV).
3. John Daly (CBS-TV).

BEST NEWS COMMENTATOR

1. John Cameron Swayze (Cameel News Caravan; R. J. Reynolds Tobacco Co.—William Esty Agency; NBC-TV; weekdays, 7:45-8:00 P.M.).
3. Lowell Thomas (CBS-TV) and Edward R. Murrow (CBS-TV) (tie).

BEST SPORTSCASTER

1. Jimmy Powers (Cavalcade of Sports, Gillette Safety Razor Company—Maxon, Inc.; NBC-TV; Fridays, 10:00-11:05 P.M.).

BEST SPORTS PROGRAM

1. Cavalcade of Sports (See Best Network Sports). NBC-TV.

BEST DAYTIME PROGRAM

1. Kate Smith Show (Cannon Mills—N. W. Ayer & Sons; Cheesborough Mfg. Co.—McCann-Erickson; Durkee Foods—Meldrum & Feen¬smith; Gerber Products—Federal Adv. Co.; Gillette Co.—Meldrum & Feen¬smith; Hunt Foods—Young & Rubicam; Andrew Jergens—Robert W. Orr & Associates; Knorr Meat Co.—Emil Modg; Pillsbury Mills—Leo Burnett Co.; Procter & Gamble—Dixie-Fitz Sample; Can-Om—Young & Rubicam; Simoniz—Sullivan, Stauffer, Colwell & Sayles; Singer Sewing Machine—Young & Rubicam; NBC-TV, weekdays, 4:00-5:00 P.M.)
2. Garry Moore Show (CBS-TV).

Complete Results of 1951 Television Poll

NBC-TV Captures 17 of 23 'Firsts'; Sweeps 5 Divisions

NBC-TV outshone its network competitors for the first time in the opinion of the television editors and columnists of American newspapers and magazines who voted in the third annual Motion Picture Daily-Fame television poll.

NBC-TV programs and performers which were accorded a first place in the 1951 poll included in television's coveted championship, with Texas Jim Lewis in Seattle; Fashions in Motion, Houston; Music City, U. S. A., Nashville, and Frosty Frolics, Pasadena.

NBC-TV also had the greatest number of second and third places in the poll. The second place score was: NBC-TV, 19 and 17; CBS-TV, two. Third place tally: NBC-TV, 14 with two ties; CBS-TV, two with two ties; NBC-TV, two, and DuMont, one.

NBC-TV captured first, second and third place in five separate categories. Best Network Programs, Best Television Performers, Best Comedy Show, Best Comedian and Best Classical Music. NBC-TV swept two entire divisions—Best Mystery Programs and Best Master of Ceremonies.

Critics Find Only Three New TV Stars

Whether or not it is intended to perpetuate the tradition of ingenuity, enterprise, or whatever, television editors and columnists participating in the third annual Motion Picture Daily-Fame television poll found only three new performers on whom to bestow their ballot accolades in 1951, as compared with 1950.

The three new performers whom the editor-critics singled out for praise were Jimmy Durante, Bob Hope and Dinah Shore. Also, in voting the NBC Symphony Orchestra a place among the winners in the Best Classical Music division, the balloters singled out Arturo Toscanini for individual mention.

As former performers and programs which won top places in the 1950 poll were contestants or eligibility in television the previous year. In categories other than performers or programs, such as Best Master of Ceremonies, Best TV Announcer, etc., 1951 winners who did not figure in the 1950 poll's top places, nevertheless were on TV in the earlier year. They include John Daly, George Feneman, Jimmy Powers, Herb Shriner and others.

BEST MYSTERY PROGRAM

1. Man Against Crime (R. J. Reynolds Tobacco Co.—William Esty; CBS-TV; Fridays, 8:30-9:00 P.M.).
2. Situation with Allen (CBS-TV).
3. Danger (CBS-TV) and Lights Out (NBC-TV) tie.

BEST COMMERCIAL

1. Lucky Strike (Robert Montgomery Theatre, American Tobacco Co.; Batten, Barton, Durstine & Osborn; ABC-TV, alternate Mon¬days, 9:30-10:30 P.M.).
2. Radio Corp. of America and National Broadcasting (Kukla, Fran & Ollie) (NBC-TV).
3. Arrow Shirts (Herb Shriner Time) (ABC-TV).
Loew's Payment of Dividends Cited

Loew's, Inc., is the only one of the threeUniversal-Paramount-Columbia-Pathe-Heath-New York Stock Exchange to have paid a cash dividend every year for 20 or more years, according to a joint report by the Exchange's member firms.

Loew's dividend payments began in 1923.

Names Loew's Int. (Continued from page 1)

tries. Specifically, it is alleged that Loew's International made improper overhead charges on the films, failed to give them exploitation and sales attention equal to that given M-G-M pictures and deceived the plaintiffs regarding the rate of exchange on revenue earned in Britain.

The pictures involved are: "Arch of Triumph," "Ramrod," "The Other Love," "Caught," "Force of Evil," "They Passed This Way," "Body and Soul," "Red Star" and "Is New York." The overall production cost of the films was indicated in the suit as $2,716,800.

'Improper' Deductions

Among the "improper" deductions (for overhead listed in the complaint were electric lighting, fuel, wages and salaries, advertising and promotion, exchange of pictures, license fees, bond interest, interest on loans, overhead in their subsidiaries, candy licenses, programs, dubbing and synchronization costs. These charges were made against the company received it is alleged. Moreover, the complaint contends the plaintiffs charged all income taxes, national and state, underdeveloped to thereby leaving Loew's International untaxed in connection with their distribution. The complaint was filed in behalf of the plaintiffs by New York law firm of Schwartz and Fröhlich.

A spokesman for Loew's International said here yesterday "no comment" was forthcoming about the suit filed by Bank of America and others, against the company.

Defense Drive Aid (Continued from page 1)

the subject in newsreels in the future.

The criticism is that the "no comment" occurred about the suit filed by Bank of America, and others.

TOA Seminar

(Continued from page 1)

made reservations to attend the round-table are Zanuck, Scharzy, Warner, V. K. Carr, Williamson, Willard, Yates, Perlberg, Wallis, Kramer, Brody, Roy Disney, Robert L. Lippert and Sol Lesser. The round-table will be conducted in conjunction with the annual midwinter TOA board meeting which will open Monday afternoon at the Y.M.C.A., Thursday, Jan. 31. All sessions, including the seminar, will be held in the Empire State Building. Charles P. Skouras, TOA board chairman, will preside. Seventy TOA leaders, will attend.

Krim to Coast on U.A. Deals Today

Arthur Krim, United Artists president, will leave here for the Coast today for an extended visit during which he will work on new production deals for the company.

Robert Benjamin, U. A. partner, who was scheduled to leave with Krim last week postponed his departure to the Coast indefinitely, and Max E. Youngstein, U. A. vice-president, also a partner, has postponed his departure until late next week.

A U. A. officials yesterday discounted published reports that a rapprochement between U. A. and Louis B. Mayer would be effected during the company's convention in New York. Mayer has been new developments in that situation since last fall, at which time, Mayer has been the limited to the field of rumor. Further, in view of Mayer's viewpoint, Matthew J. Fox, U. A. partner, who probably would participate in negotiations which might arise with Mayer, left the Coast last night for New York.

Draft Johnston

(Continued from page 1)

to under-developed nations. His previous government stint was 10 months as Economic Stabilization Administrator, a post he relinquished just a few weeks ago.

He was told a press conference today that "it was nothing that I personally sought or desired" and that "the first thing that I couldn't do it." He took the matter up with the company presidents when they met with them in Florida, however, and they had been the president's assurance that he would resign if need be.

The new assignment, which is without financial compensation, will require about five per cent of his time, said Johnston, adding that it will not interfere with his plans to spend a "great deal" of time in the months of time in New York and Hollywood. He added that he will go to Hollywood the last of this fall for a "spring vacation" as it has been a full year since he had been there.

MGM Takes 3 More Bids

M-G-M has accepted bids for "Quo Vadis," for openings in three more cities: in Salt Lake at the Uptown on March 2, in Newark, N. J., at the Albee in Cincin-

nati on March 4, and at the Mahabma in Philadelphia on Feb. 25. "Cloudburst," for opening at the Warfield in San Francisco it has broken a 30-year record, both in the number of weeks the pictures is playing and the box-office figure. The ninth week gross was $18,500.

NPA Cuts Asbestos For Theatre Curtains

Washington, Jan. 23.—The National Production Authority has issued an order limiting the use of asbestos fabrics in theatre curtains. The order provides that manufacturers cannot use more than 50 per cent of the asbestos fibers in an average 1945-1950 month.

Showmen

(Continued from page 1)

pany's belief in long-range planning, centered on an increased attendance and offset other competition in the entertainment field.

Meetings at the presidents will have as their objective the information of showmen to set their theatres and projectionists early in order to make the most of the openings, publicity and exploitation builds.

Einfeld to Leave for the Coast

Charles Einfeld, vice-president of 20th Century-Fox, is slated to leave for the West Coast over the weekend to confer with vice-president Darryl F. Zanuck and other top studio chief Harry Brand on merchandising plans for the company's 1952 line-up.

Two Trust Suits

(Continued from page 1)

Operating Corp., Terrace Theatre Corp., and Harold W. Freedman, claims damages totaling $2,977,476, which was agreed to by the National Board of Review. The Terrace Theatre between 1925 and 1948 in consequence of deprivation of screen shows.

The other, which also names as defendants the Younkers Operating Corp., Stratham Corp., Central Amusement Corp., and Yourk's Theatre Corp., was filed by Youk's Kent Corp. and Royaj Holding Corp. Total damages sought are $1,944,985, on the ground that the Kent Theatre, formerly known as the Cameo, was deprived of second-run product between 1940 and 1948.

The industry anti-trust suit, otherwise known as U. S. Versus Farmount, was cited in both complaints.

Painters Will Ignore Charter Revoltion

Hollywood, Jan. 23.—The International Brotherhood of Painters, Plumbers and Paperhangers and Painters' notify- tion to Painters Local No. 644 that the strike would be extended indefinitely, charged the local's business agent, Herbert K. Sorrell, has declared.

A settlement reported was due to the 300 members of the to obey the International's order to out Sorrell who, backed by the local, led the Conference of Studio Unions in the 1945-46 studio strikes.
Raibourn Again Says DuMont Was Not 'Serious' in Offer

Washingto,n Jan. 23—Under cross-examination by Federal Communications Commission attorneys, Paul Raibourn today repeated his contention that a group of prominent producers and directors had never made a "serious" offer of $12,000,000 for DuMont stock held by DuMont Pictures, Inc.

Raibourn, vice-president of Paramount, treasurer of DuMont and a member of the board of both companies, contended at the end of two days' appearance, testimony on the question of Paramount's control of DuMont, that the offer was an empty one.

Raibourn, who has been closely connected with that given previously by DuMont president Allen B. DuMont, who declared that his company had made such an offer.

Expect Recess Until Feb. 4

The hearing is expected to recess tomorrow until Feb. 4, when it will resume to go into the proposed merger between United Paramount Theatres, Inc., and Allied Artists Broadcasting Co., as well as into the question of whether either Paramount company or DuMont can own television stations in the light of their anti-trust history.

Tomorrow's session will be Ed- vin Falk, DuMont's New York at- torney, and J. P. Murtagh, partner in the law firm of Simpson, Thacher and Bartlett. They are expected to clear up conflicting testimony given by DuMont and Raibourn on a selling agreement for the company not signed by the two men in April, 1950.

Raibourn told FCC hearing exam- iner Lesnick that the $12,000- 000 offer "was not mentioned seri- ously by any DuMont representative." He also declared that Paramount had never said it was not interested in a cash sale of its holdings, but that it "there always was we would rather sell than cash."

Asked by FCC attorney Frederick Ford to estimate the current market value of the DuMont stock, Raibourn put it at "in excess of $10,000,000," but declined to be more specific. He said that directors never discussed the amount of cash for which they would sell the DuMont stock, but that he did "think they will get an offer which will make it necessary for them to do so."

At Yesterday's Hearing

At yesterday's hearing Raibourn de- scribed negotiations which DuMont initiated in late 1949 for the purchase of the Paramount stock by DuMont for $10,000,000. The negotiations were dropped by Paramount in March after "Dr. DuMont contemplated consider- able expansion of his television set business and was unwilling to commit his company to another purchase of the stock." He felt that it would hamper the growth of the com- pany.

Raibourn maintained that Paramount could have assumed control of the DuMont company at any time since its original $164,000 investment in 1938 by buying more stock. Paramount, however, was not doing so, he said, because it was following its original pol- icy in regard to the DuMont company to leave Dr. DuMont in control of the firm. Questioned about Du-

Set NPA Meet On Color TV

WASHINGTON, Jan. 23—Separate conference of the National Production Authority's ban on the manufacture of color television sets are slated for discussion on February 6 between representatives and theatre representatives and manufacturers of home TV sets.

An NPA spokesman while rejecting the idea that TV would be "out of the picture" said the ban should not be under the line that he was sure the agency would not be "dissipating," J. L. the letter of the Motion Picture Association of America, the Theatre Owners of America and the Theatre Television Committee. The letters sought to lift the ban on color theatre TV. The industry meeting probably will come after Feb. 8, when an NPA meet with manufacturers is slated.

Describe Tri-Art at SMPTE Meet Here

A description of Tri-Art's high- speed combination 35mm-16mm. processing machine for color negative and color positive on February 15 was described by John G. Scott, vice-presi- dent of the Tri-Art Color Corp. at a hearing of the Atlantic Coast Section of the Society of Motion Picture and Television Engineers.

Klein Joins New Circuit as Booker

The appointment of Harold J. Klein as film buyer and booker for the George Schwartz-Jean Goldwurm cir- cuit which includes three theatres here and one each in Chicago and Philadelphia, was announced yesterday. Klein resigned as film buyer and booker for the Mid-Atlantic Theatres to take up his new affiliation.

Mont's proposal to reduce the number of Paramount directors on the Du- Mont board from three to one, Raibourn replied that three can't do any more than one in the way of control- ling an eight-man board, but that three are "smarter" than one.

It was his impression, Raibourn said, that DuMont had always controlled the board of directors and has "always operated the company during the entire time I've been with it." He explained at Paramount's instigation that the number of Paramount directors on the DuMont board was reduced from four to three, to make the representa- tion on the board more proportionate, something that was "wasting A stock had been increased.

He declared, however, that in 1950, after the parent Paramount company sold its interest in DuMont, the value of Paramount Pictures investment in DuMont became proportion- ally greater. Paramount put its top officers on the DuMont board because they wanted "stronger representation" because of the "value of their invest- ment."

SIMPPP Settles For Five Permits Under Spanish Pact

The Society of Independent Motion Picture Producers has settled for a guarantee of five import licenses un- der the U. S. industry's agreement with the Spanish government which was signed in Madrid yesterday by Stanton Grifts, retired, U. S. Ambas- sador to Spain, and Spanish govern- ment officials.

The one-year agreement, which will be valid from March 1 to Feb. 28, 1958, provides for the issue of 60 permits to the Motion Picture Association of America member compa- nies, and 15 others which will be di- visioned among the United King- dom, France, Italy and other coun- tries.

The permits for the MPPA will be acquired directly from the Spanish government, while all others will be issued by Spanish film importing firms, according to export records.

In addition to the five licenses which will go to SIMPP producers, and the 15 which will be allocated to MPPA Associated Producers, the MPPA will use two more licenses which also will be channelled through Spanish import- ers, but may be "divided among any and all U.S. producers, including MPPA member companies. Hence, a total of 100 import permits are guar- anteed, and the distant party may or may not use all 15, acquired and paid for prior to the signing of the pact, may be used at any time during the year.

The negotiations leading up to the pact were started some five months ago by C. G. McCarthy, MPPA in- ternational department chief. The new pact replaces the "cumbersome and costly system heretofore in effect" and will be valid only for five years.

Karl Herzog was elected president of Cinecolor Corp. at a meeting of the company's management yesterday. John D. Kerr who resigned recently from the board and the presidency, remains on the board of United Artists, but has left the company and its sub- sidiary, Cinecolor Realty Corp., as well as representative of Cinecolor, Ltd., of Great Britain.

Edwin Van Pelt of the Chemical Bank and Trust Co. and Murray Mc- Comel, both of New York, were selected to fill the vacancies created by the resignations of Kerr, Francis Ham and Maxwell C. King, on the third vacancy will be filled on the Coast.

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The appointments will close 30 per cent of the nation's theatres.

Col Meet Into 2nd Day

Columbia yesterday began the last of a series of four sales meetings at the Warwick Hotel here with home office executives, division and branch managers. The meetings will run for three days.

Representing the home office at the gathering of the producer-management team are: manager A. Montague; assistant sales manager Rube Jactker; Louis Astor, Louis Weitzberg and Irving Wormson, circuit executives; George Holbrooke, assistant to Montague; and Maurice Grad, short subject sales manager.

Representing the Mid-West are: J. H. Rogovin, New England division man- ager; Harry Wiener, division mana- ger for Southern New Jersey and Eastern Pennsylvania; Lester Wur- tele, Philadelphia branch manager; Jim Fater, Buffalo; Tom O'Brien, Boston; Silverman, New Haven; Charles Dortic, Albany, and Ben Lourie, Chicago.

SEP Cites Drop in Theatre Attendance

As in the first installation a week ago, of the Saturday Evening Post the current three-part series on "Holly- wood vs. Television," the most objec- tionable folder for the second instal- lment is provided by a part of the film industry.

This week, MacKay, author of the se- ries, concludes the installment which went on sale yesterday with figures credited to the Southern California Theatre Owners Association and affilia- tions of Theatre Owners of America, which devoted to show that the attend- ance habits of theatregoers in that section dropped from 3.2 times a month two years ago, to 1.3 times a month last October.

"It seems quite possible," MacKay writes, "that the very excellence of Paramount's KTLA (Los Angeles) station is doing something to draw away from the emptiness of the theatres that Paramount Pictures are losing money on.

"What many in the industry regard- ed as the most injurious part of the death blow to local theatre business was the forecast by Charles Skouras, TOA board chairman, that television ulti- mately will close 30 per cent of the nation's theatres."

Senator Cites 'Bend'

Washington, Jan. 23.—Senator Morse (R., Ore.) took the Senate floor to denounce Universal's all-new film, "Bend of the River." The film tells about the movement of pioneers into Oregon.
“This Woman Is Dangerous”  
(Warner Brothers)  

A s a taut gangster melodrama, “This Woman Is Dangerous” presents symbols of good and evil in formula fashion. The cast is persuasive and the story ragged, yet it is gripping. David Brian plays a polished but hardened gangster and Dennis Morgan is a dedicated surgeon, with Joan Crawford wavering between them. As the story unfolds, its plot twists and turns, and in the end, looks plausible. Director Felix Feist has seen to it that there is no lag in action as such factors are brought into play while police are setting up their net, the suspense over whether the operation will be successful, and in general, the frenzied thrashing about. Brian, in his latest role, is a man who has practiced villainy. Others in the cast are Philip Carey, as the brother of Brian; Mari Aldon, as the former’s wife; and Richard Webb, as an F. B. I. man. Robert Sisk produced. Running time, 100 minutes. General audience classification. Release date, Feb. 9.  

MAMIE HERBSTMAN  

“Invitation”  
(Metro-Goldwyn-Mayer)  

P ARTONS who are lured out of their homes only by adult themes that are realistically treated will find highly satisfying entertainment in “Invitation.” Yet the story is quite easy to follow. It proceeds within a year because she is suffering from a deadly heart condition is treated without any trace of real heaviness or morbidity. Indeed, thanks to the pacing it seems to move with great grace and fluidity. Exhibitors will find good marquee appeal in the cast that includes Van Johnson, Dorothy McGuire, Ruth Roman and Louis Calhern. The small production effect is one of polish and resourcefulness. Miss McGuire plays the young, overly-educated daughter of wealthy Calhern who sits in the sidelines and watches with secret envy as friends indulge in healthy outdoor sports. One day she is filled with ecstasy and surprise as she is brought into the place of a garden, to be adored, and served by a young man at an outdoor festival. Miss Roman that Johnson married her only because of a financial agreement with her father. This knowledge brings her close to a breakdown. Fortunately Johnson has fallen deeply in love with her and finally is able to prove this to her satisfaction. Also, as another bright ray in the screenplay by Paul Osborn, the picture ends with the possibility of Miss McGuire going on to live out her life in full health as a result of a forthcoming operation. The film was based on a story by Jerome Weidman and is studied with electric touches which add to its stature. Lawrence Weingarten produced.  


M. HERBSTMAN  

“Red Skies of Montana”  
(20th Century-Fox)  

A n outdoor action drama highlighting the activities of the “smoke jumpers” of the U. S. Forest Service is presented in this 20th Century-Fox production, “Red Skies of Montana,” starring Richard Widmark, should find a good market among the older audience. The color by Technicolor enhances hair-raising fire-fighting episodes, one of the most exciting of which is a scene of a forest fire engulfing a group of “smoke jumpers,” the men who parachute from planes to combat the flames. The story is based on the practical pattern of many action films, finds Widmark in conflict with himself and his co-foresters when he alone of his crew escapes unsathed from a murderous fire. Widmark claims that he had saved himself and the others of the crew. The high point of the drama is not only felt by himself but by the son of one of his crewmen, Jeffrey Hunter. A nerve-racking duel, which finally turns to violence, is fought between the two principals before Widmark is vindicated.  

Love-interest, kept at a minimum, is supplied by Constance Smith, Widmark’s wife.  

Others in the cast include Richard Boone, Warren Stevens, James Griffith, Clure, Barry Niles, and Richard Carlson. The screenplay was written by Samuel Hoffenstein and Samuel Engel, the film was directed by Joseph M. Newman from a screenplay by Harry Kleiner, based on a story by Art Cohn.  

Running time, 98 minutes. General audience classification. For February release.  

MURRAY HOBOWITZ  

“Cry the Beloved Country”  
(Zolton Korda—Lopert Films)  

T HE cycle of “Cry the Beloved Country” from novel to play to film is now completed with the fine motion picture production. Zoltan Paton’s screen adaptation of his popular story about the problems confronting the Boers and Negroes in South Africa had its American premiere at the Bijou Theatre here last night. This story of a Negro preacher’s search for his errant son is told with great sensitivity and is almost Biblical in quality. The discriminating film-goer will find it extremely gratifying entertainment.  

Canada Lee, as the preacher, turns in a masterfully portrayal that spans a wide range of emotions. Indeed, performances all around are on a high level. Charles Carson plays the wealthy white man whose son was killed by Lee’s son in a holdup; Sidney Poitier plays the part of another preacher, and Lionel Ngakane is the wayward son. Wisely, much of the picture was photographed in South Africa, thus adding a touch of visual authenticity to its social realism.  

Against the background of the story are painted the conditions of life in South Africa and some of it is not morally uplifting. There is considerable violence, and although much of it is not shown, it is hinted at. While it is not specifically stated, it is implied. The murder. Equally touching is the deep friendship which finally develops between the father of the murdered boy and Lee, as though through mutual tragedy both learn the meaning of forgiveness of man and of God. Regrettably, the picture does not have the musical scores which made the Broadway play, "Lost in the Stars," so hauntingly beautiful.  

A Zoltan Korda-Alan Paton production, presented by London Films, it was produced and directed by Zoltan Korda.  

The picture should do very well in art houses, and the high critical praise it will very likely get from Metropolitan papers reviewers can be a good factor in promotion and exploitation. Because of its theme of race problems, it seems inevitable for objection in certain sections of the country.  


M. HERBSTMAN
Insider's Outlook

By RED KANN

If this turns out to be news to Al Lichtman and Charlie Einfield, they’re very welcome to it. Perhaps the most sweeping reaction of all to 20th Century-Fox’s merchandising seminar Tuesday came from a very well-known executive whose chief interest is in exhibitions but those activities are competitive in production and distribution as well. He remarked: “It was interesting and instructive, very worthwhile. In fact, it was terrific. I hope my own company recognizes the wisdom of following suit.”

MorePara.-DuMont Witnesses Differ On Stock Disposal

WASHINGTON, Jan. 24.—Differing versions of why Dr. Allen B. DuMont refused to sign an April, 1950, agreement for the disposition of Paramount Pictures’ stock in his company were given today by DuMont’s New York counsel, Edwin A. Falk, and by J. P. Murtagh, a Paramount attorney, who worked on the agreement.

The two testified on the final day of the Federal Communications Commission hearing which has been going on into the question of Paramount’s contract with DuMont. (Continued on page 6)

South Lists 9

Trade Issues For TOA Meet

Set $150,000 Goal For Industry in Brotherhood Drive

An expanded goal of $150,000 in contributions to the National Conference of Christians and Jews from the motion picture industry was disclosed here yesterday by Henry A. Linet, publicity chairman for the industry’s participation in the 1952 Brotherhood Week observance, Feb. 17-24.

George P. Sklar is general chairman for the industry campaign. His ideas for giving added meaning to Brotherhood Week were described to industry committees and trade press representatives at a luncheon at the Waldorf Astoria Hotel here yesterday. Trade press cooperation for the campaign was petitioned.

Stressing that there is really only one gifted and security in the investment in (Continued on page 3)

Reagan to Preside at MGM Sales Meeting

Charles M. Reagan, M-G-M vice-president and general sales manager, will head a home office sales meeting at a meeting to be held Tuesday at a meeting of the executive committee of the Motion Picture Association of America here.

Company presidents, in addition, are expected to take up the selection of studio witnesses to appear on behalf of the industry’s bid to the Federal Commun

Company Presidents To Hear TV Report

A progress report on the preparation of the industry’s brief for the allocation of frequencies to television broadcast will be heard Sunday for Chicago to attend a two-day sales conference of divisional heads which will get under way at the Ambassador East Hotel on Monday. With him will be Edward M. Saunders, assistant general sales manager; John P. Byrne, eastern sales head, and H. M. Richley, executive relations head.

Also to be on hand for the sessions will be John J. Maloney, Central sales head, from Pittsburgh; Rudy Berger, Southern, Washington; Burris (Continued on page 3)

Philadelphia Next On 20th-Fox Series Of Regional Meets

First of the regional exhibitors’ seminars and merchandising meetings to be held around the country by 20th Century-Fox will take place next Thursday at the Erlanger Theatre in Philadelphia.

Plans for the Philadelphia session were set up here yesterday in conferences between district directors of distribution Al Lichtman, vice-president Charles Einfield, executive assistant sales manager W. C. Geyling, Glenn Norris, Atlantic division manager and (Continued on page 3)

Consider Drive-in ‘Co-op’ Promotion

ALBANY, N. Y., Jan. 24.—A proposal that all New York State drive-ins join in a cooperative institutional advertising campaign for the opening of the 1952 season will be advanced at an Albany Theatre Owners Association drive-in section meeting scheduled for a date here within the next two weeks. In revealing the plan, temporary chairman Harry Laumont said he would like to have “the
5 in March

United Artists will release five features during March. William J. Hechmann, UA sales vice-president, revealed.

The national release of S. P. Eagle's "The African Queen," which was distributed by United Artists, and which will be released on March 21, will highlight the month. The other films include Alexander Pahls 'A Tale of Five Women,' on March 7, the S. Barrett Morton classic, "The Lamp," on March 14, with color in Technicolor; the National Film Board of Canada's "The World of Emanuel, Judgement," on March 25, with a negative-positive color process, also on March 14, and Franz and Edgar Ehren's "Strange World," on March 28.

RKO to Distribute Israeli-Made Film

"The Faithful City," Israeli-produced film in English, will be released in the Western Hemisphere by RKO Radio, Ned E. Depinet, president, has announced.

The deal was negotiated between Robert Mochrie, RKO Radio sales vice-president, and Amiram, Metropolitan district manager, with M. Yona Friedman representing the Motion Picture Export Co. of Israel. Producer-director of "The Faithful City," Josef Leytes also participated in the conferences and has been meeting with both, with Carl Barron, RKO Radio director of advertising, and Don Prince, Eastern publicity director, on campaign plans.

Phillips Files $750,000 Suit Against Majors

CHICAGO, Jan. 24—George Phillips, owner of the Howard and Harding Theatres which he leases to Balaban and Katz, has filed an antitrust suit in Federal Court in Chicago, for $500,000 damages on the Harding and $150,000 on the Howard (both now selling for $384,000) for an alleged conspiracy on the part of the Warner Brothers, Universal, Fox and other theatres to show films of which reduced his return on percentage leased in the theatres.

Minelli's 'American' Cited

Hollywood, Jan. 24—The Screen Directors Guild has announced that Vincente Minnelli is the winner of the "achievement award" for his direction of "An American in Paris," named the best-directed picture released in the third quarter of 1951.

Dowden to Assist Brien

Edward C. Dowden, Jr., has been named assistant to Lige Brien, United Artists director of promotion and special events. For a number of years Dowden has been assistant to William C. Dwyer, head of the March of Dimes in publicity posts and also served with Eagle-Lion and the J. Arthur Rank Organization.

Personal Mention

HENRY Ginsberg, accompanied by Mrs. Ginsberg, is due here from the Coast Sunday for an extended visit.

Leo F. Samuels, Walt Disney's Eastern sales representative; Cass Walker, studio publicity head; and Carl Follett, Eastern publicity representative, joined Terry Turner, RKO Radio exploitation director in Boston last night from New York.

George Skouras, head of Skouras Theatres and United Artists Theatre Organization, became a grandfather Wednesday night with the birth of a son, to be named Martin Eisenhofer, to Martin and Elizabeth Skouras. The new mother is Skouras' daughter.

John J. Deeny, Stratford Pictures' sales manager, left here yesterday on a Midwestern trip and will return to New York next Wednesday.

Anne Harkavy, formerly associated with Edward Golden, is now with London Films here.

See Monogram Week Topping Last Year's

Hollywood, Jan. 24. Monogram vice-presidents Moryl K. Goldstein and Jack Kentish have announced that tomorrow following a week's conference with president Steve Brody and home salesman, Goldstein will be joined by G. Ralph Branton. Reports scans by executives showed a substantial increase in bookings for Monogram in the first 18 days of the Monogram Week, which is expected to continue this week and into the coming week. The Monogram Week was observed a year ago.

Sullivan May Get Bid For Kefauver Post

WASHINGTON, Jan. 24—Charles G. Neece, acting national chairman of the Kefauver for President Committee, has been recommended to Senator Kefauver that Theatre Owners of America executive director Gordon Sullivan be brought into the Kefauver campaign, if willing. Sullivan would presumably become the chairman of Kefauver's campaign manager.

Patterson Burial in Arlington Today

Former Secretary of War Robert P. Patterson, who was killed in Tuesday's Elizabethtown, N. J., plane crash, will be buried here this afternoon in Arlington National Cemetery with full military honors. The plane crash occurred while Patterson was enroute to New York from Buffalo, where he had appeared in court as attorney for Seaman's First National Bank.

President Truman, Secretary of State Dean Acheson, Secretary of Commerce Charles L. Faust and other officials will attend funeral services.

Douglas Bacon Dies

Hollywood, Jan. 24—Douglas Better, director of Warner Brothers, since 1950, and with the studio since 1926, died in Glendale yesterday. Services will be held at the home of his widow.

Spanish Honors to Stanton Griffis

Stanton Griffis, United States Ambassador to Spain, who has resigned his post, has been awarded one of Spain's highest decorations by General Francisco Franco—the Knight of the Grand Cross of the Distinguished Order of Charles III, according to dispatches from Madrid. It was the first such honor accorded an American Ambassador.

Albany TOA Meet Opens

ALBANY, N. Y., Jan. 24—A meeting of the temporary board of directors of Albany Theatre Owners of America will be held here tomorrow afternoon at 5 p.m., at which time two resolutions forwarded from national TOA will be considered and other matters will be discussed. Votes on the resolutions will be by mailed votes, and the directors may be named, temporary chairman Harry Lamout said.

Paramount Meet Opens

A. W. Schwabeger, president of Paramount Film Distributing Corp., opened the company's fourth-day sales meeting in New York yesterday with a discussion of plans for the individual handling of 1952 product. Some 30 managers of first-class territories in the Eastern, Southern and Mid-Eastern divisions, special field representatives, and home office officials, were present at the session in the Hotel Plaza.

The Paramount sales chief and other top Paramount officials on distribution policies and decisions put 'forth at the recent division managers' meeting in New York.

Albany TOA Meet Opens

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New York Theatres

RADIO CITY MUSIC HALL

CEcil E. DEWITTE

"THE GREATEST SHOW ON EARTH"

Color by Technicolor

SPECTACULAR STAGE PRESENTATION

Saman Goldwyn's "WANT YOU"

Now! CRITICRON Broadway at 45th St.
John J. Francavilla has resigned as president and business agent of ILATE New York Laboratory Technicians Local No. 702, effective Feb. 1, to accept appointment as new radio-television division.

Established a year ago by Richard F. Walsh, "IA" international president, the radio-TV division has advanced considerably on a campaign to organize technicians in the field. Francavilla's appointment is understood to signal "IA" determination to intensify its efforts in organizing the field.

The laboratory local will give a testimonial dinner to Francavilla at the Hotel New Yorker on Feb. 2.

A heated contest is expected to develop pronto over the new position, with Francavilla among those who are expected to run for it are George Waugh, the local's secretary-treasurer, Charles Rentschler, Assistant General Counsel, and Vera Dorey of DelUXE Laboratory.

The attempt to oppose Francavilla in the last "702" election was ruled illegal for nomination on technicality. He is said to be eligible for nomination this year.

Mayer, Battison

Elected by NTFC

Archie Mayer, president of Unity Television was elected chairman of the board of the National Television Fund Council and John Battison, associate consultant and producer, was elected secretary, at the first meeting of the new board.

The election was called by NTFC president Melvin L. Gold of National Screen Service, who announced that the board has begun operations, and asked to be relieved of office.

The next meeting of the Council will be held on Jan. 30.

UK's Better Business Drive Discontinued

LONDON, Jan. 24.—Ralph S. Bromhead, manager of the British film industry's Better Business Campaign at the end of this month. It is understood the organization will be liquidated due to lack of funds.

The Campaign was organized as a British counterpart of the American "Movies Are Better Than Ever" drive. One of its contributions, the establishment of a film trailer publicizing current British films, was launched last year. The film trailer was just begun Jan. 18 and will continue. It is estimated 3,000,000 persons will see the film telecast.

Unions Hit Sale of Warner's U.K. Studio

LONDON, Jan. 24.—Opposition, participating in a nationwide studio union protest, has demanded an agreement to protect the sale of Warners of its Tedington studios to the Hawker Airplane Co., has developed here.

Both Tom O'Brien of the National Association of Theatrical and Kin Employees, and George Elliot, President of Technicians, have protested to the Board of Trade, Elvin suggesting that the Board prohibit the sale, which has not yet been completed.

2 More Tents Elect Officers for 1952

Two more Variety Clubs, Wisconsin's Tent No. 14 and New England's Tent No. 23, have elected officers for 1952.


Tent No. 14's new officers follow: Chief Barker, Ray Trampe; first assistant, Samuel Kaufman; second assistant, Harvey Mintz; property master, William Pierce, doughboy, Harald Pearson, Board of Guy is chairman; L F. Gran, Gordon Hewitt, Oliver Trampe, Howard Gleason, Morey Anderson, and Karl Kelly.

Charles Moss Heads Boy Scouts Drive

Charles B. Moss, executive director of B. S. Moss Theatres, has accepted the chairmanship of the amusement unit of the 1952 national campaign of the Greater New York area of the Boy Scouts of America.

Walter Beade, Jr., president of War- ners Theatres, which is chairman of the independent and circuit theatres committee in the amusement division and Charles J. Feldman, sales vice-president of Universal, will be chairman of the producers and distributors committee.

Their campaign goal is $20,000,000.

Film Festival for Chicago's Clark

CHICAGO, Jan. 24.—The Clark Theatre in the Loop here will initiate a "Film Festival" on Feb. 15, to run through Feb. 24, during which 30 of Hollywood's "most famous" films will be shown on a double-feature basis, the screenings here by Bruce Trina.

General manager.

The Clark will maintain its around-the-clock policy for the festival, with the last show starting at 4:30 A.M. The bill will change daily in accordance with the theatre's regular policy and there will be no increase in prices.

Hendel to Manage for UA in Pittsburgh

James Hendel has been appointed branch manager for United Artists in Pittsburgh, replacing Manny Traut-enberg who has resigned to enter another business, it was announced by William J. Heineman, UA sales vice-president in charge of distribution.

Universal Sets Dividend

The board of directors of Universal Pictures has declared a dividend of $1.00 per share on the 45% per cent cumulative preferred stock payable March 1 to stockholders of record on Feb. 15.

NCCJ Goal

(Continued from page 1)

The motion picture industry comes through three general sources and disclosed that it is hoped to realize about $75,000 from the home office per- sonnel of producing and distributing companies; not less than $30,000 from theatres in the New York area and throughout the country in view of Skouras' personal participa- tion in this phase of the campaign and a final $25,000 from the personnel of distribution branch offices.

Linked disclosed that the publicity committee this year will effect a saving of $15,000 in operating costs in the campaign by doing away with the customary "clearing out" of theatre accessories employed in the past.

Among the NCCJ workers at the luncheon were: Ned E. Depinet, J. Robert Rubin, Max E. Young, Warren P. Thompson, Walton Ament and W. C. Gehring.

20th-Fox Seminars

(Continued from page 1)

Sam Diamond, Philadelphia branch manager, reported that 1,000 exhibitor representa- tives from the territory are expected. Einfield will take his department heads and staff to Philadelphia on Thursday to present a summary of merchandising plans for the 1952 lineup.

In similar fashion to this week's presentations, all exhibitors attending the meeting will be supplied with working kits of material for early launching of campaign plans on the upcoming pictures.

The decision to launch the first of the series of seminars next week will postpone Einfield's trip to the Coast where he was scheduled to meet with studio executives on Monday.

"Co-op' Promotion

(Continued from page 1)

The poster sheets would be institu- tional in nature and advertising. No particular drive-in could carry slogans like "The Best in Entertainment" and "No Parking Problem," Lamont pointed out. He operates six drive- ins upstairs.

He said that if 40 drive-ins of the Albany exchange district would join, he thought the cost of one sheets should be sold for $6 or $7 to $8. This would be done by the purchase of lots of four or five thousand. Lamont also visualizes the possible distribution to all drive-ins.

Reagan to Chi.

(Continued from page 1)

Judge, Chicago, Midwestern, Chicago; John S. Allen, Southwestern, Dallas; George A. Hickey, Western, San An- tonio.

The principal topic on the agenda will be "Quo Vadis," which has already been set in a number of cities for indefinite engagements.
CUPID TAKES OVER TO GIVE
BASHFUL BOXOFFICES
A SHOVE IN THE RIGHT
DIRECTION!

ROMANCE IS RAMPANT
at the Roxy Theatre, New York, and
BUSINESS BETTER THAN IT HAS
BEEN IN A TWELVE-MONTH, as
"The Model and the Marriage Broker"
lines up the crowds—inside and out-
side the theatre—eager to see 20th
Century-Fox's gayest comedy!

...Same success story in Miami,
Washington, Wichita, Hartford,
New Haven, Springfield, Los
Angeles, Toronto! EVERYWHERE!

THERE'S NO BUSINESS LIKE
RUSSEKS, noted New York Fifth Avenue women’s store, ran full page advertisements in all the newspapers, tying in “The Model and the Marriage Broker” and the dresses worn by Jeanne Crain.
Para.-DuMont Witnesses

(Continued from page 1)

control of DuMont. Falk's testimony on this point and others conflicted not only with that of Murtagh, but also with testimony given earlier this week by William R. Karrbourn, a directed counsel of companies. It bore out in part, however, statements made last week by DuMont.

The hearing is scheduled to reopen Feb. 4 to examine the proposed merger such motion hearings at Paramount's theatres and American Broadcasting Co. to settle the question of whether either Paramount company or any of its subsidiaries was providing stations in view of the company's anti-trust record.

On Jan. 26, DuMont phase of the hearing ran considerably longer than anticipated, however, it is quite possible that the reopening date will be postponed. When the hearing does resume, Stanton Griffis, chairman of Paramount's Pictures' executive committee, will join the hearing, according to Paul A. Porter, counsel for the company.

William A. Roberts, attorney for DuMont, told FCC hearing examiner Leo Resnick that he intended to make any point, asking that DuMont be severed from the hearing in order that the Commission may act on the company's pending li.

David D. Blumenthal, a director of Paramount, and counsel Frederick Ford de
gn in speaking to whether a hearing can now have time to prepare comments on it.

Responded: In the hearing that had DuMont out of the hearing, the Company will expedite the progress of the hearing.

Sen. Johnson

(Continued from page 1)

through years of deadly struggle," and warned that the Committee "will not, without protest, idly stand by and see it delayed arbitrarily and capriciously." Johnson said he had "great hopes" that Wilson would change the position.

Referring to the Oct. 25 television industry conference, Johnson said newspapers had quoted Wilson as saying that an industry's struggle to develop the TV programming to strengthen the industry's "bed. The lead-off witness, as reported previously, will be MPAA President Eric Johnston.

Company Heads

(Continued from page 1)

of one company as to the nature of the discussion at the Oct. 25 conference, and since the television companies have a natural and direct interest in the problem," another meeting would be held on Feb. 8 to discuss "whether or not M-90 embodies the type of control most effective and appropriate to accomplish the objectives stated at the Oct. 25 conference, and whether or not the order requires clarification or amendment.

FCC Rejects 20th-Fox Query on TV Frequencies

WASHINGTON, Jan. 24.—The Federal Communications Commission today turned down a request by 20th-Fox to include in the coming television hearings the question of whether television program might share in frequencies now assigned to industrial services.

To Screen 'Red Sky'

An invitational screening of the "Sky Is Red," Italian production to be distributed here by Realart Film Exchange, of which Al Broder is head, will be held at the Hotel Waldorf Astoria Wednesday night, Jan. 30.

South Lists

(Continued from page 1)

(7) shortage of film salesmen in some territories. A group of pressbooks to point up promotions for small-town theatres, and a campaign for National Screen Service.

Twenty-two TOA leaders from Georgia, Florida, Alabama, North and South Carolina, Tennessee, Louisiana, New Jersey and Pennsylvania attended the regional parley which set up machinery for the handling of exhibitor grievances which arise from the city, state and regional levels, and discussed plans to hold regional grievance meetings three or four times a year in Atlanta.

Grievance panels will be set up in each of the 22 states represented by the eight Southern states. Each panel will consist of three regular exhibitor members, plus two alternative, plus four delegates-at-large. Typical of the problems to be taken up were the following:
WHEN GERONIMO CRIES FOR VENGEANCE 
THE CROWDS WILL CRY FOR MORE!

IN INDIAN UPRISING

starring

GEORGE MONTGOMERY with LON CHANEY, JR. - REID - IGLESIAS

Screen Play by KENNETH GAMET and RICHARD SCHAYER - Produced by BERNARD SMALL - Directed by RAY NAZARRO

NOW BOOKING FROM COLUMBIA!
FIDELITY PICTURES, Inc.
presents
MARLENE DIETRICH
ARTHUR KENNEDY
MEL FERRER
in
RANCHO NOTORIOUS

Color by
TECHNICOLOR

Produced by HOWARD WELSCH
Directed by FRITZ LANG
Screenplay by DANIEL TARADASH
Distributed by RKO Radio Pictures, Inc.

TRADE SHOWINGS

ALBANY
Fox Screening Room
1062 Broadway
Wed. 2/6 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St. N.W.
Wed. 2/6 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Wed. 2/6 10:30 A.M.

BUFFALO
Fox Pic. Oper. Ser. Rm.
499 Pearl St.
Wed. 2/6 2:00 P.M.

CHARLOTTE
Fox Screening Room
305 S. Church St.
Wed. 2/6 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Wed. 2/6 2:00 P.M.

CINCINNATI
RKO Screening Room
12 East 6th St.
Wed. 2/6 8:00 P.M.

CLEVELAND
Fox Screening Room
2219 Payne Ave.
Wed. 2/6 2:30 P.M.

DALLAS
Republic Screening Room
412 South Harwood St.
Wed. 2/6 2:35 P.M.

DENVER
Paramount Screen. Rm.
2100 Stout St.
Wed. 2/6 2:00 P.M.

DES MOINES
Fox Screening Room
1360 High St.
Wed. 2/6 2:00 P.M.

DETROIT
Birmingham's Ser. Rm.
2310 Cass Ave.
Wed. 2/6 2:30 P.M.

INDIANAPOLIS
Universal Screening Rm.
317 N. Illinois St.
Wed. 2/6 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm.
1800 Wornall St.
Wed. 2/6 2:30 P.M.

LOS ANGELES
RKO Screening Room
1930 S. Vermont Ave.
Wed. 2/6 2:00 P.M.

MEMPHIS
Fox Screening Room
351 Vance Ave.
Wed. 2/6 12:15 Noon

MILWAUKEE
Warner Screening Room
212 W. Wisconsin Ave.
Wed. 2/6 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1105 Carrie Ave.
Wed. 2/6 1:30 P.M.

NEW HAVEN
Fox Screening Room
40 Whiting St.
Wed. 2/6 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty St.
Wed. 2/6 2:30 P.M.

NEW YORK
RKO 66th St. Theatre
129 East 66th St.
 Tues. 2/5 9:00 P.M.

OKLAHOMA
Fox Screening Room
10 North Lee St.
Wed. 2/6 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport St.
Wed. 2/6 1:00 P.M.

PHILADELPHIA
RKO Screening Room
300 N. 13th St.
Wed. 2/6 2:30 P.M.

PITTSBURGH
RKO Screening Room
1009-13 Blvd. of Allies
Wed. 2/6 2:00 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave.
Wed. 2/6 2:30 P.M.

ST. LOUIS
RKO Screening Room
3123 Olive St.
Wed. 2/6 2:30 P.M.

SALT LAKE CITY
Fox Screening Room
216 East 1st St. South
Wed. 2/6 1:30 P.M.

SAN FRANCISCO
RKO Screening Room
251 Hyde St.
Wed. 2/6 2:30 P.M.

SEATTLE
Jewel Box Ser. Room
2318 Second Ave.
Wed. 2/6 2:00 P.M.

SIOUX FALLS
Hollywood Theatre
217 N. Phillips Ave.
Wed. 2/6 10:00 A.M.

WASHINGTON
Film Center Ser. Room
935 New Jersey Ave.
Wed. 2/6 2:00 P.M.
Tradewise...
By SHERWIN KANE

A Scripps-Hooward Hollywood columnist, name of Erskine Johnson, did a piece for his papers recently about some film folk he said he had been talking to. Seems he was told they feel television has an unfair advantage over film producers because more verbal smut and exposed flesh can be put on the home televisions than on the neighborhood theatre screen. Those Hollywood folk will be agitating for a liberalized Production Code, Johnson reported.

About the same time this intelligence was being circulated, a television station in the Midwest was cancelling out its Arthur Godfrey program because both the station owners and many among its audience objected to the lack of restraint, good taste and moral awareness permitted on television and exemplified in some of Godfrey's programs.

The television industry itself was seeking all the publicity it could get for its adoption of a code of good conduct, a code copied almost word for word (but without credit) from Hollywood's Production Code; lacking only the means and the will to enforce it.

In this office we were reading the comments of television editors and columnists of newspapers and magazines in all parts of the country, who had mailed in ballots in the annual Motion Picture Daily-Fame television poll. Hardly a one failed to deplore the bad taste, verbal and visual, displayed in every variety of television program. Many freely predicted the Federal Communications Commission action and eventual Federal censorship of television if the inevitable clean-up did not occur soon and from within the television industry. Other editors commented hopefully on the few evidences of improvement they felt they had observed in some television programs.

To responsible motion picture men television's current experiences are an old story. They can tell you, for certain, what its ending is.

Those who would have the motion picture industry re-live that story, either were not around 30 years ago or they are interested not in the industry but solely in the quick buck to be picked up in transit.

A.T.&T.Looms As Opponent of Licensing Bid

The American Telephone and Telegraph Co. looms as one of the key opponents to the industry's bid before the forthcoming theatre TV hearings of the Federal Communications Commission, according to sources now mapping the industry's brief for presentation on Feb. 25.

It is argued that A. T. & T., which already has filed a petition with the FCC to participate in the hearings, will challenge the proposed request that TV frequencies be licensed to the industry.

A. T. & T.'s position as a common carrier would be impinged upon, it is pointed out, if the FCC would license private stations to carry on inter-city transmission, now the exclusive province of the Bell System. Industry engineers feel that A. T. & T.'s opposition will not come on the question of whether frequent-(Continued on page 5)

List Witnesses for Feb. 25 FCC Meet

WASHINGTON, Jan. 27.—A list of industry witnesses and the subjects on which they will testify in the Feb. 25 theatre TV hearings before the Federal Communications Commission was filed with the Commission over the weekend by attorneys for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

The two organizations told the FCC that they would present "as far as is known, most of the testimony in support of the allocation of frequencies for a theatre television service." Attorneys said the MPAA presentation-(Continued on page 5)

Golden Warns Industry to Conserve Film; cites Presentation Methods

Washington, Jan. 27.—The National Production Authority's film division has issued another film conservation warning, NPA film chief Nathan D. Golden discloses.

Outlines four major causes of damage to film in the projection room and ways to avoid each cause. The four are: Improper threading and operation of projectors; improper rewinding of film; blottering; and bad splicing. Copies of the conservation report, Golden said, are going to all theatres, to all theatre circuits, for distribution to theatre managers, and to IATSE locals for distribution to each projectionist member.

Sentry Lodge Will Honor Schwalberg

Boston, Jan. 27 — Al Schwalberg, president of Paramount Film Distributing Corp. will receive a citation from the Sentry Lodge of Br'ei B'rith of Brookline, Mass. at dinner to be held at the Temple Kehileth Israel in Brookline on Monday evening Feb. 4. The citation will read: "For service rendered to America, to Br'ei B'rith and to the Jewish community." He will be accompanied to the dinner by Mrs. Schwalberg who will be an honored guest.

Samuel Pinanski president of American Theatres Corporation of Boston will also be an honored guest.

Gehring Heads NCCJ Distribution Unit

William Gehring, 20th Century-Fox sales executive, has been appointed chairman of the distribution committee of the amusement division's participation in the 1952 fund-raising campaign of the National Conference of Christians and Jews, George P. Skouras, national chairman of the division, announced at the weekend. J. Robert Rubin, vice-president of Loew's, Inc., is general chairman.

An expanded goal of $150,000 in contributions has been set by the amusement division with $25,000 expected to be raised from the personnel of branch offices of the distributing companies operating out of New York, which is the phase under Gehring's direction.

Agenda Includes Seminar Action on Trade Issues

LOS ANGELES, Jan. 27—Action on trade practice problems and the unveiling of a blueprint for the formation of an industry system of arbitration are expected to dominate the business sessions of the four-day Theatre Owners of America board meeting which will open tomorrow in the National Theatres Building here.

So far only the first two days of the agenda have been set, with the remaining two to be filled in later. The opening remarks at tomorrow's session will be made by board chairman George P. Skouras, and president Mitchell Wolfson will follow with an introduction. The arbitration session follows, with speakers to be Skouras, Wolfson, Walter Reade, Jr., Alfred Starr and Herman Levy. Following a luncheon break, the trade practices session will begin under chairman Reade, with the topics set to be film rentals and the print shortage. (Continued on page 4)

Para. Lists 6 for Second Quarter

Six Paramount productions will be released in April, May and June, it was announced over the weekend by A. W. Schwalberg, president of Paramount Film Distributing Corp., at the company's branch managers' meeting at the Hotel Plaza here.

To be released, two each month, the pictures include:

April: Leo McCarey's "My Son John," starring Helen Hayes, Robert Walker, Van Heflin and Dean Jagger.

May: "702 to Elect New President Feb. 16" (Continued on page 5)

The membership of IATSE New York Laboratory Technicians Local No. 702 will elect a new president and other officers on Feb. 16. It was reported here yesterday by John J. Francavilla, who has resigned as president of the local to accept the post of international representative of the "FAV's" new radio-TV division. Francavilla will conduct the final membership meeting of his 10-year (Continued on page 5)
Personal Mention

NORTON V. RITCHIEY, president of Monogram International Corp., has left New York for the Coast.

E. PHILIP WILCOX, director of motion picture relations for "Parent" magazine, will present HALL BARTLETT, producer of "Nanaja," with the magazine's "Family Medal" for the film here today.

JOHN DAVIS, managing director of the J. Arthur Rank Organization, has returned to London from New York.

GEORGE MINTER, Renown Pictures' governing director, will arrive here via Pan-American Airways tomorrow from the Uruguay Film Festival.

RALPH CATTELL, vice-president and general sales head of Jerry Fairbanks Productions, is here from the Coast.

J. J. COHN, M-G-M studio executive, returned here yesterday from a weekend trip to Baltimore.

SAM SHAIN is on the Coast from New York and is scheduled to return here Friday.

Charles J. Feldman, Universal Pictures domestic sales manager, left here over the weekend for the Coast.

Jack Glenn, senior director with the March of Time, will conduct a course at the City College Institute of Film Techniques during the spring semester.

L. S. HAMM, president of California Theatres Association, will attend the COMPO executive board meeting at the Hotel Astor here Feb. 14-15.

EMIL FREIBURGER, brother of Daziian's, Inc. and Mrs. Hal Horne, have been elected trustees of the National Jewish Hospital at Denver.

Ben McChesney has resigned as booker with Paramount and is now with 20th Century-Fox as sales representative in Atlanta.

Hal Gruber, formerly a salesman with RKO in San Francisco, is now on the sales staff of Favorite Films there.

Marvin Schenck, M-G-M vice-president and studio executive, is due here from the Coast Feb. 11.

Leon Manager of 'U' Philadelphia Branch

The promotion of Joseph Gordon Leon, a veteran of 10 years in the Universal sales organization, to the post of branch manager in Philadelphia was announced here at the weekend by Charles J. Feldman, domestic sales manager.

Leon, who had been sales manager in Philadelphia since 1923, comprises the late Harrison J. Martin, who died last week. At the same time, Feldman announced the promotion of Harold P. Saltz, Philadelphia salesman, to the post of sales manager in that city.

Lait Succeeds Smith At Columbia Studio

Hollywood, Jan. 27—Columbia studio publicity director Lou Smith has resigned the post he has held for five years. Smith described the separation as amicable, and said he will announce his future plans shortly.

George Lait, head publicity "plantier," succeeds him.

William Brennan in New Columbia Post

William G. Brennan, manager of Columbia's print department for 19 years, has been promoted to supervisor of Eastern printing and laboratory operations since 1946, succeeds Brennan.

Blumenstock to Coast

Mort Blumenstock, Warner vice-president in charge of advertising-publicity, flew to the Coast over the weekend to view newly-completed product at the Warner studio. While there he will confer with Jack Warner, executive producer; Ben Kalmenson, vice-president in charge of distribution, and Alex Eolve, West Coast publicity, ditto, on forthcoming releases.

Newsreel Parade

THE Elizabeth, N.J., plane tragedy and the Okinawa current news highlights. Other items include fashion and sports. Complete contents follow:


PARAMOUNT NEWS, No. 46—News of presidential campaign, Indonesia's impor- tance for the Allies, trouble in Elisabeth. Elections in India. Eyes on Olympic skiers.


WARNER PATHE NEWS, No. 46—Jersey plane was in air for 3½ minutes. Kefauver enters race for President. Allies arranged for air crash. Churchill leaves U.S. Junior air hosts arrive. Skiing.

National Theatres Date Jungle Film

"Latuloo," a non-professional filming of African tribal activities, refused a seal by the Production Code Administration and placed in the National Legion of Decency's condemned classifications has been booked for "off-beat first run houses" of the Fox West Coast, Fox Midwest, Fox Midcontinental circuits, Irving Lesser, distributor of the film, said here on Friday.

Distribution policy for the film, Lesser had stated previously, is to restrict its showing to art-type theatres. FWC has dated it for the following dates: Jan. 30, and the Cinema, San Francisco, Feb. 7. In- termountain will open it at the Studio, Salt Lake City, Feb. 13.

Report 20th's Moon Resigned Sales Post

CHICAGO, Jan. 27 — Raymond E. Moen, 20th Century-Fox division manager, has tendered his resignation at the home-office, local sources here report.

Polly Moran, 68

LOS ANGELES, Jan. 27—Polly Mor- ran, long remembered as a screen comedienne, died Friday at the age of 68. She was buried in Los Angeles. Miss Moran, in retirement since 1940, had lived in recent years at Laguna Beach. Last autumn she was stricken with pneumonia and remained in poor health since. She hit the peak of her popularity after being teamed late in the 20's with the late Marie Dressler.
Join the world and see the Navy!

There's an ocean of fun afloat when these sea wolves go overboard for Marie... the sailors' delight!

A GIRL IN EVERY PORT

starring

GROUCHO MARX • MARIE WILSON
WILLIAM BENDIX

with DON DeFORE • GENE LOCKHART • Screenplay and Direction by CHESTER ERSKINE

A NEW YORK PARAMOUNT THEATRE ATTRACTION!
Catalogue Lists
50,000 Films

WASHINGTON, Jan. 27.—The Library of Congress has issued a 1,256-page catalog listing more than 50,000 films registered with the Copyright Office from 1912 through 1939. The book, which is titled “Motion Pictures, 1912-1939” and sells for $18, provides information formerly available only after long, expensive search in the Library’s files. Work has already started on a supplementary volume covering films registered from 1940 through 1949. These two volumes, together with subsequent sequential supplements, will provide pictures and film strips in the regular series of “Catalog of Copyright Entries,” will provide a complete listing of all films registered with the Office.

Fox Wisconsin Cuts Children’s Prices

MILWAUKEE, Jan. 27.—Fox-Wisconsin Theatres here have cut children’s prices in the age bracket of 12 through 18, to 44 cents, including tax, for that age range, in three downtown houses, the Wisconsin, the Palace and the Peninsular. In the neighborhood theatres it will be 40 cents.

The price for that age group previously had been the same as adult tickets, running up to 98 cents in the downtown theatres.

Cleveland Exhibitors to Hold Children’s Ticket Prices

CLEVELAND, Jan. 27.—The majority of Cleveland exhibitors believe that children’s admisions should be held at 10 cents and not boosted to help make up a deficit of adult admissions. Reason is that children’s attendance at a dime has not fallen off, and that by holding this audience, theatre owners are cultiving future adult patrons.

Cite Col. Bond Record

Columbia Pictures’ home office has been cited by the Treasury Department for attaining a 71 per cent employment of Negroes’ interests. This marks an improvement in the savings plan for U.S. Defense Bond purchases. The citation was made by Frank Mitchell, payroll savings director, or for the New York division, to A. Schneider, vice-president and treasurer of Columbia.

Theatre-View in Boston

BOSTON, Jan. 27.—Jean Capo, television set has been installed in the private screening room of the American Theatres Corp., here for demonstration purposes.

Norman Siegel Appointed

HOLLYWOOD, Jan. 27.—Norman Siegel, former Paramount studio director of publicity-advertising, will join the public relations firm of Howard B. Elder. Eldred who recently acquired the page 350-seat Warner Theatre at Waynecro, Tean., owned by J. A. Petty, burned to the ground early Friday from a fire of unknown origin. No one was injured.

26 Republic Films to TV

The acquisition of 26 Republic films, made between 1942 and 1948, was announced here at the weekend by Joseph L. M Gesture, president of Republic, who plans to televise them on its five TV stations.

The contract was negotiated with Republic by Tony Compitolare, head of Hollywood Television Service, Inc., distributor of films for TV. It gives Republic the TV rights for the pictures, all billed as mysteries, over an 18-month period for showing on WJZ-TV in New York, WNBT-TV in Nashville, WXYZ-TV in Detroit, KECA-TV, Los Angeles, KGO-TV, San Francisco. A provision of the contract limits the number of times the films can be televised to four.


Sees Subscription TV as Stadia Boost

PITTSBURGH, Jan. 27.—Tom Hamilton, chairman of the National Intercollegiate Athletic Association of television stations, said that subscription TV will “pay as you view” scheme for television football fans.

Speaking at the 37th anniversary session of the International Kiwanis, meeting in the Hotel Sheraton here, he said: “Some method of direct collection by a coin-in-the-slot device or payment to the telephone company may offer a solution to the problem of gate losses because of telecasting football games.”

WCBS-TV Bought 53 Films in A Month

Within the past month, WCBS-TV has acquired 53 films, the last of which were 19 from the Chemical Bank and Trust Co. of New York.

The latest acquisition was described as old films produced by independents under terms that not only financed them but also gave them complete rights for TV. Among them are: “Lovely Cheat,” starring Charles Ruggles, which will kick-off the new WCBS-TV film series on Feb. 1.

Another recent deal was with Peppers TV, under which the station acquired 26 old features. Previously it bought 17 films from Snader Productions.

Para. Lists 6

(Continued from page 1)

“Cage of Gold” (Michael Balcon—Ellis Films)

ONE of the bright spots in this British production made by Michael Balcon is the frequent appearance of the lovely Jean Simmons, who is aided by some five individual performances by cast members in a vehicle, the over-all rating of which is average. David Farrar, in top billing, stars with Miss Simmons as a gentleman-crook, soundrel and blackmailer. Basil Dearden directed Jack Whittingham’s screenplay.

Others in the cast are Madeleine Lebeau, Maria Mauban, Herbert Lom, Bernard Lee, Gregoire Aslan, Gladys Henson, Harcourt Williams, Leo Ferre, George Benson, Martin Bobile and Arthur Hambling.


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WITNESSES FOR FCC MEET

Opposer (Continued from page 1)

would include testimony for all member companies, and the NETTC presentation would do the same for mem-
ber companies. The Bell System was also scheduled to testify, but if the Bell System's license should not only be allocated, but that the industry itself should be the licen-
ses, the Bell System would be opposed by many industry engineers.

A check here as to whether the American Telegraph and Telephone Co. would oppose the industry's bid, brought this response from a spokes-
man: "We would first have to know the nature of the industry's proposal before commenting." Informed of this, an industry engi-
neer pointed out that there was considerable interest in a signa-

ticant passage in A. T. & T.'s application to the Federal Communi-
cations Commission which reads in part: "T. T. Bell System will cooperate fully in the proposed hearing in the determination of the issues which have a bearing on the methods by which television transmission service can be best fur-
nished, and the extent to which it is in the public interest that service be furnished by common carriers."

DESIRE COMPETITION

A further reason why many in the industry feel that the reason for the channels is to be in a position to select alternative com-
mun carriers. Competition, or the threat of competition, is felt, would tend to lower the transmission costs which most in the industry feel are now one.

It was learned here that industry TV committees currently are considering these possible al-
lternatives to a common carrier other than A. T. & T.; 2. Financing of the industry's common carrier; 3. or all three from both.

At work on the carrier problem are the Motion Picture Association of America's TV committee and the Na-
tional Exhibitors Television Committee. The technical phase of the industry's brief is slated to be finalized at Tuesday's meeting in Washington.

THE NEW YORK TRADE SHOWING OF "RANCHO NOTORIOUS"

will be held at 9 P.M. Wed., Feb. 6, at the RKO 66th Street Theatre and at 2 P.M. Feb. 7, as previously advertised.

WANTED, motion pictures to be edited for subjects of non-
thematic use. Good comedies, ad-
ventures, wild animal, science fiction or drama. Emphasizing subject but short subject length. Negatives or fine grain desired. Write Box 585, Motion Picture Daily, 270 Sixth Avenue, New York 6, N. Y.

\'702 to Elect\' (Continued from page 1)

\'702\' administration on Feb. 1, the date he will assume his new post at "702," Francevillé pointed out that 10 years ago when he took office as "702\' head the union held con-
serts with six laboratories and re-
sented 875 workers, whereas at presennt some 2,000 workers are cov-
ered by the 28 pacts. At the Fed eral Management of. "702,\" the vice-president, will assume the presi-
dential duties pending the election.

\'702\' was reported also that the hearing on Feb. 1, it was

announced jointly by the theatre and Lupa Films Distributing Co.

\'Malia\' to Cinema Verdi

The American premiere of the Ita-
litian film, "Malia," will take place at three theatres here. The TOA Leaders (Continued from page 1)

The television session, to be chaired by Stewart, will open Tuesday's agenda. Stewart will report on the status of the tele-
vision situation with regard to the Federal Communications Commission, and he will be followed by reports on big-screen theatre television by Skou-
ras, Si Fabian, Wolfson and Elmer Rhoden. Major Gen. William M. Morgan, U.S.A.F., will be the guest speaker at luncheon. After lunch comes the session of speakers, with Ted Gamble, chairman. A se-
lection of topics from 12 presentations, discussion with producers at the semi-
nar session Wednesday will be made and speakers on each.

ROUND-TABLE SESSION

On Wednesday the meeting dele-
gation will set in round-table session with 15 to 20 of leading production executives for exchanges of views and opinions concerning the relationship of exhibition and production. TOA leaders have indicated they are looking for considerable advancement in production in exhibitions of consequence in con-
sequence of this seminar, and a number of production leaders have con-

curred in that opinion.

SKOURAS WILL PRESIDE

Skouras, who will preside at the round-table meeting as well as at the business sessions, held several confer-
ences last week with Gerd Sullivan, TOA executive director, and Levy to prepare for what may be an his-
toric board meeting in that previous TOA board meetings have not given to transac-

tion of this subject as expected to be accorded that subject this time. TOA's annual convention in New York last September marked the beginning of a vigorous trade practices consciousness in the organi-

zation.

Wolfson and Fabian were weekend arrivals from Miami and New York, respectively. They joined at once in talks with Skouras, Sullivan and Levy.

\'Malia\' on the screens Monday, January 28, 1952 5

UPC WITHDRAWALS FROM TV-FCC HEARINGS

WASHINGTON, Jan. 27. — United

Motion Pictures and Television Calendar

Primavera to Realert

James Primavera has resigned as booker here for Soubhine Selective Pictures to become New Jersey sales-
man for Realert.
Buchman Testimony Is Due Today at Un-American Probe

WASHINGTON, Jan. 27.—The House Un-American Activities Committee has called producer Sidney Buchman to the witness stand tomorrow for further testimony in its Communist-in-Hollywood investigation.

This followed a highly-contested session Friday afternoon in which Buchman was first supposed to appear. He was slated to take the stand at 2:15, but when that time arrived he was not there. After a short time, his attorney, R. Lawrence Siegel, rushed into the witness room, handed a paper to counsel Frank Tavenner, and hustled out. Tavenner said the paper was a notice to appear before Federal District Judge Matthew in three to show cause why the Buchman subpoena should not be vacated.

On checking at District Court, however, it was learned that the paper was only a notice that Buchman would be asked Judge Matthews to issue such a “show cause” order. Buchman and his attorney, Judge Matthews had already denied the request.

The confusion stemmed from the fact that the court actually being handled by Siegel’s partner and Siegel did not know the progress of the case had turned down when he entered the Committee room, and from a misunderstanding of the papers by Tavenner.

Rev. Walter (D., Pa.), who was presiding over the Committee at the time, charged that Buchman had “requested to make his statement by device to avoid giving testimony about matters we knew he could tell us about.” He recalled that when the Committee was in Hollywood, Buchman had said he was sick and testified only until he could raise a point of “indigent.”

After it was discovered that Judge Matthews had denied Buchman’s request, the idea of an ordered Siegel to have Buchman before the committee at 10 tomorrow morning.

WSB Gives IMPPA Writers Increases

Hollywood, Jan. 27.—Wage Stabilization Board has okayed increases for writers working on locally produced Motion Picture Producers Association member producers, retroactive to April 29 last year, when Screen Writers guild and IMPPA completed agreement on a contract. Weekly minimum for writers is raised from $187.50 to $250. Minimums for writers employed on local deals with IMPPA producers are raised from $1,500 to $2,000 for films budgeted below $100,000, and from $2,250 to $3,000 for films above that level.

Mexico Bans ‘Fox’

MEXICO CITY, Jan. 27.—The censors have forbidden exhibition in Mexico of 20th Century Fox’s “Desert Fox,” because they say it pays homage to the late Field Marshall Rommel. The ban was ordered, the censuring the Cine Alamed, first-run theatre here.

Peek Plans Coast Plant

Albert Peek, head of Standard Film Processing Co. here, plans to leave for Hollywood around Feb. 1 to open a film processing branch there.

Einzell Drive-ins to Hold Easter Services

DALLAS, Jan. 27.—Al Reynolds, vice-president and general manager of Claude Ezell and Associates, drive-in theatre operators, announced this morning that the famous Easter service will be held in every drive-in operated by the circuit. Reynolds’ plan has been approved by Texas COMPO showed, with that organization testing support in holding drive-in events in all drive- ins in this area. The movement will also seek co-operation from local church and civic groups.

Reynolds designated Paul Short to plan church services and other services to be held in the campaign. Reynolds announced that the plan is to make available a live band, coffee, rolls and orange juice due to the early hour of the service and as a convenience for those attending.

Production Rising: 31 Now in Work

HOLLYWOOD, Jan. 27.—The production index seems to be gradually working its way up—increasing two per cent for the year for the first time in work. Eight new pictures were started and six were completed.


Completed were: “Function City,” Universal; “Cavalcade of the Orient” (Metro-Goldwyn-Mayer, Prod.); “Ma and Pa Kettle Trail,” Monogram; “Don’t Bother to Knock,” 20th Century-Fox.

Balloting at Fox Houses

KANSAS CITY, Jan. 27.—Patrons of the Fox Midwest Circuit will be given an opportunity to cast ballots for their choice for President of the U. S. starting Feb. 1, will run off balloting starting Feb. 15. The runoffs will be on a local basis, with accumulative totals to be announced for each town and state, with final results at the headquarters in Kansas City.

11,689 Academy Ballots

HOLLYWOOD, Jan. 27.—The Academy of Motion Pictures Arts and Sciences has mailed 11,689 ballots to professionals eligible for participation in election of the Academy awards. The number is made up of 194 full members, 6,000 members of the SAG, 139 members of the SDG, 700 of the SWG, 193 members of the music branch, and 875 representatives of technical groups. Nominations closed yesterday.

Einfeld, Gehring to Lead Philadelphia Exhibitor’s Seminar

PHILADELPHIA, Jan. 27.—W. C. Gehring, 20th Century-Fox executive assistant sales manager, and Charles Einfeld, vice-president in charge of sales, will preside at the company’s regional exhibitors’ seminar and merchandising meeting at the Cocktail Club Thursday at the Elerland Theatre.

The Philadelphia, Washington and Pittsburgh exchanges will play host to hundreds of exhibitors at the meeting, the company indicated.

Branch managers Sam Diamond of 20th Century-Fox, Frederick Masterson and Al Levy of Pittsburgh have invited circuit and independent theatre heads from their areas. Division chief Glenn Noris has been supervising arrangements.

Campionpo Files Anti-Trust Suit

BOSTON, Jan. 27.—Jean Campionpo, former operator of the Capitol theatre in Lynn, Mass., has brought suit in the Federal District Court here against the major distrib- utors—MGM, Warner Brothers, Fox and Republic) and Warner Theatres, claiming trebled damages of $23,000,000, $2,000,000, $2,000,000 and $1,500,000, respectively, for alleged anti-trust violations. The suit was filed against RKO, Paramount, and Republic Theatres.

Campionpo’s suit stated that for the past 15 years the distributors have refused to sell him first-motion picture runs for the Capitol, and that by so doing they were trying to "put him out of business."

Two Chicago Anti-Trust Suits

CHICAGO, Jan. 27.—Two anti-trust suits brought by local exhibitors against the major film companies and some of their theatre circuits have been settled. The plaintiffs are Nate Gumbiner of the Com- modore Theatre and Arthur and Theo- philus Einfeld, owners of the University Theatre.

The Commodore suit asked $900,000 damages and the Calbo’s $450,000, both after trebling.

Set Tie-ups with Appliance-Makers

The Organization of the Motion Picture Industry has concluded an arrangement with the manufacturers of Presto and Cookers which may be the first in a series of promotion ventures whereby labor-saving appliances could be presented to housewives in a campaign based on the idea that such appliances create time for film-going.

The manufacturer is distributing free to all dealers and cooperating the- atres a display case with the slogan: "Presto Cookers Turn Kitchen Time into Movie Time." A test run of the idea will be made immediately between the KRO Kenmore theatre and Macy’s in Flatbush.

Rauborn to Speak

Paul Raibourn, vice-president of Paramount Pictures, will address the National Sales Club of the state on Feb. 19 at a meeting arranged by the Organization of the Motion Pic- ture Industry of New York. Raiborn will speak on the role of films in the community.
Arbitration Plan Approved By TOA Board

4-Point Plan Worked Out By Levy, General Counsel

Los Angeles, Jan. 28.—Delegates to the Theatre Owners of America board meeting here today approved a four-point arbitration plan worked out by general counsel Herman Levy and will appoint a committee to submit it to other exhibitor organizations and to distributors at a round-table meeting to be held some time in the future. Executive director Gaul Sullivan, pointing out the industry-wide desire to get out from under the litigation burden now including 180 suits involving $350,000,000 in damages, said TOA does not consider its plan perfect or susceptible of improvement, but will offer it as

(Continued on page 6)

U.S. Supreme Court Refuses to Review Dipson, CSU Cases

Washington, Jan. 28.—Despite an unusual plea from the Justice Department to hear the case, the U. S. Supreme Court today refused to review a lower court decision throwing out the Dipson Theatres anti-trust case against Buffalo Theatres and major distributors.

The high court also refused to hear an appeal from another lower court decision dismissing an anti-trust suit by the Conference of Studio Unions against major producers and the International Alliance of Theatrical and Stage Employees.

The Justices gave no reason for

(Continued on page 5)

Wisc. Allied Settles Arbitration Cases

Milwaukee, Jan. 28.—The first two cases brought before the newly-organized Arbitration of Film Committee, set up by Wisconsin Allied pending the creation of an all-industry arbitration system, have been settled satisfactorily.

The first, involving the Parkway Theatre and the Rainbow in a dispute

(Continued on page 2)

Loew’s Decree Grants 2 Years for Divestiture

Sets Outright Divestiture of 24 Theatres, Conditional Divestiture of 40-Odd Others; Provides for Possible Refinancing Problem

Washington, Jan. 28.—Outright divestiture of 24 theatres in two years and conditional divestiture of almost another 50 theatres are provided for in the proposed Loew’s consent decree.

The decree also contains a new divestiture approach, made necessary by Loew’s present outstanding indebtedness, which Justice Department officials put at about $40,000,000. Under this provision, a new theatre company would have to be set up within two years and be operated independently of Loew’s from then on.

Details of Loew’s Theatre Divestiture Provisions

Washington, Jan. 28.—The Loew’s circuit of approximately 120 theatres will be reduced nationally to less than 100 by the outright consent decree and, under specified terms of conditional divestiture, another 40 theatres could be dropped, three of which already have been accomplished, and conditional divestiture terms apply to 32 others in the area.

One half of all the theatres to be disposed of outright must be sold within one year of the date of judgment; the other half by the end of the second year.

The city-by-city divestiture provisions are as follows:

Baltimore: Parkway to be divested or subjected to product limitations if competing independent cannot get films on same availability for five-year period.

Boston: Fine Arts, by lease or other arrangement.

(Continued on page 4)

Diwestiture Hits Loew’s N.Y. Chain; Keep State, Capitol

Loew’s operation of the State and Capitol in Times Square is undisturbed by the theatre divestiture terms of its consent decree, but of some 67 houses in the city and nearby suburbs it will be required to divest either 14 or 16 outright and 32 other Metropolitan theatres are affected by conditional provisions.

Among the city theatres which it must divest are the Ely in the Brooklyn or, if it is retained, then two of these: the Coney Island, Prospect or Woodside. Also in Brooklyn it must divest either the Kameo or Bedford; either the Premier, Alpine, Gates or Broadway, and the Palace

(Continued on page 4)

Sen. Walters, RKO Attorney, Dies Here

J. Henry Walters, former president pro tem of the New York State Senate, and for more than 20 years special counsel for the E. F. Keith Circuit, and later RKO Theatres, died yesterday at the Croydon Hotel here.

Ex-Senator Walters, Republican from Syracuse, was majority leader

(Continued on page 4)

Morison Hails Loew’s Consent Settlement

Washington, Jan. 28.—H. Graham Morison, assistant attorney-general in charge of the anti-trust division, hailed the proposed Loew’s consent decree as “rounding out the division’s successful court struggle to restore competition in the motion picture industry.”

He said the net result of the five consent decrees with theatre-owning producers would be to free over 2,500 theatres from the control of companies engaged in production-distribution. Over 1,200 of these would be turned over to independents under divestiture provisions of the five decrees, he said, while their remaining theatres would be kept by the new theatre-owning companies resulting from divestiture.
Cairo Damage

In Thousands

Theatre properties and offices of American film companies in Cairo, Egypt, were damaged during the weekend political riots there to the extent that repairs and reconstruction may cost many thousands of dollars. It was estimated these repairs yesterday.

It was indicated none of the American film property damaged is insured against destruction resulting from rioting, hence the companies themselves must pay for the damage inflicted by the crazed mob that put the torch to theatres, restaurants, clubs and other entertainment places operating by American ownership.

Because of past experience with riots in Cairo, insurance companies had refused to cover property damage so caused, it was said.

Arbitration

(Continued from page 1)

over clearances and availability, re- resulted in an equal split of product, thus avoiding bidding. It involved a small town exhibitor who won a "fair settlement" for extra expenses when he was forced to travel to the exchange center of a distributor in order to procure a picture.

Thompson Will Aid
'Brotherhood Week'

Leslie E. Thompson, RKO theatres executive, has been appointed chairman of the planning committee of the Amusement division's participation in the 1952 fund-raising campaign of the National Conference of Christians and Jews, George P. Skouras, national chairman of the division, has announced.

J. Robert Rubin is general chairman.

Glaser Rejoins Universal

James Glaser has joined the Universal Pictures sales promotion department in New York to work under Henry A. (Hank) Linet, sales promotion director. Glaser succeeds the late Bernard Maguire, who was formerly a member of the advertising-publicity department in N. Y.

Oscar Cohen to Speak

Oscar Cohen, director of the community service division of the Anti-Defamation League of B'nai B'rith, will be the key speaker at a dinner-business meeting of New York's Cinema Lodge of B'nai B'rith of Roosevelt's here tomorrow, Martin Levine, president of the Lodge, announces.

Meredith at NTFC Meet

Burges Meredith is scheduled to address the National Television Film Council in the first of its 1952 luncheon-meetings tomorrow in the Hotel Abbey here. Meredith's address will compare "live" television to film. The meeting will be the first under its new administration of Melvin L. Gold, president; Dave Savage, vice-president; John Battison, secretary; William Hollis, treasurer; and Arche A. Mayers, chairman of the board.

Personal Mention

E. S. Gregg, vice-president and general manager of the Westrex Corp., has left New York en route to Tokyo.

William B. Zollner, head of M-G-M's short subjects and newsreel sales, is due in Cincinnati today from New York and from there he will head for Indianapolis, Chicago and Detroit.

Richard Herrold, chairman of Walter Mirisch, Monogram-Allied Artists executive producer, returned to his desk yesterday following an attack of pleurisy.

Albert Cowfild, 20th Century-Fox's managing director for Europe, North Africa and the Middle East, will leave here tomorrow for his Paris headquarters.

William F. Rodgers, M-G-M vice-president and sales consultant, arrived here from Miami yesterday and will return there Thursday.

Sir Alexander Korda and director Carol Reed will arrive here from England on Feb. 5.

Joseph Moskowitz, Eastern studio representative and vice-president of 20th Century-Fox, has returned here from Hollywood.

Russell Amos, formerly with George Mann's Theatres of Northern California, has been named office manager of Unicorn Theatres, with offices in San Francisco.

Edward Ueast, Ft. East supervisor for 20th Century-Fox, will return to his Tokyo headquarters from New York this week.

Jeff Livingston, Universal-International Eastern advertising manager, is in Philadelphia today conferring with Goldman Theatres officials.

Jack Sidney, publicity director for Loew's Baltimore Theaters, has received the Army's Silver Star for Valor in World War II.

E. C. Pearson, M-G-M press representative in Cleveland, has returned to that city from New York.

Dure Schary will be heard over WCRS Feb. 5 on the "This I Believe" series.

Tighter Censorship Seen for Ontario

Toronto, Jan. 28.—The first session of the new Ontario legislature, scheduled to open in February is expected to see an amendment to the Theatres and Cinematograph Act which will establish a censorship category for "adults only" in addition to "Adult Entertainment" films. The latter cannot be shown at Saturday matinees or other juvenile performances.

Steven, Coleman Honored by Guild

Hollywood, Jan. 28.—The Screen Directors Guild last night, at its annual awards dinner at the Biltmore Bowl, attended by 850, voted George Stevens winner of the 1951 annual award for best direction, on "Place in the Sun." Stevens' assistant, C. C. Coleman, received a medallion. The Guild also made Louis B. Mayer an honorary life member in recognition of his contributions to the industry.

Gilman to Manage Loew's in Syracuse

Sam Gilman, manager of Loew's Theatre, Harrisburg, is transferred to Loew's, State, Syracuse, succeeding Harold Martin, resigned, it was announced here by John Murphey, in charge of Loew's out-of-town theatre operations. William Trambak, manager of Loew's Strand, Syracuse, will succeed Gilman. In Harrisburg, will be Eugene Moulaian, assistant at Locwe's Providence, becoming manager of the Strand.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

Cecil C. D'Emilly's
"THE GREATEST SHOW ON EARTH"
Color by Technicolor
plus Spectacular Stage Presentation

To Open Wednesday, March 28

SAMUEL GOLDWYN'S
"I WANT YOU"

New! CRITERION
Broadway at 45th St.

Produced by Directed by Written by
Darryl F. Zanuck Elia Kazan John Steinbeck

Starring
MARLON BRANDO

There's No Business Like 20th Century Business!
THAT GIRL...with her a man always runs a risk ...but he never runs far!

HELICOPTER attack on a fleeing auto...the most terrifying duel ever waged!

THE LOSER wins the jackpot...of bullets...when these two boys fight it out!

GAMBLING palaces lure thrill-seekers to a world of wild gaiety and revelry!

LAS VEGAS...
where everybody plays a game!
And these two play the oldest game on earth... with a new twist!

HOWARD HUGHES presents
JANE RUSSELL • VICTOR MATURE
in
THE LAS VEGAS STORY
co-starring
VINCENT PRICE with HOAGY CARMICHAEL
Produced by ROBERT SPARKS • Directed by ROBERT STEVENSON
Screenplay by EARL FELTON and HARRY ESSEX
Hear JANE and HOAGY Sing!

BIG BROADWAY ATTRACTION AT N. Y.'S PARAMOUNT THEATRE!

FOR YOUR BOXOFFICE
Typical RKO National advertising campaign...with full pages in Life, Look, Saturday Evening Post, Time, Newsweek...American Weekly (22 cities) and fan magazines totaling

27,875,799 CIRCULATION
Pre-Selling

Universal-International, which is currently giving the picture "The Battle of Apache Pass" two-page ads in national magazines, will play the picture during April. It is a matter of policy with David Lipton, vice-president in charge of advertising, that the company advertises directly with playdates in theatres. Also, to promote "Here Come the Waves," the company has been running its advertisement in with the H. J. Heinz Co. (Pittsburgh) which will play the picture in its national advertising.

Samuel Goldwyn in a personal message to millions of readers of American Weekly, last Sunday, told them "What America Means To Me." He gave his story of the opportunities he has had, and what he encountered on the way up to his present accomplishments, starting with his first job, where he worked 69 hours a week for wages of three dollars. An editorial note said, "Samuel Goldwyn, whose name has become a household word, is a conversational malaprop, is a serious and sensitive man. He has finally been induced to write this success story of 55 years in a new land."

The M-G-M Record promotion department, under the supervision of S. H. Knowlton, advertising-publicity manager, is giving out all its publishing "Quotations" containing actual music from the picture. With the picture playing in 18 cities and scheduled to open in 25 other first-run shortly, the record company is distributing display material to music shops and providing tickets at the point of sale.

Backed with all of the showmanship of Hollywood and Las Vegas, Howard M. Schaffner, manager of "The Las Vegas Story" will have its gala premiere in the Nevada city on Feb. 12, at the special invitation of the Nevada delegation from the studio. Bob Hope has been selected to reign as "King of the Mardi Gras" at Houston, Texas, on Feb. 13, with the joint cooperation of the University of St. Benedict and the Ellington Air Base, near Houston. He was chosen for the honor by the Basilian Fathers, administrators of the university, who also invited gold students from St. Joseph's College of Nursing, Sacred Heart College, Rice Institute and University of Houston, and five girls as Princesses in the Mardi Gras.

Redbook for February has another of the biographical portraits for which the magazine is noted—the story "The Girl Who Married a Career"—Betty Hutton, makes a clearcut study of the title role in "Mary, Mary, quite contrary," the new musical comedy. The script is by Lloyd Shuler, Florence Somers, Redbook feature editor, picks "Mary, Mary, quite contrary" as "Redbook Review of the Month." The new McCall's for February, now on the newsstands, has feature articles on Peggy Dow and Jack Carson, "Lassie, the collie with the Big Heart," and based on M-G-M dance studio exercises by the young dancing stars, Debbie Reynolds and Leslie Caron. —[Al] WALTER BROOKS

MOTION PICTURE DAILY

Tuesday, January 29, 1952

National Pre-Selling

Loew's N.Y.C.

(Continued from page 1)

Loew's Divestiture

(Continued from page 1)

Sen. Walters Dies

(Continued from page 1)

Simonelli Aids MacPhail

Charles F. Simonelli, manager of the Eastern advertising-publicity department, came into the acquisition at the weekend with the office of Charles F. Simonelli, manager of the Eastern advertising-publicity department, came into the acquisition at the weekend with the office of Charles F. Simonelli, manager of the Eastern advertising-publicity department, came into the acquisition at the weekend with the office of Charles F. Simonelli, manager of the Eastern advertising-publicity department, came into the acquisition at the weekend with the office of Charles F. Simonelli, manager of the Eastern advertising-publicity department, came into the acquisition at the weekend with the office of Charles F. Simonelli, manager of the Eastern advertising-publicity department, came into the acquisition at the weekend with the office of

in the Senate during the period when the late Mayor Walter was minority leader.

Walters went to the Assembly from Syracuse in 1908 and remained there until 1910, when he was elected to the Senate. He remained a senator until 1920, leaving to become personal counsel for the late Edward M. Harriman, then president of the B. F. Keith Corp.

Walters married Miss Alice W. Clark, sister of the late Secretary of the Navy, William J. Dey.
Loew’s Decree

(Continued from page 1)

statutory court to insure independent operation.

The Loew’s decree will be presented to the statutory court here on Feb. 6, but copies can be obtained from press by the Justice Department today to permit interested parties to look over the provisions in advance of the court hearings.

The Loew’s decree marks the end of the so-called Paramount case, begun in 1938. All five theatre-owning companies have now agreed to consent decrees with the government, and the other departmental matters are now cleared up by a court-approved decree. All that now remains of the 14-year-old case is a confirmation and interpretation proceedings, such as the current Howard Hughes case in the Supreme Court. Justice Department officials expect such proceedings to continue on and off for many years.

Trade practice and other provisions of the Loew’s decree differ from Loew’s, those of the earlier decrees. One other new gimmick is a slightly different condition for the five theatre-owning companies.

In previous decrees, in some cases the company either was to divest a theatre or company without product distribution. Here, the condition is that a flat percentage of the feature films released by the major distributors in any year. In the case of Loew’s, the audience limitation is used in such cases, but another type is used in other cases. In this type, Loew’s is prevented from getting more than two-thirds of the features that they got in the previous year from any distributor. This was in a Feb. 29, 1952, deadline on Loew’s ending its joint interests with United Artists Theatre Circuit.

The divestiture provisions of the Loew’s decree are aimed, as were the similar provisions in the Paramount, RKO, Warner and 20th Century-Fox, at dividing the company into separate production-distribution and theatre-owning companies. A reorganization plan must be submitted to the court within 120 days of the date of the judgment, and must be carried out within two years. This plan must transfer all Loew’s theatre assets to a new company, and in return Loew’s will get all of the capital stock of the new theatre company.

Then comes the special provision for the Loew’s indebtedness. “Within three years from the date of this judgment,” the decree stipulates, Loew’s, Inc., “shall distribute pro rata to its stockholders the capital stock of the new theatre company remaining after the delinquencies have been paid and satisfied. However, if Loew’s shall after two years from the date of this judgment show to the satisfaction of the court, and the court shall first find, that it is unable to arrange a division of its present funds and assets among the new theatre company or to procure substantially similar financing in re-placement of the present funded debt so as to accomplish a division of such debt in a manner which will permit such companies to do business with a reasonably prudent financial position,” Loew’s will have the right to distribute to the new theatre company until a division or refinancing to accomplish a division of the organized debt is in a reasonably prudent manner between Loew’s and the new theatre company.”

The new company will be subject to the same restriction on dividends in any event or the payment of any dividends on the capital stock of Loew’s will be at least $9 and 1/2 per cent of the capital stock of the company in which any such person is an officer or director.

The decree provides that no officer or director of Loew’s shall have any interest in the profits of the new theatre company, and no director or officer of Loew’s shall have any interest in the stock of the company or any other affiliated company. Furthermore, no director or officer shall receive, directly or indirectly, any dividends on any share of the stock in excess of the dividends received by Loew’s on any other shares of its stock. The new theatre company’s interest in the stock of the company remains subject to the same restrictions on dividends.

The theatre company by-laws must provide that no one who is a director, agent, officer, employee or stockholder of another theatre company can be an officer or director of the new company.

Banned From Exhibition

Loew’s is banned from exhibition and sale of the theatre company’s films or films, all of which is in the judgment date to license films on any basis it wants to its own theatres, except with respect to the two theatres jointly owned by Loew’s and United Artists Theatre Circuit.

The decree gives the government the right to inspect books, interview employees and require reports. On trade practices, the decree provides that the decision on clearance practices shall be made by the courts.

U. S. Reserves Right to Check Sales of Loew’s N.Y.C. Theatres to Single Buyer

Washington, Jan. 28.—The Attorney General specifically reserves the right to pass on any case where Loew’s is selling under the divestiture provisions more than one New York City theatre to any single purchaser.

The decree states that any conditional divestiture must be carried out within six months after the conditions are not met. Loew’s will be given 90 days to retain control of the theatres which it may be required to divest if it cannot get a reasonable price and if the court approves. Such theatres must be leased or subleased to an independent. Moreover, the lease cannot give Loew’s the right to control the theatre. Only if Loew’s must sell its interest as soon as it can do so on reasonable terms.

The decree also provides that any theatres which Loew’s must divest and which are now held under lease may be sublet in any case where Loew’s cannot get the landlord to release it from the lease. Nine conditions are laid down to hedge in such subleases, including the fact that it must be to an independent.

Dipson Case

(Continued from page 1)
either action, merely noting their refusal to hear the two appeals in a long list of orders handed down at a noon decision session. Justice Jackson did not take part in the Dipson ruling, it was noted.

The dipson, which Justice Department aid, asked the Supreme Court to overturn a decision of the Second Circuit Court of Appeals. That decision in turn affirmed a Buffalo District Court decision ruling against Dipson’s suit. Dipson had charged Buffalo Theatres, Bison Theatre, Vitagraph, Warner, Loew’s, Paramount, RKO Radio, 20th Century-Fox, United Artists, and Vincent K. McFaull with a conspiracy to deny pictures to Dipson and to favor theatres owned jointly by Loew’s and Paramount.

Dipson claimed the Paramount case opinion required a finding against such joint ownership. The District and Circuit courts held that Dipson had to prove a conspiracy and monopoly, and could not rest on the Paramount rulings. This proof had not been forthcoming, the lower courts said.
Garland to Wind Up Palace Run Feb. 17
Judy Garland will end her record-breaking 19-week run at the RKO Palace here on Feb. 17, in the longest "in person" appearance since the theatre opened in 1928.

Previous commitments for the singing star were given as the reason for posting the February departure date. RKO Palace spokesman said that the incoming show, the so-called "ladies of the evening" who were not disclosed, will start on Feb. 19. The current two-day reserved seat policy prevails. Lining up talent for the new show is Sol Schwartz, RKO Theatres president, now in Hollywood.

Industry Groups Seek Early Meet on NPA Color TV Ban
WASHINGTON, Jan. 28—The Motion Picture Association of America, National Association of Broadcasters, and Motion Picture Producers and Distributors of America today asked the National Production Authority to meet with them and request permission to use color in television production.

Toasters TV set makers are slated to meet with NPA officials to discuss revision of the agency's color TV ban.

Last week, MPAA, NETEC and TOA asked the government to rule that the ban did not cover theatre color TV, but only color TV for home sets. If this ruling could not be made immediately, they said, NPA should give the chance to present their case more fully at a meeting with agency officials.

DuMont, 'IA' Line Up for FCC Hearing

Additional notices were filed by the American Federation of Labor, CBS and the American Federation of Radio Artists.

Sponable Again in Zurich
Earl Sponable, director of research for 20th Century-Fox, has arrived in Zurich, Switzerland, from New York, where he was learning here yesterday. Sponable and color TV connections with the Eidosophor color TV set will supervise the development of the system, which is now being worked out.

To the needs of the small town showman, since film salesmen are needed, the meeting agreed, so that the small exhibitor may have a better opportunity to select his pictures advantageously.

Johnston to Coast to Talk Film Problems
WASHINGTON, Jan. 28—Eric A. Johnston, Motion Picture Association of America president, will confer in Hollywood during the early part of February with "various people on in- dustry's most pressing problems," the association's executive vice-president Kenneth Clark, Mrs. Johnston and Merrije Smith, Johnston's secretary, will leave New York for the coast late next week.

Crescent Premiere Feb. 28
NASHVILLE, Jan. 28—The world premiere of Warner's "About Face" will take place here with the opening of Crescent Amusement Company's new 2,000-seat Tennessee Theatre on Feb. 28. Hollywood stars will attend the premiere, according to R. E. Bauch, Crescent president, and Kermit C. Stengel, executive vice-president, under the chairmanship of Si Fabian. Exhibitors meeting will be held Thursday morning session, which Robert E. Byrant will discuss Federal, state and local taxation. Herman L. Levy, TOA general counsel, will report on the motion picture organization's State Supreme Court on ad mis- sions taxes. The use of acetate film is currently under consideration.

Sherrill C. Corwin, TOA vice- president, will chair the Wednes- day meeting session, which Robert E. Byrant will discuss Federal, state and local taxation. Herman L. Levy, TOA general counsel, will report on the motion picture organization's State Supreme Court on ad mis- sions taxes. The use of acetate film is currently under consideration.

Ticket Tax Repeal Urged By Governor
Jackson, Miss., Jan. 28—Repeal of Mississippi's 10 per cent amusement tax levied against motion picture theatres was urged by Governor Hugo L. White in his inaugural address to the new legislative session here.

Hill Buchman With Contempt Citation
WASHINGTON, Jan. 28—Sidney Buchman, veteran Hollywood producer, was cited for contempt today by the House Committee on Un- American Activities.

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Allied Board Will Approve Arbitration

Washington, Jan. 29.—Allied States Association's mid-winter board meeting here next week will definitely approve some kind of arbitration proposal, general counsel Abram F. Myers announced today.

"The board will take up the subject on the first day and stick to it until a plan satisfactory to it has been reached," Myers announced in releasing the agenda for the coming session. Other top items on the agenda are film rentals, the union election of new Allied officers.

The board will meet at the Statler Hotel, Feb. 5 and 6. Prior to the (Continued on page 6)

Progress Made in Industry's TV Bid

Substantial progress in finalizing the industry's TV presentation to the Federal Communications Commission was reported here yesterday to the executive committee of the Motion Picture Association of America.

The meeting highlighted also further discussions on the line-up of witnesses, in addition to those already announced. Other topics included the public interest phase of the presentation, programming and the technical aspects.

The sentiments of those attending was described as being unanimously in favor of the industry presenting a (Continued on page 7)

MPAA Moving for Ad Credit Changes

Conferences on the Coast with representatives of the Screen Directors and Screen Writers guilds with a view to altering some of the traditional requirements with respect to writers' and directors' credits in advertising material have been scheduled by Eric A. Johnston, president of the Motion Picture Association of America.

Johnston, who will leave here today for Hollywood in company with (Continued on page 3)

TOA Asks for Cash Aid in TV Licensing Bid

Hollywood, Jan. 29.—Theatre Owners of America board members today unanimously endorsed activities thus far carried on by the National Exhibitors Theatre Television Committee, which has submitted proposals to the Federal Communications Commission in connection with their efforts to obtain protection against the invasion of television by the exhibition industry.

The committee, headed by Francis X. Fabian, Austen W. Berman, and W. B. Grady Jr., has been working toward the goal of forcing the FCC to establish licensing fees for television theatres.

(Continued on page 6)

U.K. WEIGHS CUT IN FILM DOLLARS

Name Schnee Head Of Special M-G-M Production Group

Hollywood, Jan. 29.—A new M-G-M production group, which will afford young producers, directors, writers, and players greater opportunities, has been set up by Doré Schary, production vice-president. Charles Schnee, who has written screenplays for some of the company's key pictures, has been named executive in charge of the group which will make 10 to 15 films a year.

Selected as producers of the group are Henry Berman, Matthew Rapi, Arthur Loew, Jr., Hayes Goetz, Sol Fielding and Sidney Franklin Jr.

According to Schary, the group's production emphasis will be on a wide range of "challenging and provocative" entertainments with some films of an experimental nature. The group's productions will have no set budgets.

(Continued on page 6)

Butler Tells Commons Government May Reopen Pact Next September

London, Jan. 29.—Consideration is being given by the British government to the possibility of reducing dollar payments to American film distributors under the existing agreement between this country and the American companies, Chancellor of the Exchequer Richard Austen-Pittler told exchange agreement itself, which can be reopened

(Continued on page 3)

Para. Sales Meet In Chi. Tomorrow

Branch managers of Paramount's Central, South Central and Western divisions will gather tomorrow at the Hotel Drake, Chicago, for the opening session of a four-day sales meeting which will be conducted by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The meeting follows sessions held in New York for the Eastern, Southern and Mid-Eastern division, and like that in Chicago will be attended by home office executives and field representatives.

Present in addition to Schwalberg, will be E. K. OShea, Jerry Pickman,

(Continued on page 6)

Expand 20th's Phila. Product Seminar

Theatremen from the Washington and Philadelphia exchange areas are to join with Philadelphia theatremen tomorrow at the Erlanger Theatre in Philadelphia where 20th Century-Fox will hold the first of a series of regional product seminars and merchandising meetings spearheaded by vice-president Charles Einfeld and his advertising-publicity staff.

The exhibitors, accompanied by their advertising - publicity - booking

(Continued on page 3)

Schwartz Cites Progress Of N. Y. Industry Group

The New York community is today conscious of a motion picture industry in a more friendly and understanding way than it was some nine months ago when the Organization of the Motion Picture Industry of the City of New York began its campaign to improve public relations and promote attendance at the industry, according to a progress report released here yesterday by Fred J. Schwartz, OMI-PJ chairman.

In a letter of transmittal, Schwartz summarized the 24-page illustrated report to exhibitors of New York in these words: "Your industry has had a spokesman in the community to speak for the industry rather than for one business interest, theatre or picture. Relations with newspapers have improved, and their friendship support has been channeled

(Continued on page 3)
Goldwyn Hits Chi.
Release System;
Asks Decree Change

CHICAGO, Jan. 29.—Following a long distance telephone interview with Samuel Goldwyn regarding the effect of the Jackson Park decree on motion picture producers, Will Leonard declares his strong opposition to the new court system.

Goldwyn says that the Jackson Park decree went out of a fight between exhibitors. When the court went into action, he was in Chicago planning a convention. The court decreed that Motion Pictures Corporation of America was not a corporation per se. It is now feeling the impact of the decree.

“It is a fight between producers and distributors,” Mr. Goldwyn declared.

End of Interview

Schwartz Chairman of NCCJ Group

Fred J. Schwartz, vice-president of Century Pictures, has been named chairman of the National Conference of Christians and Jews.

Youngstein to Coast
For Look at Product

Max E. Youngstein, United Artists vice-president, was in Hollywood on Sunday for look at product. He will view several pictures, comment on the ones now scheduled to go to the United Artists circuit.

Youngstein was up to date on the copyright fight, and said he expected a decision in the coming weeks.

UA Appoints Ende Assistant Controller

Joe Ende has been appointed assistant controller of United Artists here by A. D. Pollinger, controller. Ende is a new post. He will supervise the company’s domestic and foreign accounting departments.

Personal Mention

ROBERT WOLF, RKO Radio managing director in London, is scheduled to leave here by plane today for New York.

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, was guest of the Off-the-Record Club at a special meeting held at the 21 Club here yesterday.

SAM SCHNEIDER, editor of Motion Picture and Television magazine, will leave here for Hollywood Friday.

JOHNSTON APPROVED

WASHINGTON, Jan. 29.—The Senate Foreign Relations Committee today approved the nomination of Motion Picture Association of America president Eric A. Johnston to be chairman of the International Development advisory board. Confirmation by the Senate is expected promptly.

Rashomon’ Gross Up

The RKO Radio release, “Rashomon” at the Little Carnegie here, in its fifth week grossed $14,100, which was $500 higher than the fourth week. The picture has been booked into the Dupont in Washington on Feb. 5, and the Exeter Street Theatre in Boston for mid-February.

Union Head Convicted

George Mahler, executive secretary of the National Association of Broadcast Engineers and Technicians, CIO, was convicted in Special Sessions Court here of third degree assault on Harold Spirak, IATSE counsel. Mahler was accused of striking Spirak at a National Labor Relations Board hearing here last June. Sentencing is scheduled for Feb. 27, pending which Mahler is free on $500 bail. NABET is involved in a jurisdictional dispute with IATSE, an AFE affiliate.

Detroit Strike Averted

DETROIT, Jan. 29.—A truckers strike which would have involved film carriers here was settled late yesterday.

Newsreel Parade

EGYPTIAN discord and violence in Indo-China are currently highlighted in motion pictures. Other news include various personalities in the news and sports. Complete full-length program.


PARAMOUNT NEWS, No. 6—Dionne quints, to be seen in New York on Thursday, Jan. 31. More than 100 million dollars seen by the world of sport: Millrose games.


Two Doubt Hyman’s Charge on Product

ALBANY, N. Y., Jan. 29.—The first comments on the charge by Edward L. Hyman, United Paramount Theatres vice-president, that distributors are holding back their best films for holiday release, have come from two exhibitors representatives in this area. Both took exception to Hyman’s contention.

Charles A. Smakwitz, Warner Brothers’ key man, said he doubted that such practice is followed, but if so, “it is not wise.”

Harry Lomont, chairman of the Al- bany Theatre Owners of America unit, said: “I don’t believe this is so in two reasons. The first is that producers cannot consistently gauge in pre-release time, how well the public will support a given picture. The second is that banks have a lot of money tied up in unreleased product, and producers cannot possibly hold back films for box-office purposes except in extremely exclusive. The pressure to put them on the market and start collecting rentals is too great for balking.”

Smakwitz held that a “good picture can play anytime, anywhere, under any circumstances and do business. I have played top product under the worst adverse conditions, and grossed big. There are few periods which are not profitable if the product is right.”

 unresolved, I concede that Holy Week is poor for the box-office in Albany and Troy, but it is still true that I would like to have good pictures for release when another company might hold it back for its localities. That would be the spot in which to clean up.”

Hyman’s charge was referred by the Council of Motion Picture Organizations to a special committee for comment.
BUFFALO, Jan. 29.—M. J. Wolf, international chief barkey of the Barker Clubs, was commended by Clare J. Appel, executive director of the Cana-
dian Motion Picture Distributors Association, for "the magnificent case" he presented in the affirmative in the case that was de-
pendent on whether "movies are better than ever" which was presented over radio-television from Buffalo last Sat-
day by the "University Forum of the Air" program.

Negative arguments were presented in the case by Young professor of Eng-
lish from Buffalo University and drama critics of Buffalo newspapers.

The effect date of the resignation of Ray Moon, 20th Century-Fox Cen-
tral division manager, is April 12, it was announced here by the company. No successor has been named yet.

There will be a private showing at the Museum of Modern Art here Monday of the South African film, "The Magic Garden," prior to its American premiere at the Trans-Lux 66th Street Theatre on Tuesday. The British film, "David," will also be shown.

MEMPHIS, Jan. 29.—The promotion of R. L. Bostick, manager of National Simplex-Bludworth Co. to vice-presi-
dent with the Atlanta, Charlotte, Dallas, New Orleans, Oklahoma City and St. Louis offices under his supervision was announced here. He will remain in Memphis.

Preparations to bring the Book of Knowledge to television and the film on this coast this week, Jesse J. Goldberg, producer, an-
nounced here prior to his return to Hollywood.

In a deal concluded with E. J. Mc-
Cabe, Jr., president of the Grofer So-
field Novelists of the book, Goldberg was granted exclusive rights for television and screen. The program will consist of two volumes that shows a week, to begin in the fall.

MEMPHIS, Jan. 29.—Fred Myers has resigned as branch manager of Lippert and Son, 2819 South Cleveland, interest in the Reelart Pictures fran-
chise here with Cliff Wallace. Myers' successor has not yet been named.

Bend's Sets Gross

Universal-International's "Bend of the River," in its initial 30 key pre-
release engagements in the Northwest territory is setting all-time record grosses for any U-1 release in the his-
tory of the company, topping the record grosses of "The Egg and I." Frankly, it's a success story, it's understood.

Some estimated first-week grosses are: Kansas City, $1,600; Port Arthur, $2,000; New Orleans, $1,000; Heilig, Eugene, $10,000; Egyptian, Coos Bay, $800; Eltury, Baker, $3-
500; Goodland, $400; Fairviewville, $200; Liberty, LaGrand, $3,500; Elsinore, Salem, $1,100, all in Oregon; Ada, Bosque, $12,000; Pux, $3,500; Roxey, Caldwell, $3-
500, in Idaho; Orphulem, Seattle, $25,000.

U.K. Weighs

N.Y. Group

Percentage

Suits Upheld

ROANOKE, Va., Jan. 29.—Federal
Judge S. John Paul has denied a
motion to dismiss the civil suit of
Brown, Franz M. Westfall and the
Martinsville Theatre Management
Co. asking for a judgment on the
percentage suits on the claim that
they were improperly named and
that the district court had no juris-
diction of the case. Also denied was the defendants' motion to dismiss on the ground that the court did not have jurisdiction of suits under which said $5,000 was not involved in each suit.

At the same time, with the consent of both parties, Judge Paul dis-
missed the law suit of the three defendants against the appellants from these actions the defendant Ber-
nard Depkin, because he is now re-
siding in Florida and is out of the jurisdiction of the court here.

The actions are by Loew's, 20th Century-Fox, RKO, United Artists and WFX and involve the oper-
ation of the Rives, Rex and Bee Dee theatres in Martinsville and the Ritz in Danville.

Archibald G. Robertson, and T. John Moore, Jr., of the Richmond law firm of Hunton, Williams, An-
son & Goode, are for Loew's;
Rex, Bee Dee and the Trusts
on behalf of the distributors, with Sargoy and Stein of New York of counsel.

Product Seminar

(Continued from page 1)

heads, will hear Einfeld and his staff's outline plans formulated for all re-
leases scheduled through June.

Among those from Washington who have agreed to appear are: James Crouch, Warner Brothers; Orrville Crouch, Loew's; Merton G. Thal-
bemer, National Theatre; South-
yez Lust, Washington; Elliott Hoff-
aman, Alexandria Amusement Co.
and Washington's projectors and
theatre services.

On Tuesday morning, the meeting will open with a discussion by Allen Hetzel of the previously
mentioned group on advertising and publicity and the handling of pros-
pects and problems facing the MPAA in general.

To Give More Freedom

The purpose of the plans to alter the credits, it was pointed out, is not to
depreserve the writers and directors unnecessarily of recognition for their efforts, but to give those who pre-
are, the new freedom of the future, advertisements more freedom in their work. Advertisers are said to regard the desire for improvements from writers and directors as too "hidebound" at present.

In addition to Simonelli, the fol-

dowed present at Wednesday's ad-

couragement meeting with the com-

Continued from page 1)

Bend of the River

London Hails 'Yadis'

LONDON, Jan. 29.—Despite bitter
windy weather prevailing here over the past few days, the unique "Yadis" of the London Film Board opened Saturday to capacity crowds and long waiting lines, which were relieved by the first daily paper reviews of the pictures were mixed but authoritative publications aggregated its large-scale, spectacular features assure it long runs.

End U. K. Film Posts

LONDON, Jan. 29.—The Foreign Of-
cin of the British Board of Trade has the country's film picture service in key propor-
tions are made around the world, first un-
taken several years ago.

"Surface Scratching"

The "surface scratching" of the "Yadis" by the Variety press has embraced these achievements: special features in the Daily News, Herald-
Tribune, New York Post, Daily Eagle, Journal-American, Publishers' Weekly, New York Post, New York Times and other journals; publicizing the steps taken, songs, and activities, the special "junket" of film stars to Albany; circulation of a bul-
letin on motion pictures to others: civic co-operation; contests, study and investigations; courses in motion pic-
ture work for teachers; enlistment of support from many groups; high school exhibits; defense of the industry on various fronts; library support, a forthright statement by Mayor Vincent R. Impellitteri; motion picture forums in schools.

Call U. K. Quota Meet

LONDON, Jan. 29.—A special meet-
ing was held Thursday by the Board of the Films Council, statutory body ap-
pointed to advise the president of the Board of Trade on quota matters, to discuss the quota for the year commencing Oct. 1 next. The Board of Trade has associations con-

To helpful purposes.

The "motion picture made," Schwartz' letter continued, "in addressing our-

school children—the audi-

tories, toward changing the public at-
titude about pictures to a concrete ex-

sion of enjoyment. But, it is only the beginning. The surfaces have been scratched and no more.

"Surface Scratching"
PREVIEWED!  
We Came! We Saw! We’re Back with FACTS!

Just returned from California, M-G-M Home Office representatives bring the industry the following report of pictures previewed, great news for all!

"THE WILD NORTH"—The advance prediction that this is "The King Solomon's Mines of 1952" is richly confirmed. In New Ansco Color M-G-M has created a great adventure of primitive passions in an untamed wilderness. Stewart Granger, Wendell Corey, Cyd Charisse.

"SINGIN' IN THE RAIN"—This Technicolor musical goldmine for Easter holiday release (save your dates!) will write new box-office history. We make the unqualified statement that it is the greatest in the long, resplendent history of M-G-Musicals. It will rain GOLD! Gene Kelly, Donald O'Connor, Debbie Reynolds, Jean Hagen, Millard Mitchell, Cyd Charisse.

"THE BELLE OF NEW YORK"—The Dancing-On-Air Picture. The happy-go-lucky Technicolor musical show with the most startling trick dance since the dancing-on-the-ceiling number from "Royal Wedding." Novelty, visual beauty, expert dancing, great songs, romance, robust humor, are the ingredients of what is sure to be a rousing nationwide success. Fred Astaire, Vera-Ellen, Marjorie Main, Keenan Wynn, Alice Pearce, Clinton Sundberg, Gale Robbins.

"SKIRTS AHOY!"—Heralded as another "Anchor's Aweigh" this joyous Technicolor musical about the WAVES packs a screenful of star-studded entertainment that will breeze its way to box-office fame across the nation! Top talent,
terrific tunes, appealing love story, make it a mighty musical for the masses! Esther Williams, Joan Evans, Vivian Blaine, Barry Sullivan, Keefe Brasselle, Billy Eckstine, The De Marco Sisters, Dean Miller.

"LOVELY TO LOOK AT"—Exactly what the title says. It's the Biggest Technicolor eyeful since "An American In Paris" with a terrific cast that sparkles all the way. Inspired by the famed stage hit "Roberta" it's rich with song, hilarious fun, spectacle and romance. It's 1952's headline musical! Kathryn Grayson, Red Skelton, Howard Keel, Marge & Gower Champion, Ann Miller, Zsa Zsa Gabor, Kurt Kasznar.

"SCARAMOUCHE"—Without question this Technicolor masterpiece is destined to be one of the very Biggest Hits of 1952. It's the answer to the fans' long-felt desire for another "Three Musketeers" and it's even more glorious and thrilling. The ultimate in handsome, daring, swashbuckling adventure produced in the magnificent manner of the company that makes the Big ones! Stewart Granger, Eleanor Parker, Janet Leigh, Mel Ferrer, Henry Wilcoxon, Nina Foch, Lewis Stone, Richard Anderson.

"IVANHOE"—The new Technicolor Giant from the "Quo Vadis" Company. M-G-M has brought to spectacular life the world-beloved romantic novel, breathtaking in its massive, sweeping action, thrilling in its unique scenes of strife and conflict, exciting in its story of dangerous men and beautiful women. BIG with M-G-M BIGNESS! Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams.

"CARBINE WILLIAMS"—The good news is that M-G-M has another "Stratton Story." This drama has all the authentic romance and heart-beat that captivated the public in "Stratton Story" PLUS powerful prison sequences that give it even more box-office stature and exploitability. A sure-fire, heart-stirring mass entertainment! James Stewart, Wendell Corey, Jean Hagen.

"THE MERRY WIDOW"—The Technicolor Musical love story that will set the world afire with its singing, dancing, romancing. As bubbly as champagne and just as heady in its love story! Eye-filling beauty, infinite charm, delightful humor, brilliant star performances all combine to make it one of the year's top attractions. Lana Turner, Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez.

"BECAUSE YOU'RE MINE"—The voice that sent the song "Be My Love" to the top of the hit parade, the romantic singer who enthralled the nation with his performance as the Great Caruso now truly reaches the very top. The last word in song and hot-blooded love that assure the fans a big-scale spell-binding entertainment. Mario Lanza, Doretta Morrow, James Whitmore.
TOA Asks for

Banner Billing for TOA Meet in Papers

Los Angeles, Jan. 29.—Los Angeles newspapers, serviced by Charles P. Skouros’ National Theatres publicity department, have been giving the Theatre Owners of America midwinter board meeting banner billing without precedent in local history.

Para. Sales Meet


gave a detailed exposition of the Ediphor television system, and displayed a model showing how the West Coast homes throughout California will be linked by micro-wave when channels become available. Guest speakers were Mr. General William Morgan, urging exhibitors to cooperate in the drive for blood donors, and George P. Bay, speaking on the need for encouraging usherettes to join the women’s branches of the various armed services.

Executive director Gail Sullivan told newspaper men “third dimensional movies are feasible” and that the “development of this medium would place the commercial theatre in a position to give a unique program that free home television would not.”

Topics to be discussed with producers at the seminar tomorrow are: film cycles, quantity and quality of product; release of features to television; television trailers; new talent; improved accessories; seasonal release schedules; picture titles.

Wytlock to Monogram

Hollywood, Jan. 29.—Grant Wytlock, Edward Small’s associate for the past 16 years, has been signed by Monogram-Al lied Artists.

Chief Judge Blazo

board sessions, there will be separate meetings of Allied’s arbitration, Caravan and national film committees.

Morgan, who was the high bid plan has already gone out to Allied arbitration committee members and they are working on recommendations ready to present to the board.

Emphasis on Film Rentals

“Based on preliminary correspondence, major emphasis will be put on the subject of film rentals,” Myers continued. “Increasing costs appear to be the number one problem of exhibitors everywhere. It will be involved in the discussion of the problem in the hope of devising a method whereby hard-pressed exhibitors can secure relief through arbitration in meritorious cases. An attempt will be made to devise a formula of general application for the pricing of pictures that will be fair to all parties concerned. And plans for an intense, aggressive campaign against the present pricing policies of distributors will be discussed for putting under and relief forthcoming by more orderly means.”

Myers said the items up for discussion in this connection will be the resolution of the board of Allied Theatres of Michigan proposing that national boards “at participating partnership percentage plan for determining film rental.”

Over 50 Allied members are expected to be at the meeting, either as board members or as consultants or observers, Myers said. Election of new officers, approval of West Coast business, with some pre-meeting talk suggesting Wilbur Snapper, president of New Allied, as a likely candidate to succeed Trueman T. Rembusch as Allied president.

Jack Kirsch will lead a discussion on the increasing use of television by film companies of pictures to television stations and sponsors,” Myers reported. He declared that much of this work had been carried over from the fall meeting “for special consideration at this time.”

Other items on the agenda, according to Myers, are: discussion of the position to be taken by Allied representatives at the forthcoming problems to be discussed at the COMPO meetings on Feb. 20 and 21; the possibility of a new national campaign for repeal of the Federal admission tax; report on the status of the theatre television proceedings before the Federal Communications Commission; question of whether the board should “recede from or reaffirm” its 1946 resolution in support of “collection of increasing demands for theatre collections”; action on the application for membership of Allied Theatre Owners of Canada; and a report by Kirsch on the outlook for the 1952 convention in Chicago, and Myers’ annual report.

Arnall Declines Comment

Society of Independent Motion Picture Producers president Ellis Arnall in Atlanta yesterday declined to comment on a New York newspaper columnist’s report that he would be offered the post of special assistant to U. S. Attorney General J. Howard McGrath in charge of investigating corruption in the federal government.

Pabst and His Crew Win UA Sales Drive

New Orleans, Jan. 29.—General manager Ed Malloy and staff of United Artists’ exchange here have just received word from the home office that their first prize in the 17-week sales contest recently finished. Congratulations and an envelope of office film row and exhibiting in New Orleans are pouring in.

UA Theatre Circuit

Los Angeles, Jan. 29.—Added to the theatre circuits that have started to play March of Time’s “History-in-the-Making Series” is Fox West Coast. Phil Williams, theatrical sales manager for March of Time, announced here.

Hyams Resigns Post

J. S. (Jerry) Hyams, vice-president in charge of sales of Commonwealth Film and TV, has resigned from the corporation, it was announced by Mort D. Sackett, president.

Fire in ‘Prisco House

San Francisco, Jan. 29.—A three-alarm fire gutted the 1,000-seat neighborhood Midtown house here, owned by Fox West Coast Theatres.

only $624*/a for a 10-DAY HAWAIIAN VACATION!

Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a descriptive folder. * From New York
Cites Aid to TV 'Movietime' Salute

A much more "cooperative" attitude on the part of the motion picture industry in releasing films for exploitation on television was outlined here yesterday by Ken Murray, who will devote his Saturday night show to "A Salute to Movietime, USA," on CBS-TV.

The one-hour tribute this Saturday night (8:00-9:00 P.M., E.S.T.) to the industry will trace the history of motion pictures since their inception. In addition to clips of other films, a portion of UA's soon-to-be-released "High Noon," a Stanley Kramer production starring Gary Cooper, will be shown.

Form Cinerama, Inc.

WASHINGTON, Jan. 29—Cinerama, Inc., today registered with the securities and exchange commission an issue of $2,000,000 at 5 per cent convertible debentures.

The firm was set up to exploit the Cinerama process of photographing, recording and projecting in a new format and Todd E. Reeves is president and Fred Walker is chairman of the board. Voting control of the company is held by Todd Productions—The Thomas is Lowell Thomas and the Todd is Michael Todd.

Motion

The was plug Spyros dude Daigre, community to exploitation the night and and network pay Kaye works. Koffman Benny is funny on the radio. He is that and much more on television.

On the radio program much depends on the material. A flat gag was flat and nothing could rescue it. On television, the Benny personality, his magnificent timing and delivery made all the difference in the world. It was unfortunate that so much of the TV show was given over to one skit, but it was a rewarding experience for the Benny fans. A lot of them must have been asking: "Where's Rochester?"

That first week in February is going to be important for both the television industry and motion pictures. On the 8th, Defense Mobilizer Charles E. Wilson will sit down with representatives of various TV companies to go over the question of the ban on further development of color television. Now the theatre television interests have written a second letter to the Federal Radio Authority on the same subject.

Film personalities are plentiful on television. Mickey Rooney made his TV debut on the Jimmy Durante show Saturday night and he is expected to make his motion picture debut in a new TV series about TV. One of the things he will discover is that nervous energy alone doesn't necessarily spell out success on the air. The program lagged in spots and sparked brightly in others. The Pet Milk commercials are among the most imaginative and effective on the air.

Barbara Stanwyck got her introduction on TV on the Jack Benny show. Dorothy Lamour had a prominent part on the Colgate Comedy Hour over NBC, with Danny Thomas. What a plug Warner Bravo will get! "Meet Me In My Dreams" got up on that program! Ann Sothern goes on television for the first time in CBS' "Schilt Playhouse Friday."

A significant increase in educational television shows on the air is noted by the National Association of Educational Broadcasters on the last 4 weeks of January. The NAEB conducted the same kind of survey last year. The 1952 study showed 13 educational programs on the air, compared with only one such show in 1951. Dramatic program fare rose, from 39.5 per cent in 1952, TV crime shows took up 14.6 of the program time.

Radio is still growing and figures supplied yesterday by the Joint Radio Network Committee prove it. As of Jan. 1, 1952, radio sets in the U.S. totaled 105,000,000, or one set for every American of voting age. The total represents an increase of 9.7 per cent over last year. And it breaks down into 42,800,000 sets in homes; 34,000,000 portables and secondary sets in homes; 25,500,000 radio-equipped cars and almost 5,000,000 sets in other places. Advertisers should be interested.

FCC chairman Wayne Coy says the Commission plans to allow another 60 or 90 days for the filing of applications for TV station construction permits before it starts processing them. The current "freeze" will be lifted in March. However, those of the ultra-high frequency bands will be slowed not only by limited FCC staffs, but also by the non-availability of needed materials.

New radio programs cropping up and some recent ones standing up well. Robert Montgomery, already busy in TV, has started a five-minute daily news commentary over NBC. . . . The same network now has Eileen Christy in a pleasant Sunday night show. Howard Wiley is the producer-director.

Fred Hipt

Industry Bid

(Continued from page 1)

united front in seeking theatre TV channels, hearings on which will begin Feb. 25. The meeting capped a long series of sessions held here and in Washington to map industry TV plans.

Among those attending yesterday were: Eric Johnston, MPAA president; William Baltin, Columbia; J. Robert Rubin, Joseph Vogel and Leopold Goldenson, United Artists; Charles Gaban, Paramount; Ned E. Depinet, William Clark and Edward Smith, Jr., RKO Pictures; Spyros F. Skouras and Illusions' Mr. and Mrs. Mrs. J. O'Connor, Universal; Stan- loogh P. Friedman, Warner Brothers; Theodore Black, Republic; James L. Fry and Vincent Welch, MPAA attorneys; Frank Mcintosh, MPAA engineer; and Fred Branch, Sidney Schreiber, Ralph D. Hetzel, Edward Cooper and Taylor Mills of the MPAA staff.

WB, 'U Formatly Reject Skiatron Bid

Letters from Warner and Universal refusing to supply Skiatron with films were made public yesterday by Arthur V. Hackett, vice-president.

The letters came after the Jan. 15 deadline set by Levey in his bid to all major companies for films for Skiatron's projected test in New York; the date of which has now been post- poned. The only companies conditionally interested in leasing films were Paramount and RKO Pictures.

Charles Havety, 54, Killed in Crash

TORONTO, Jan. 29—Charles F. Havety, 54, widely known in the Canadian industry, was killed in an auto- mobile accident on the highway near his Klinburg, Ont., home. He recently sold the Harvey Film-Deli- very Service and was a theatre owner as well as the operator of a dude farm near Toronto. He was a veteran officer of the Canadian Picture pioneers.

Sam Daigre's Wife Dies

NEW ORLEANS, Jan. 29—Services were held here last Friday for Mrs. Grace de la Daigre, wife of theatre owner-operator, Sam Daigre of Pla- queine, La., who died there late last week.

Charles W. Parshley, 65

BOSTON, Jan. 29—Charles W. Parshley, former dean of Cambridge College, projectionist at the University Thea- tre there, collapsed and died Sunday in the home in which he had been employed for 25 years.

Harlan Briggs, 72

Hollywood, Jan. 29—Harlan Briggs, character actor, here Saturday from the effects of a stroke. Surviving are the widow, Merle Weeks Briggs and four sons.

Services for Jackson

Hollywood, Jan. 29—Services for Horace A. Jackson, 53, film writer and producer, who died in an automobile accident, will be held tomorrow afternoon, at Forest Lawn cemetery. The widow and mother survive.
Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night... go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with exchange and theater in helping solve problems of projection—help check film and equipment... make light measurements, determine proper levels... all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Insider's Outlook

By RED KANN

TOA's four-point plan for arbitration, approved by the directors in Los Angeles and subject to change after discussion with other exhibitor groups, is broad enough—or evasive enough—to include film rentals. Witness Point 1, outlined by Giel Sullivan, who finds eligible:

"Any matters arising out of, or in connection with, film contracts, or any matters involving clearance and runs, or any controversy over or concerning competitive bidding."

The language could be considerably more enlightening, but there are those who maintain enough has been said. Enough to place TOA right alongside Allied which insists with an unflagging insistence that arbitration will be nothing unless it is all-inclusive which, in turn, means the works: Film rentals, competitive bidding, clearance, etc.

Squared against this development are interesting highlights of the recently published findings of *The Herald Institute of Industry Opinion.* The infeasibility of organizing an industry-wide arbitration system and the nature of disputes such a system should handle. Exibition voted by 88 per cent to include clearance problems, 77 per cent for runs, 68 per cent for competitive bidding, 59 per cent for competitive bidding disputes and sales policies on features, 57 per cent for film rentals and 50 per cent for print shortages.

Distribution's opinion on two of these counts, at least, was significant. Only seven per cent were prepared to acknowledge sales policies on features were amenable to arbitration and a microscopic two per cent deemed to admit film rentals even had the right to be on any arbitration agenda.

This points up the schism in viewpoint between buyer and seller and, while hardly a surprise, stresses the depth, width and height of the yawning chasm remaining to be bridged, if ever it is, before a united approach to arbitration is possible change after change.

Anything that is not impossible has a chance. Arbitration is not impossible even if it is not easy. A way can be found if the resolve to find it is strong enough.

Texas ‘Pinky’ Case on Way To High Court

AUSTIN, Texas, Jan. 30. — The Texas Court of Criminal Appeals today ruled that a censorship ban on the 20th Century-Fox picture "Pinky" by the City of Marshall was legal.

Its ruling holding W. L. Gel- ling, manager of the Paramount Theatre there, guilty and fining him $1,000, apparently started the case on its way to the United States Supreme Court as the latest tear-cut test on constitu- tional law of state and city censorship.

Eric A. Johnston, president of the TOA Board Plans Strong Bid to Obtain Tax Relief

LOS ANGELES, Jan. 30. — Theatre Owners of America directors at the annual mid-winter meeting here today approved a resolution instructing president Mitchell Wolston to appoint a committee composed of representatives of TOA members to formulate a plan for vigorous action to obtain tax re- lief, especially at a Federal level.

The resolution followed talks and a presentation of statistics by Robert End to Ban on Color TV Has 50-50 Chance

WASHINGTON, Jan. 30 — There is a 50-50 chance that the National Pro- duction Authority may decide to end its order banning the production of color television equipment, observers here believe.

NPA may decide to keep control of the situation only through its mate- rials allotments, and not to regulate the end use of these materials. This

Republic to Make Fewer But Bigger Pictures: Yates

By MURRAY HOROWITZ

Republic Pictures will make fewer but better pictures this year, Herbert J. Yates, president, disclosed here yesterday.

The competition of home television, Yates explained, has decreased the market for "B" pictures and studios must meet this competition by making bigger pictures. He es- timated that Republic would spend from 35 to 50 per cent more on each picture this year.

Yates, asked about general business conditions in comparison with last year, said that although reven- ues have de- clined, the rate

Compoteography Enters Final Stage

A sub-committee to consist of dis- tribution advertising-publicity direc- tors will be asked by Charles Si- monelli of Universal, chairman of the Motion Picture Association of America's ad-publicity committee, to recon- cile several points of view which have arisen concerning newspaper layouts for the Council of Motion Picture Organizations' projected second ad- vertising campaign.

This was decided yesterday at a

Say Allied Feels That Financial Awards Are Needed to Curb Suits

Giving the proposed industry arbitration boards power to award damages to exhibitors will probably be explored by the Allied States Association mid-winter board meet- ing in Washington next week, it was reliably reported here yesterday.

Arbitration is the top item on the meeting's agenda and Allied has already gone on record in favor of the broadest possible scope for any proposed arbitration plan. However, it has not been commonly believed that awarding actual or punitive damages would constitute in the scope of this plan.

Reliable informants now say there is considerable feeling in Allied that

Revised 'U' 1951 Net Is $2,267,784

Revised consolidated earnings for the fiscal year ending Nov. 3, 1951 (53 weeks) of Universal Pictures Co., Inc., amounted to $2,267,784, after pro- vision of $5,125,000 for Federal taxes on income and after provision of $300,000 for contingent liabilities. Nate J. Blumberg, president, disclosed yes-

Arnall in 'Political' Visit to Truman

WASHINGTON, Jan. 30. — Pres- ident Truman would like Ellis Arnall, president of the Society of Independent Motion Picture Producers, to take one of several important gov- ernment jobs, it was reliably reported here. Arnall, who des- cribed a talk he had with the President today as "personal" and "political," would not comment on this report. Arnall in Atlanta last Tuesday declined to comment on a New York newspaper column- ist's report that he would be offered the post of special as- ssistant to U. S. Attorney General J. Howard McGrath in charge of investigating corruption in the Federal government.
COMPO Cited for Service to 'Freedom'

"For effective and unselfish service to the Crusade for Freedom," the Council of Motion Pictures Organizations has given a citation signed by the Crusade's national chairman, Lucius D. C. Glazier, former Secretary-Treasurer and President of Warner Brothers Pictures, and former Governor Har- old E. Stassen.

See Quality Product 'Log Jam' in Phila.

PHILADELPHIA, Jan. 30.—Sabloisky Theatres in Norristown filed a petition in U. S. District Court here seeking a temporary injunction against the major film distributors to supply product to its Norris Theatre when it is digested with: "We are concerned with what plaintiffs claim will be a "log jam" of quality pictures resulting from extended runs in five leading Philadelphia houses. When first run films are booked in Norris the Norris is required to follow, the Sabloiskys are asking the court to require the film companies to make market available to them representative pictures on the national release dates."

"A local theatrical circuit court here before Judge Grim tomorrow."

David Sabloisky, a member of the independents, first circuit, stated that unless relief is granted by the court, the Norris may be forced to close within a few weeks. Names among the pictures creating the jam are: "Detective Story," in its 12th week; and set for four to six more "weeks," "Feel Like Dancing," opening today for a six- to eight-week run; "Quo Vadis," soon to open for at least seven weeks, and "The Greatest Show on Earth," due on the big screen shortly.

The Sabloiskys anticipate that there will be a severe shortage of top product for all of the Philadelphia key runs first circuit, with a resulting drain on these lengthy runs. Plaintiff is represented by the law firm of Dilks, Paxson, Kalisch, and Green.

Monogram Bookings Up 12%: Ritchey

HOLLYWOOD, Jan. 30.—With "Monogram Week," to be observed Feb. 10-11, Ritchey bookings of the company's product for that period in foreign countries will show a 12 per cent increase above last year, according to Morton V. Ritchey, president of Monogram International Corporation.

Ritchey made the announcement upon his arrival in Hollywood for a series of conferences with Steve Bronfein, company president, and other executives.

Edward Morry, company vice-president, will be held planned to leave for his New York office last Friday after attending huddles here last week, remained over for this week's execution."
ONE SMASH OPENING AFTER "Another Man's Poison"!

BIGGEST OPENING IN 6 MONTHS! HOLDING OVER FOR CONTINUED GREAT RETURNS! Philadelphia (Mastbaum)

THIRD BIG WEEK! San Francisco (United Artists)

BIGGEST U. A. GROSSER AND HOLDOVER IN YEARS!
London, Ontario (Loew's)

SOCK WEEK: Harrisburg (Loew's Regent); Reading (Loew's Colonial)

SMASH OPENINGS AND HOLDOVERS: Seattle (Orpheum);
Oakland (Roxie); Pittsburgh (Warner)

AND IT'S ONLY THE BEGINNING!

Douglas Fairbanks, Jr. and Daniel M. Angel present Bette Davis
Gary Merrill • Emlyn Williams in "Another Man's Poison"
also starring Anthony Steel (by permission of J. Arthur Rank Productions, Ltd.)
with Barbara Murray • Reginald Beckwith • Edna Morris • Screenplay by Val Guest
From the play, "Deadlock," by Leslie Sands • Produced by Daniel M. Angel
Directed by Irving Rapper

Another BIG ONE thru UA
is the stand which is being demanded by Chronistic Laboratories, which wants wide use of its tri-color tube, and by theatre television interests. This is also the stand demanded recently by Senator Ed Johnson (D, Colo.), chairman of the Senate Interstate Commerce Committee.

Feb. 8 Meet Set

NPA is slated to take up the whole matter at a meeting with equipment manufacturers on Feb. 8. A top NPA official admitted his staff is examining the problem, and said that "if we decide we can accomplish our ends through materials allotment control, we'll certainly lift the order. We want to get rid of controls wherever we can."

If the order were lifted, this official pointed out, the problem of theatre television interests and of firms like Chromatic would be whether they could get the scarce materials. In the case of theatre TV, he said, there would be an additional problem of whether manufacturers would prefer to use whatever materials they can get home color sets or on theatre color equipment.

**Arbitration Damages**

(Continued from page 1)

According to the latest reports, the TV Association has already had the tailored draft of an arbitration plan but rather merely reach an agreement on the broad outlines of a plan. These broad outlines should then be submitted to major distributors and the latter would be free to ignore them, hold further talks with ATO, or demand an industry-wide conference on arbitration to discuss the proposals of ATO, the Controllers, Owners of America and other groups.

**Has Gone on Record**

Allied has already gone on record that an arbitration plan must be an amendment to the Paramount case decree, and must be approved by the Justice Department and the courts. It is considered unlikely, however, that any plan will be put before Justice until it is fairly well agreed on by all parties. Informal conferences with the Department might be held on specific points as well, but it is felt that to call an incomplete plan before Justice will just be a waste of time, since the final plan may be quite different.

**See E. Pa. Allied Action in 90 Days**

**Philadelphia, Jan. 30,—Sidney E. Sadak, president of the Motion Picture Association of Pennsylvania, Allied, remains silent on the prospects of the local organization's statement as a unit of national Allied. He indicated that the action taken by Eastern Pennsylvania Allied within the next 90 days will make him one of the most unpopular men in the trade with those elephants that are trying to smear a salve on a cancer.**

**Yates on Product**

(Continued from page 1)

somewhat. Blame was not only put on same television and bad weather recently in many cities, but on other business conditions as well. "I think many businesses would be equally depressed if it wasn't for their connection with the war program," the Republic president stated.

Yates said the reason Republic is now selling its films to television and engaged in producing for television is to make up the loss in revenues from the sale of its films to theatres. He expressed the opinion that it is better "to live with television" and "get your share of the business" than fight it. In making the statement, Yates reminded TOA members that there was a research organization already functioning on the Coast, the Motion Picture Research Council, which is maintained by the Association of Motion Picture Producers.

In the course of a 1 1/2 hour discussion session this afternoon, Zanuck reminded TOA members that there was a research organization already functioning on the Coast, the Motion Picture Research Council, which is maintained by the Association of Motion Picture Producers. The speaker? Zanuck, said he believed all branches of the industry should share in providing it. On the same subject, Secretary Zanuck reminded TOA members that there was a research organization already functioning on the Coast, the Motion Picture Research Council, which is maintained by the Association of Motion Picture Producers.

**TOA Plans**

(Continued from page 1)

Livingston, C. E. Cook, Morris Low- man, Max Frankel, Martin Butler and others who said they considered tax relief the most important item on the agenda. Suggestions ranged from a grass-roots informational campaign to the use of the screens to build public pressure for tax relief. It was said that the Senate would be of the same opinion.

Following the session, executive director Gale Sullivan told the press that TOA is prepared to go all out for tax relief regardless of the attitude of other industry organizations.

**The Altec Service Man**

(Continued from page 1)

The Altec Service Man and the organization behind him

**There's Only One**

Lord Tallion

Miamifl Beach

Ocean Front, 44th at the Ste

COMPLETELY AIR-CONDITIONED

Reservations - Walter Jacobs

**CHANGE**
Motion Picture Association of America, has been giving Gelling national publicity in speeches demanding from the studios the release of motion pictures on the same scale as that of the press. It is known that the MPAA would be gratified to see the issue acted upon by the Supreme Court.

Robert L. Park of Beaumont, attorney for East Texas Theatres, Inc., owner of the Paramount in Marshall, said previously he was ready to head the Supreme Court if he lost the Texas final court for criminal cases. First, though, he must be refused a rehearing in the court here.

Another case is the belief that industry attorneys believe would be an "all right, perfect high court censorship test case," because it is one in which an exhibitor "played a film banned by censors and was fined or imprisoned," they state.

Not as clear cut were the "lost Boundaries" and "Curley" high court appeals of recent years. They involved legal rights and the Supreme Court rejected both.

Judge Tom L. Beauchamp patterned his opinion upholding the Marshall censorship closely after the 1950 decision by Judge J. C. Hutcheson of the Fifth Circuit of Appeals at New Orleans which upheld the city censorship ordinance of Atlanta, Ga.

No case, he said, "is more or more a major source of revenue to the motion picture production industry and not, as it now is, a purely competitive medium of entertainment."

One of the significant developments in the past was the acquisition of a substantial stock interest in the company by Decca Records, Inc., through its president, Milton R. Rackmull, the report stated.

**Compo Ad Planning**

(Continued from page 1)

meeting here of the Simonelli committee which was also attended by Arthur L. Mayer, COMPO executive vice-president, and Charles E. McCarthy, information director.

'Synthesize the Thinking'

The sub-committee will be called upon to "synthesize the thinking" represented in suggested COMPO advertisements submitted by Loew's, Warner, 20th Century-Fox, Paramount, Universal and United Artists. It is hoped that a single ad layout will be agreed upon by the sub-committee.

At yesterday's meeting it was evident that opinion is about equally divided on whether the COMPO ads should place heavy emphasis on the institutional theme or whether individual films should be stressed with institutional aspects merely touched upon.

Present at the meeting, in addition to those already mentioned, were: Howard Dietz, Si Seidler, Phil Gerard, Jeff Livingston, S. Barrett McCormick, Sid Blumenstock, Alec Moss, Otto Schaefer, Sam Kaiser, Francis Winikus and Alfred Corwin.

**Skouras Addresses**

(Continued from page 1)

through large screen television viewing, Skouras described the motion picture as a community of talents, drawing its experts from every part of the globe and from every culture, giving scope to freedom of expression throughout the world and symbolizing the cultural community of interest inherent in the activities of UNESCO and the United Nations.

He stated that television will bring the motion picture to even greater heights of public service.

**Ferrer, Hunter Preview**

Jose Ferrer and Kim Hunter, stars of "Anything Can Happen," appeared at a special Paramount preview of the film held at last evening's session of the third national conference of the National Commission for UNESCO.

**See $450,000 Revenue For State Film Unit**

Albany, N. Y., Jan. 30.—The operating costs of the motion picture division of the State Education Department, which reviews and licenses films commercially exhibited, will be $99,407 in the fiscal year 1952-53, compared with an estimated revenue of $459,000.

This is shown in the budget which Governor Dewey submitted to the State Legislature yesterday.

Thursday, January 31, 1952

MOTION PICTURE DAILY

5

**U '51 Net**

(Continued from page 1)

today in his annual report to stockholders.

Previously, the company reported an estimated $2,007,783 for the year after provision of $3,500,000 for Federal excise taxes. For the preceding fiscal year (Oct. 1-Sept. 30), earnings were $1,355,886 after provision of $950,000 for Federal taxes.

The film company's consolidated earnings for 1951 of $2.10 per share on the 960,498 shares of common stock outstanding. For the preceding fiscal year earnings were $1.14 per share.

According to Blumberg, the company's volume of film rentals in the U. S. in the 1951 fiscal year reached an all-time high. Income from operations for fiscal 1951 was $65,172,880 compared to $55,591,085 the previous year.

**Active Interest in TV**

Universal is maintaining an active interest in the field of television, according to the president, who states, "The special unit set up at the studio has continued its study of the economics of motion pictures related to the production of films for television." The company will play "an important part in the development of new films for television programs," he said.

"We recently announced the conclusion of a long period of subsidiary, United Artists Film in collaboration with our studio, for the extensive production, distribution and sale of films for television programs both in black-and-white and in color. We continue to adhere to the opinion expressed in the previous annual report that television eventually will rely to a large extent on films for its entertainment and will become more and more a major source of revenue to the motion picture production industry and not, as it now is, a purely competitive medium of entertainment."

"The desire of a great industry to reap greater fruits from its operations should not be indulged at the expense of Christian character, upon which America must rely for its future existence."

"Youth of the nation is influenced by the community, he said, and if the state and community surrender power to keep a wholesome community, "then we may expect our Federal Government to move into fields with which it should not be encumbered and in which it can not be trusted.

Marshall, an East Texas town with about one-half Negro population, got its ire aroused when Gelling announced he would retitle the 20th Century-Fox picture concerning fictional experiences of a near-white Negro girl in the South. It dusted off a 1921 ordinance adopted to deal with the "Birth of a Nation." He was convicted in County Court and fined $200, after his arrest on a 28-year-old ordinance.

Judge Beauchamp turned aside as immaterial reasons for the Board of Censors to ban the film and wrote on the question of whether the ordinance should be struck down under the First and Fourteenth Amendments.

He disagreed with arguments of Gelling's attorney that recent decisions by the United States Supreme Court indicated it was shifting its attitude, therefore its 1915 ruling upheld the state and city censorship should be disregarded.

"The Supreme Court of the United States," in the court's opinion, "may extend the Fourteenth Amendment to include motion pictures, and thus nationalize the industry and remove it from state and municipal control, but we are not expecting this until it has done so, and certainly will not yield that important function on behalf of the state and the municipality until we are forced to do so."

The Supreme Court, he said, has consistently refrained from reconsidering its 1915 decision.

The "Pinky" case was argued here a year ago and has been pending since.
Reviews

"Bugsle in the Afternoon" (Warner Brothers)

A CONFLICT between two cavalry officers runs to almost classic proportions in "Bugsle in the Afternoon." The picture is set at the time General Custer was battling Indians and has some good outdoor action and exciting development. This is a rare opportunity for classical comedy, including color by Technicolor. Ray Milland plays the officer who is drugged out of the regiment for running a saber through his nemesis, Hugh Marlowe. The screenplay by Geoffrey Homes and Harry Brown also has a romantic triangle, in which the two cavalry officers portraying the girl who was in deviation between both men. Others in the cast lend color to the story are Forrest Tucker, a humble private who knew happier days as a sergeant, and Barton MacLane, a hardened captain. All told, the picture should be very pleasing to action fans.

After a spell as a civilian, Milland decides to enlist in the cavalry again as a private. To his consternation, it develops that Marlowe is his superior officer. Not only does he have to contend with cominning hostility of Marlowe as a superior officer and as a rival for Miss Carter, but also with the regimental bully, Tucker. It takes a fight to chasten Tucker and turn him into a devoted friend. As for Marlowe, the struggle with him wages over many a field of battle until finally he goes to his doom.

There are some rousing good battle scenes with the Indians, directed tellingly by Roy Rowland. The finale sees Milland rightfully restored to his captancy as well as the affection of Miss Carter. The screenplay was based on the novel by Ernest Haycox.

Running time, 85 minutes. General audience classification. Release date, March 5.

"The Green Glove" (Benagous Productions—United Artists)

A LONG and fascinating manhunt is set in motion in "The Green Glove." Asographed in France, the picture offers as an added premium some attractive locations, as well as a little action, which gives the production but it makes for crisp and exciting entertainment of general audience appeal. Heading the cast are Glenn Ford and Geraldine Brooks.

The story begins during World War II, when Ford, as an American paratrooper, leaves a jewelled glove with some people in a chateau. The glove, a church relic, had been stolen by George Macready, and in an effort of revenge.

Now with the war over, Ford returns to France to claim the glove, soon, however, finds himself in the storm center of a lot of melodramatic doings. There are mysterious murders and assaults. Ford not only becomes the quarry of both and a police officer who professes to be his friend. As for Marlowe, the struggle with him wages over many a field of battle until finally he goes to his doom.

Rudolph Mate's direction draws the most out of the suspenseful pursuit and flight. Excellent exploitation material is the climax in which Macready pursues Ford through a narrow mountain pass that looks down yawning chasms. Ford not only has a hostile struggle with his adversaries but also has his conscience to worry about. He must either keep the glove or return it to the church. He takes the latter action finally and all ends happily.

This Benagous Production film was produced by Georges Maurier. Charles Bennett provided the screenplay. Running time, 88 minutes. General audience classification. Release date, Feb. 28.

M. Herribstan

SWG 'Blacklisting' Trial Due in April

File Accounting in Sears Estate Case

Trial of action filed in Federal Court here in January, 1949, by the Screen Writers Guild and the Authors League of America to restrain members of the Motion Picture Assocation of America and the Society of Independent Motion Picture Producers from "blacklisting" script writers has just put a hold on an accounting it had been scheduled for Feb. 28.

The complaint charged that on Nov. 15, 1947, the defendants formed a combination to bar writers from employment if they held membership in one of the organizations. This was an outgrowth of developments which followed the trials of the so-called "unfriendly" 10 writers and directors who were charged with contempt of Congress.

The "unfriendly" 10 file damage actions against producers. The former were denied employment because of their alleged Communist ties, but a number of these suits meanwhile have been settled out of court with the payment of sums to plaintiffs.

An accounting was filed here yesterday in Bronx Surrogate Court by trustees of the Maurice A. Sheen Trust in answer to a petition for accounting filed by Dorothy Shea, wife of Gerald Sheen, president of Shea Enterprises and daughter of the late M. A. Shea, founder of the circuit. A petition for accounting in the estate of the late George S. Sheen was also filed in Surrogate Court yesterday. The accounting in the Surrogate's Court was filed in response to the trust's request for an accounting.

WSB Extends Wage Increase Formula

Hollywood, Jan. 30.—The Wage Stabilization Board, which had agreed to approve the wage increase formula worked out by the Independent Producers Association of Motion Picture Producers, member studios, has approved the same for all other studio unions which have negotiated wage agreements with the AMPP, the Society of Motion Picture Producers or the Independent Producers Association.

Expect 1,000 at 20th-Fox Seminar

An estimated audience of some 1,000 exhibitors from the Philadelphia, Washington and Pittsburgh areas will attend 20th-Century-Fox's first regional sales and distribution meeting following the New York session, being held at the Erlanger Theatre in Philadelphia.

The gathering will hear vice-president Charles Einfeld and his staff outline advertising, publicity and exploitation plans for pictures to be released during the first half of this year. Each exhibitor will carry away merchandise kits to be used in planning local campaigns.

Executive assistant general sales manager William Goodman will meet with exhibitors at the welcoming address and list the entire 1952 product.

Also at the meeting will be Atlantic division manager Glenn Norris and branch managers Sam Diamond, Philadelphia; Al Levy, Pittsburgh; and Joe Rosen, Washington. They will also bring their sales staffs to the meeting.

The location of the meeting will be the Kinescope showings of several TV shows which have included large-scale demonstrations of various company films and personalities.

Swedish to Retain Censorship Setup

WASHINGTON, Jan. 30.—A Swedish government committee has recommended that Sweden's present film censorship legislation be continued practically unchanged, according to U. S. Commerce Department film chief D. C. Green. The committee was appointed by the Minister of Education early in 1949.

The Censorship Board may prohibit any film showing or may decide a film is not for screening before mixed audiences, or only for persons over 15. It may order the cutting of only minor changes, including one that the present age limit of 15 years be replaced by one of 12 years, one under 11 and the other under 16.

The group did recommend that charges for censoring films be lowered. At present, the board makes a profit on this activity, and it was felt that the charges should cover costs and no more. About 55 per cent of all features approved in the first nine months of last year were from the U. S., Green said.
TOA Reaffirms 'Anti-Red' Stand As Coast Meet Ends

Hollywood, Jan. 31.—The Theatre Owners of America tonight wound up its four-day midwinter board of directors meeting with the adoption of a ringing resolution aimed at registering its stand with respect to Communism.

The resolution said in part, "Whereas our nation is now mobilizing all its resources to strengthen our arsenals of defense against aggression outside or infiltration inside by the Godless government and slave states of Communism, now therefore be it resolved that TOA reaffirm and redecide its entire membership to...

(Continued on page 3)

Expect FCC Order Broadening Issues

WASHINGTON, Jan. 31.—The Federal Communications Commission is expected to issue an order tomorrow broadening the issues in the coming television theatre hearings and also announcing a brief postponement in the starting date of the hearings.

The hearings will be set back from Feb. 25 to March 10, according to reliable reports. Informants said the delay was due both to the fact that...

(Continued on page 2)

Pinker Sees Banner UA Year in Brazil

RIO DE JANEIRO, Jan. 31.—Following a big-scale meeting here with United Artists sales personnel, Arnold Pinker, UA foreign manager, predicted the company will have a banner year in this country in terms of the number of bookings.

(Concluded on page 2)

'Timing' of TOA Anti-Tax Plan Is Questioned Here

Theatre Owners of America's announced intention to re-stimulate public pressure for repeal of the 20 per cent Federal admission tax appears likely to run into a measure of opposition within the industry. The question of "timings" was raised in industry circles here yesterday as it became known that TOA directors, meeting on the Coast, had approved a resolution instructing Mitch-ell Wolson, organization president, to name a committee of TOA members to formulate a plan for vigorous action to obtain tax relief, especially at the Federal level.

The subject of taxes is scheduled for an airing on an industry-wide plane at the meeting in New York on Feb. 20-21 of the board of the Council of Motion Picture Organizations. Opinions, pro and con, as to the advisability of a campaign against the Federal admission tax in the light of, or notwithstanding, the government's mammoth military budget, are likely to engender considerable heat at the COMPO parley, it is believed by observers here.

As far as COMPO's administrative officials are concerned, they pointed...

(Continued on page 3)

U. S. CLEARS 44 LOEW'S THEATRES


Of Loew's approximately 120 theatres, 44 are wholly unaffected by the divestiture provisions of the company's Federal consent decree, released by the Department of Justice in Washington this week, an analysis of the divestiture agreement reveals.

The 44 theatres which Loew's may retain without qualification do not constitute the total of its possessions after an divestiture condition have been complied with. The total which will comprise the post-divestiture circuit probably will be nearly double that.

The difference is that in numerous situations the decree offers Loew's the

(Continued on page 2)

 практический перевод:

Cite Peril to Films In Copyright Setup

WASHINGTON, Jan. 31.—Government leaders are warning that a move from private industry has warned Congress that foreign governments will probably reduce or end the copyright protection they give U. S. films unless a pending bill is enacted into law.

Luther Evans, head of the Library of Congress, warned of foreign actions, adding that, "our great motion picture industry, which supplies a great demand in Europe for American pictures and which to a large extent relies upon the foreign market, will find...

(Continued on page 3)

Name German Head Of NCCJ 'Lab' Unit

William J. German, president of William J. German, Inc., has been appointed chairman of the film laboratories committee of the entertainment industry's profit-sharing fund-raising campaign of the National Conference of Christians and Jews, George P. Skouras, chairman of the amusement division of the drive, announced here yesterday.

At the same time, Skouras announced the appointment of theatrical

(Continued on page 2)

Say Arnall Offered Price Control Post

WASHINGTON, Jan. 31.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, said he would leave for Atlanta tonight—still without a government job. Arnall continued to refuse to comment on reports that President Truman had offered him any one of several top government posts. The most common report today was that the President was pressing Arnall to take the Price Stabilization post being relinquished by Michael DiSalle.

"Assuming I had been offered a

(Continued on page 2)

Report Combine for Drive-Ins Forming

NEW ORLEANS, Jan. 31.—Efforts to organize Louisiana and Mississippi drive-ins in a new film buying and booking combine are under way, according to Film Row reports here.

Main Connecticut of Newton, Miss., board chairman of the M.P.T.O. of Arkansas, Mississippi and Tennessee, a Theatre Owners of America affiliate, is mentioned in connection with the reports as one of the moving spirits behind the plan. Efforts to ob-
PERSONAL MENTION

WILLIAM C. MacMILLEN, Jr., president of Pathe Industries, has returned to New York from Hollywood.

ROBERT S. WOLFF, managing director of RKO Radio Pictures in the United Kingdom, who has been spending a couple of months from Southampton on the S.S. Queen Mary for home office conferences here. Originally he was expected here by plane yesterday.

MRS. ALICE THOMPSON, publisher and editor of the Lincoln Journal, leaves here today for St. Louis, Dallas, Fort Worth and Houston.

MORT NATHANSON, eastern director of advertising-publicity for Horison Films, is in Washington from New York.

JOHN KEBRIE, southern division manager for Lorimar-Brothers in Arkansas, is convalescing from a fractured arm.

EDWARD P. CURTIS, eastern Kansas City vice-president, was in New York yesterday from Rochester.

TO HONOR ZUKOR IN "MOVIETIME" SHOW

Adolph Zukor, chairman of Paramount Pictures board of directors, will be the honored guest on Ken Murray's CBS-TV show tomorrow night in a program which will pay tribute to Zukor's pioneering work in the industry and in a "Salute to Movie-time, U.S.A."

SENATE CONFRMS NEW POST FOR JOHNSTON

WASHINGTON, Jan. 31—The Senate today confirmed the appointment of Eric Johnston, president of the Motion Picture Association of America, as chairman of the International Development Advisory Board.

LEVIN GETS MOCO-AA CHECKING TASKS

HOLLYWOOD, Jan. 31—Monogram Pictorial and Allied Industry officials have assigned Jack Levin and Associates to handle theatre checking assignments.

FCC DELAYS

(Continued from page 1)

the commission is still tied up with work on the television "freeze" and to the December 1 deadline for late appearances filed in the proceedings.

More significant than the postponement, from the film industry's point of view, is the proposed enlargement of the issues. Commission officials would not comment on what new issues would be except to admit that the enlargement came on the motion of the FCC, which apparently wanted to take advantage of the general qualifications of some film companies would be made an issue.

Cancer Society Cities Industry in Canada

A tribute to the Canadian industry's choice of its part in the fight against cancer was paid by Dr. O. H. Warwick, executive director of the Canadian Cancer Society. It was reported here from Toronto.

Warwick pointed out that in 1953-54, 200 screen goers in Canada have seen the Society's cancer education film.

REPORT HIGH FIRES IN 5 THEATRE S

Five theatre fires, two in Texas and three in other states, resulted in heavy losses.

The Wayne Theatre, Waynesboro, Tenn., owned and operated by James Allen Petty and T. J. Tompall, was destroyed by fire, with a loss estimated at $75,000, partially insured. The owners have indicated they will rebuild.

Fire of unknown origin caused several thousand dollars worth of damage to the Watsco Theatre in Harriman, Tenn., a unit of the Crescent Amusement Co.

A three-alarm fire, said to be a general alarm fire for four hours in below-freeze weather, but failed to save the Alcazar Theatre at Naugatuck, Conn. The theatre roof collapsed and ruined the interior to the extent of a $40,000 loss.

The Lyric Theatre, Marcus, Ia., owned by Ed Delaney, was burned out in a mid-morning fire, and the theatre building at Deadwood, S. D., was destroyed by a blaze swept through a section of the downtown business district, Black Hills Amusement Co., operated the latter theatre.

REPORT ARNALL

(Continued from page 1)

job, I assure that I would give the President my answer next week," Arnall said. "I certainly have not taken any job so far."

The new board with Economic Stabilizer Roger Putnam, adding to the rumors that he had been invited to take the Price Stabilization job.

At his press conference this morning, President Truman said he would be glad to have Arnall in an Administration post but he did not think Arnall wanted one. The President flatly denied that Arnall had been asked to take a Federal "clean-up" job.

NAME GERMAN

(Continued from page 1)

producer Max Gordon to act as chairman of legitimate theatres for the drive.

Featured events will be the industrysponsored Night of the Grand Slam, scheduled for Thursday, Feb. 17-24 and an industry-wide dinner to be held on Feb. 23.

LOEW'S DECREES

(Continued from page 1)

alternative of disposing of any one of several theatres. In other situations it has the choice of retaining theatres by accepting product limitations or other balances short of actual divestiture to establish independent competition. In this case if the competition eventually materialized, divestiture could be ordered.

The analysis shows that apart from the theatres which are wholly unaffected by divestiture terms, there are 24 which must be disposed of by five companies and approximately 48 in the other or category. If the competitive conditions sought by the Department of Justice were to be met, Loew's must retain most of the latter operations. The theatres subject to outright divestiture and those affected by conditional provisions were published in Missouri Picture Daily of Jan. 29.

Here and the 44 Loew's theatres wholly unaffected by divestiture provisions:

- San Francisco: Warfield, Garey, Grand, Majestic, Poli.
  - Wilmington: Aldine.
  - Atlantic City, N.J.: Loew's.
  - New York: Loew's, Orpheum, Roxy.
  - Springfield, Mo.: Kansas City, Midland.
  - St. Louis: Loew's.
  - Jersey City: Loew's.
  - Newark: State, Lafayette.
  - Buffalo: North Park, Lackawanna.
  - New York City: Apollo, Capitol.
  - Nashville: Aladdin, State, Capitol, Grand, Loew's.
  - Chicago: State, Stratford, Balaban & Katz.
  - Rochester: Loew's.
  - Syracuse: State, Strand.
  - Akron: Loew's.
  - Cambridge: Loew's.
  - Dayton, Ohio: Loew's.
  - Toledo: Variety, Valentine.
  - Harrisburg: Regent.
  - Reading: Loew's.
  - Providence: State.
  - Moline, Ill.: Palace.
  - Nashville: Vermont.
  - Homestead: State.
  - Norwalk: State.
  - Richmond: Loew's.

Another factor which will affect the size of the new circuit is the disposition to be made of some of the theatres which are jointly-owned by Loew's and the United Artists Theatre Circuit. The decree puts a Feb. 29, 1952, deadline on Loew's ending its joint interests with the UA Circuit. A 30-day time limit for other joint ventures of both companies brought disclosure that, although talks between the two have been going on for several months, no documents have been drawn up yet.

The outright divestiture of 24 theatres must be completed in two years, and the number of 12 a year. The conditional divestiture of approximately 48 theatres are to be determined in three to five years, although such determination is not likely to result in the divestiture of more than a small percentage of that total, in any event.

The decree is scheduled to be presented to the Federal Court here for approval next Wednesday. A provision that giving effect to the divestiture provisions of the decree must be approved by Loew's stockholders on or before June 8, is completed within two years thereafter, except in the event of a refinancing of the company, which is not specifically provided for.

MYERS PRAISES DAILY'S STAND

WASHINGTON, D. C. (Editor, Motion Picture Daily: Appliance from the gallery for your column ("Tradevex," Jan. 28) on Mrs. Johnnie Johnson's proposal for liberalizing the Production Code so the movies can compete with television in the smut market.

In the industry's present reduced circumstances, wouldn't it be just simply to stir up all the critics and reformers who have been doing so since 1934?

Abram F. Myers, general counsel and chairman of the Board, Allied States Association.

INDUSTRY MUST UNITE

(Continued from page 1)

tractors of motion pictures, Einfeld asked that enthusiasm for the business be a watchword in all branches of the industry.

In order to demonstrate the superior entertainment quality of films, Kinescope examples of current home television shows and the last reel of 20th-Fox's Easter Technicolor release, "With A Song in My Heart" were shown to thelocals present.

Home office advertising, publicity and exploitation staffs who joined with Einfeld in the presentation of the program were Rodney Bush, Stirling Silliphant, Alec Moss, Martin Michel, Eddie Solomon, Earl Wingart, Dean Justin, Will Yolan and Ira Tulipan.

W. C. Gehring, executive assistant general sales manager, made the welcoming address.
TOA Restates ‘Anti-Red’ Stand

Scans honoring the winners of the 1951 annual Motion Picture Daily Fame radio and television poll are among the exhibits on display in the lobby of the Radio City Cinema where the post office subdivision of the American Federation of Labor is headquartered. The lobby has been decorated in a patriotic spirit in honor of President Eisenhower.

As the Anti-Communist crusade for re-election of the United States Senate continues, the American Federation of Labor has restated its platform of the war against Communism.

The American Federation of Labor has been a leader in the anti-Communist movement since its founding in 1915. The union has been active in supporting the war effort and has endorsed candidates who support the war effort.

The American Federation of Labor has been a leader in the anti-Communist movement since its founding in 1915. The union has been active in supporting the war effort and has endorsed candidates who support the war effort.

Services Today for Mother of Brandt

Mrs. Gusti Brandt, sister-in-law of New York's father-in-law, died yesterday after a short illness, at her winter home in Miami Beach.

Mrs. Brandt is survived by five sons, William, Harry, Louis, Bernard and Albert, two daughters, Mrs. Belle Heyman and Mrs. Mollie Lips, and two sisters, Mrs. Lena Weisel and Mrs. Anna Goldman.

A native of Austria, Mrs. Brandt came to the United States at the age of 19. She is the widow of Ignace Brandt, who died in 1932. She took an active interest in the affairs of her family. She is survived by her five sons, who are all active in the family business, and two daughters, Mrs. Belle Heyman and Mrs. Mollie Lips.

Tax Collections

(Continued from page 1)

$20,000,000, compared with $20,000,000 in December 1949, the Bureau reported. This was the second successive month that 1951 collections ran below those of the preceding month, and the total for the first quarter of 1951 was $50,000,000 less than in 1950.

Drive-in Combine

(Continued from page 1)

tion comment from Connett were un-

i

sures. Distributors believe the aim of such a combine would be to obtain newer product and better runs for area drive-

ins through concentrated buying.

Installing TV Screen

SAN FRANCISCO, Jan. 31.—The Tele-

cines Theatre here is spending $5,000 in preparation for the installation of a TV screen.

NEWS in Brief...

Walter Wangler's "Joan of Arc," starring Greta Garbo and distributed by RKO Radio, has shown at popular prices in 23 New York metropolitan area theatres, starting Feb. 8. (Continued)

Some 1,000 persons gathered at the Commodore Hotel here last night to attend the opening of the 60th birthday for his efforts in behalf of philanthropic causes.

The event was conducted under the auspices of the Greater New York Committee for State of Israel Bonds. Hosts guests invited included Vice-President Allen W. Barkley, Mandell B. O'Connor, president of the National Foundation for Infantile Paralysis, and Walter White, executive secretary of the National Association for the Advancement of Colored People.

HOLLYWOOD, Jan. 31.—The Wage Earners Committee has rejected a $1,000,000 offer by Stanley Kramer for In

ternal a WEC circ-

ation of Red-starred and Red-

shaped films, has submitted a text for

The retraction is proposed for ground as the dising. Kram-

and his counsel have found the text unsatisfactory, and WEC is preparing another.

BOSTON, Jan. 31.—Rawl Dyke and Mrs. Rawl Dyke, who have been extending an invitation by the government to Massa-

achusetts, Vermont, New Hampshire, Rhode Island and Connecticut to at-

end a coronation ball in conjunction with the saturation booking of "Snow White and the Seven Dwarfs" in the New England area. The ball will be held at the HotSEM on. here on Feb. 3 under the auspices of the Women's Club of Boston.

NEW ORLEANS, Jan. 31.—Some 125 friends and industry people gathered at Arnaud's Restaurant here in tribute to Gustav J. Dureau, new chairman of the Metropolitan Theatres, Inc., and Norman L. Carter, executive vice-president, at a testimonial dinner. C. J. Brian, manager, presented Du-

n client with a radio-photograph combi-

nation and Carter with a silver ice cube container and six silver goblets. Where C. Montgomery was chairman of the dinner.

Walter Hickey, relief cashier at the Paris Theatre here, died Tuesday night after being flown from a hospital in a plane for her care.

New York, Pickers has flown from his home to visit in Chile, Peru, Pan-

ama, Venezuela and Cuba, in which countries he will inspect UA properties and review UA success.

The meeting here was the only one of its kind scheduled by Picker for the tour. He is due to return to New York by plane on Feb. 15.
BOOM!

"ROOM FOR DOING BUSINESS"

CARY GRANT

and

BETSY DRAKE "ROOM FOR ONE MORE"
ONE MORE GESS GALORE!!

The openings at press-time! More daily—watch!

BUFFALO / SAVANNAH / ROCHESTER / SYRACUSE / ERIE / ATLANTA / SALT LAKE CITY / OKLAHOMA CITY / ELMIRA /

M. P. HERALD
In a burst of promotional activity aimed at your boxoffice!

It started with gala previews in New York and Los Angeles for the top opinion makers in radio, newspaper, TV and music...

It was boosted along by the gossip columnists and fan magazines who's readers couldn't read enough about unpredictable Frankie and bombshell Shelley...

It got into high gear with dozens of network radio and TV plugs spearheaded by Sinatra's own drum-beating via his weekly CBS coast-to-coast TV show.

Now it's really zooming with 70 outstanding disc jockeys in 70 important cities devoting large portions of their programs every day to a nationwide "Danny Wilson" contest.
Tradewise...

By SHERWIN KANE

The basic difference between the just concluded Saturday Evening Post series on the subject of films vs. television and the article published in Life magazine last August is emphasized in the titles given the two articles. Life called its piece “Now It’s Trouble That’s Super-Colossal in Hollywood” and proceeded to set forth what was tantamount to a formal obligation for the nation’s motion picture theatres. It revealed clearly that what Life meant by “trouble” was its opinion that television was about to supplant motion picture exhibition. Fortunately, that viewpoint is as unsubstantiated today as it was then.

The Saturday Evening Post dubbed its series: “The Big Brawl—Hollywood vs. Television.” There is implicit in the title not only that “Hollywood” is vigorous and brash enough to engage in a “brawl” but also that the encounter has not been decided, and its outcome is not to be glibly forecast, as Life ventured to do.

Whether or not you agree with the Post’s presentation, it must be conceded it recognized there are two sides to the matter, which the Life article did not. The Post’s series will not be the last word on the issue done by the Life article but it will serve to make thoughtful readers aware that television has some super-colossal troubles of its own that are far from being solved, and were never mentioned by Life.


Blumenstock Will Operate from W.B.’s Coast Studios

In a move designed to speed up promotional service to distribution and exhibition, Warner Brothers at the weekend announced that Mort Blumenstock, vice-president in charge of advertising and publicity, will transfer his headquarters to the company’s studios in Burbank. Blumenstock returned to New York over the weekend following a series of meetings with Harry and Jack Warner and Ben Kalmsen, vice-president in charge of distribution. Blumenstock expects to occupy his new studio office by Feb. 15.

The move reflects the current distribution and exhibition requirements.

(Continued on page 7)

Bill Park Series For Sol Lesser

Bill Park, Pacific Coast news editor for NBC and former managing editor of Paramount News, has been signed by Sol Lesser to produce, write and edit a series of factual documentaries in their pictures which form part of Lesser’s 1952-53 program.

Park assumes his new position today, with the expiration of his NBC contract, and his first assignment will be to handle “The Lost Emeralds of Ila Tics.” Color in Technical exploration, documentary, being photographed in the Peruvian jungles by Kenneth Krimpins and Herman Schopp.

Among his other duties Park will serve as advisor to Lesser in connection with the latter’s TV releases.

‘Vadis’ Bookings in Cities of 25,000 Up

A sufficient number of first-run bookings of “Quo Vadis” in larger cities having been set, M-G-M announces that it is now prepared to accept offers from first-runs in cities of 25,000 to 100,000 population.

Qualified theatres in such cities are invited to notify M-G-M exchanges within the next seven days of their interest in booking the picture. Offers will be received by the exchanges thereafter.

Delegates Arriving For Allied Meeting

Washington, Feb. 3.—Abram P. Myers, chairman and general counsel of Allied States, arrived here yesterday by illness at the weekend, as delegates to Allied’s annual meeting meeting began arriving in the city.

However, it is expected that Myers will have recovered from his indisposition in time for the opening board sessions on Tuesday. Tomorrow, corner Allied Caravan committee and the arbitration and national film committees will hold separate sessions.

FCC Paramount Hearings Resume

Washington, Feb. 3.—The Federal Communications Commission’s “catch-all” Paramount hearings will reopen tomorrow before hearing examiner Leo Resnick, with Paramount Pictures’ vice-president Barney Bahan as the likely lead-off witness. The hearing has already covered testimony on the F.C.C.’s charge that Paramount controls Allen B. DuMont Laboratories, Inc. The hearings that reopen tomorrow will go into other issues—the proposed merger between United Paramount Theatres and American Broadcasting Co. and the offer of whether or not Paramount or any subsidiary should be given television licenses in view of their activities.

Lawyers expect the hearings to go on for many more weeks, possibly

Fair Copper-Drip Price Put at 16c

Washington, Feb. 3.—About 15 to 16 cents a pound is a fair price for copper drippings, National Production Authority chief Nathan D. Goldsmith reports.

Golden said reports from San Francisco, Charlotte and Minneapolis, which all had conducted highly successful collections, showed a wide variation in price received for the drippings—anywhere from 10 cents to 17 1/2 cents. He said NPA’s salvage division thought the 15 to 16 cents price a fair one for copper drippings, but admitted that the price would actually vary with the quantity offered for sale and whether the dealer had to pick up the drippings or had them delivered to him. “It is suggested

(Continued on page 7)

Competition Is Made an FCC Hearing Issue

Testimony Is Now Set to Get Underway on Mar. 10

Washington, Feb. 3.—The Federal Communications Commission has enlarged the issues in the coming theatre television hearings to put increased emphasis on the question of maintaining competition within the proposed new service, and on the quality limitations on the programme exhibitors to furnish such a service.

At the same time, the Commission moved back from Feb. 25 the date for the hearings, and allowed eight more organizations to become parties to the hearings.

Theatre television proponents promptly discounted the enlargement of the issues, declaring that “the

(Continued on page 7)

Pathe Allows Delay In RKO-Loew’s Suit

Pathe Industries, plaintiff in a $15,000,000 triple-dip suit against the Loew’s and RKO circuits, has granted the defendants a one-month extension for submitting final records for review prior to the setting of a trial date in U. S. District Court here.

The deadline previously was Feb. 1 for the submission of the data to the plaintiff. The extension means that Pathe will have to delay moving for trial for at least a month, and perhaps longer. William C. MacMullen, Jr., Pathe president, has said that his

(Continued on page 7)

Drive-in Combine Started in South

New Orleans, Feb. 3.—Confirmation that a new film buying combine for Louisiana and Mississippi drive-in operators has been formed was announced tonight when it was learned that at least six theatres as of now have notified film exchanges here that the new combine will handle their prospective buying and booking.

The theatres are the Joy, Sunset, Lone Star and King in Shreveport, the Don, Bosser City, and the Barksdale. According to reports, Max Connett of Newton, Miss., chairman of the Tri-States MPTO, heads the new combine.

(Continued on page 7)
Klieman Plan
In New Phase

PHILADELPHIA, Feb. 3—To further standardize and streamline its billing procedures, Klieman, general manager of W. and R. Theatre Enterprises, operating a chain of 334 houses in 14 states, has introduced a new program of billing explanations, to be distributed to 1,200 key exhibitors throughout the country, and to "every important producer, distributor and home office executive.

A cover letter accompanying the brochure was mailed last Friday to 1,200 key exhibitors. On Oct. 19, 1951, Klieman publicly launched his campaign to develop the program when he presented a copy of it to all executives of all producing and distributing companies, in addition to the trade press.

The brochure to be sent on Feb. 9 will support the 1,200 key exhibitors that, "the least you can do if you value our industry, is to let the producers, distributors and your fellow exhibitors know your reaction. I hope you agree with us that encouragement is far better than to take the plan off paper and put it into motion."

In his letter to producers and distributors, Klieman will advise them that he will send the brochure to key exhibitors and urge them to make a special effort to see, "reaction from exhibitors through your local offices or whatever channels are at your disposal."

Klieman's plan provides for a "unit show" with four requirements:

"(1) A presentation of a feature to the feature, with at least one marquee star and one or more new or unknown stars who have the ability and possibility of top box office. Running time average: 30 to 40 minutes. Features featuring boys playing football or baseball where main feature has male main appeal. The appeal in all categories to build true for feature dates.

"(2) A cut of 20 to 30 public relations subject dealing with the following: (A) Non-features, (B) Features, (C) Historical stories, Biblical stories, human interest experiences. (D) Public relations subject monthly in dozens of magazines or any subject which may have personal interests to at least 25% of the box office population.

"(3) Color color of excellent comedy material suitable for both adult and juvenile appeal.

Klieman envisaged a widened scope of patronage from the use of such a plan. He said it would be of great interest to theatres patrons who, because their available entertainment time is limited, have been discouraged from attending theatres by the use of double bills.

Livingston to Aid Linet on New Drive

Milton Livingston, publicist and trade press contact for Universal Pictures for the past 11 years, has been named assistant publicity chairman of the amusement industry's participation in the 1952 fund raising campaign of the National Foundation for Infantile Paralysis. Livingston is a native of Brooklyn, New York. Henry A. Linet, chairman of the publicity committee, announced.

MOTION PICTURE DAILY, Monday, February 4, 1952

Personal Mention

A W. SCHWALBARG, president of Paramount Film Distributing Corp., will be in Boston today from New York to give a citation at the Bates Birth.

E. K. O'Shea, vice-president of Paramount Film Distributing Corp.; Jerry Pickman, vice-president and director of advertising-publicity; Osborn Allison, sales manager, subjects; M. O. Goodman, executive assistant to A. W. Schwalberg; Robert J. Rabin, assistant to Barney Balaban; and Fred Lerro, head of the statistical department, will all return to New York today from Chicago.

Wilbur Stayer, president of Allied Artists, has been named, in charge of Washington to attend the national Allied board meeting.

Walter Brandson, Western division sales manager for RKO Radio, and his assistant, Harvey Gittleson, will be in Chicago today.

Joe Smart, Loew's Theatres city manager, who has been here for over a month, has left for New York on a leave of absence for several months.

Charles Boasberg, RKO Radio's North-South division sales manager, will leave here for Miami today.

Terry Turner, RKO Radio director of exploitation, left here for Boston over the weekend.

William Zimmerman of RKO Radio's sales department, will leave here by plane for the Coast today.

S. H. FABIAN, head of Fabian Theatres and chairman of the Theatre Owners of America executive committee, will be in New York today from Hollywood.

Edward Morey, Monogram-Affiliated Artists vice-president, has returned here from Hollywood. Norton V. Ritchey, Monogram International president, will return here on Friday.

William B. Zogglin, M-G-M showman, will arrive today in Chicago to open the company's sales manager, will arrive in Chicago today from Indianapolis, en route to Detroit and Toronto.

Maurice N. Wolf, field assistant to H. M. Ritchie, exhibitor relations associate of the RKO Pictures, has been named manager, for the Federation of Atlanta Woman's Club in Atlanta, Feb. 11.

Gary Sullivan, Theatre Owners of America executive director, is due back here from Hollywood and St. Louis on Wednesday.

Mrs. Ben Gertz, wife of the managing editor of M-G-M's British studio, has returned to London from New York.

Joseph A. Walsh, head of branch operations for Paramount, will be in Dallas today from Chicago.

David E. Rose, producer, will arrive here tomorrow on the S. S. Queen Mary from England.

James B. McClellan has been elected president of Local No. 49, IAMSE, New London, Conn.

‘Retreat’ Premiere in San Antonio Feb. 15


Statewide festivities, in which Texas exhibitors, the film’s producer, union, exhibitor, the public, will honor Majer Gen. O. P. Smith of the First Marine Division Command, will be observed. More than likely we’re only attacking in another direction.

The film, starring Frank Lovejoy, Richard Carlson, Rusty Tamlyn and Anita Louise, was produced by Milton Sperling and directed by Joseph Lewis.

M. P. Herald Devotes Section to ‘Zapata’

The current issue of Motion Picture Herald includes a second section entirely devoted to an illustrated novelization from the book "Zapata," the John Steinbeck story on which the 20th Century-Fox production, "Viva Zapata!" is based.

An innovation of its kind, the section permits exhibitors to get a detailed presentation of the primary elements of the novel, and to begin planning merchandising campaigns for the picture immediately.

Demonstration Is on SPG Agenda Tonight

The strategy committee of the Screen Publicists Guild (DPWA, District No. 65) will meet here this evening to discuss the possibility of an "off the record" meeting in public against one or more of the major companies with which it has been unable to reach an agreement on salary terms. The guild a few weeks ago had sent a letter of deadline for taking action against the companies for the negotiations were not made by that date.

Zapata is being negotiated with Columbia, Warner, 20th Century-Fox, Universal and United Artists.

Rogers Hospital Fund Progresses

The Will Rogers Memorial Hospital in Los Angeles with the "Christmas Sales" total has reached $75,361. Contributions from the "Christmas Sales" are still coming in and fund office and will continue throughout the next few months, it was said.

The "Salute" was directed by Charles J. Feldman of Universal-International, as distribution chairman, and was handled by Alan Bush, as chairman. The drive, supported by Variety Clubs-International, the IATSE and TESMA.

Newsreel Parade

TRUMAN viewing loved areas, and fighting abroad are current newsreel highlights. Other items include March of Dimes parade, people in the news, and sports. Complete contents follow:

MOVIE NEWS, No. 11—Truman views over flood area; Egypt, Korea war continued. Tilt and Lewis club. Facts for March of Dimes fund, people in the news, and sports.

PARAMOUNT NEWS, No. 48—Ohio River on rampage. People in the news: V. K. Moe, Badger; June Beaver, two heroic sergeant. Tilt Lewis debate. Egypt participation.


UNIVERSAL NEWS, No. 51—Egypt, Iran: People’s war brief; floods, March of Dimes fashion, Viceroyal Carnival. Premiers of the new Broadway musicals.


Josephs Named to Columbia Cabinet

The promotion of George Josephs to a home office executive post was announced here at the weekend by Abe Montague, Columbia’s vice-president.

In his new capacity, Josephs joins Louis Astor, Louis Weinberg, Irving Grad, Maurice Weitzl, Martin Astor, Vernon Kurtz, managing editor and assistant sales manager, in the supervision of Rube Jackman, Columbia's home office sales manager.

A veteran of 24 years with the company, Josephs handles several home office departments, and for the past five years was assistant to Montague. No successor will be appointed to fill the latter post for the present.

Dallas Industry Pays Tribute to Rowley

DALLAS, Feb. 3—John H. Rowley, executive vice-president of Rowley United Theatres, Inc., was honored at a testimonial banquet Friday evening on the conclusion of two years of service as chief baker of Variety Club Tent No. 17.

Speakers included R. J. O'Donnell of Interstate circuit; William McMichael of Variety International, and Price Daniel, Texas attorney general. The affair was held in the Hotel Adolphus.
JOSEFA: "MAN IS FIRE!"
ZAPATA: "WOMAN IS FUEL!"

Unforgettable Moments with Marlon Brando in "Viva Zapata!"...
JOHN STEINBECK’S

VIVA ZAPATA!

Starring MARLON BRANDO

"I FOUGHT, TOO... I DEMAND YOU GIVE ME THE REWARDS!"
Zapata knows his brother’s greed leads to trouble.

"LOVE CANNOT BE BOUGHT ... EXCEPT WITH LOVE!"
Josefa reaches into the heart of Zapata, the Tiger.

"LEAD US TO YOUR LEADER ZAPATA... WE WILL KILL HIM!"
Diaz’ troops learn that the women can fight, too!

"FOR BETTER OR WORSE... WHETHER IN PEACE OR WAR!"
A vow taken in the shadow of onrushing events.

with ANTHONY QUINN • JOSEPH WISEMAN • ARNOLD MOSS • MARGO • ALAN REED • HAROLD GORDON • LOU GILBEE
"HERE IS YOUR RAGING TIGER . . . WE WILL CAGE HIM!"
Now the people know the time has come to fight!

"BEFORE THE EARTH BEGINS TO SHAKE AGAIN!"
Zapata finds his way to Josefa through enemy lines.

"SOON, MY BELOVED, I WILL LOSE YOU TO THE FIGHTING!"
The clouds of battle hang over Josefa's happiness.

"YOUR BROTHER TOOK THEIR LAND... AND THEIR WIVES!"
An angry Zapata learns of his brother's betrayal.
New Gevacolor Process Shown

LOXOX, Feb. 3.—Gevac screened here recently before an audience of technicians and cameramen specimens of Continental films made in the new Gevacolor process.

It was stated at the demonstration that 17 features were made in Gevacolor last year in various parts of Europe and that over 40 are scheduled to be made this year. The system, it is claimed, is a single negative process, not requiring a special camera. Currently, due negatives cannot be made here. An original negative has to be cut and all prints have to be printed. It is possible, the promoters claim, to print from any monopack negative on to Gevacolor positive.

Set Georgia MPTO Meet for Mid-April

ATLANTA, Feb. 3.—The fifth annual convention of the Motion Picture Theatre Owners and Operators of Georgia will be held at the Atlanta Biltmore Hotel April 13-15.

The committees follow:


Buchman House Vote

WASHINGTON, Feb. 3.—The House has tentatively set Tuesday a vote on the recommendation of the House Un-American Activities Committee to expel Dr. Sidney Buchman for contempt of Congress. Buchman was recommended for the citation when he failed to appear to testify in answer with a Committee subpoena.

Mooney Reopens Branch

CLEVELAND, Feb. 3.—Milton A. Mooney, president of Co-operation Theatres of Ohio will re-open in mid-February his Buffalo branch which he closed in the fall.
White Sees 25% Of TV on Film

Made an FCC Hearing Issue

(Continued from page 1)

White, formerly a director with major Hollywood studios, is now producing a series of 26 Clyde Batty 30-minute TV films. After on film you can preserve the entertainment and show it again, he said. White is here for a visit to Hollywood.

White noted that "the scare in Hollywood over TV is now over" and the companies are on surer ground.

TV production in Hollywood is at an all-time high, according to White, and space for independent studios is at a premium. White will return to Hollywood next week.

Seek Bill Hitting Schools Barring TV

Albany, Feb. 3.—State Senator Joseph Joseph (D., N.Y.) has introduced a bill in the legislature to bar tax exemption for schools and colleges which forbid televising of their athletic events. The bill, introduced by the National Collegiate Athletic Association, is aimed at colleges and universities that forbid all sports TV except at selected events.

Gold Names NTFC Committee Heads

Mel Gold, president of the National Television Film Council, has named the following committee chairmen for 1952:

David Bader, programming; Arche A. Mayers, distribution; Gene Sharin, production; D. N. N. New; John Battison, templates; William Van Praag, membership; John Bittman, executive coordinator; and David Savage, executive coordinator of committees.

FCC Paramour

(Continued from page 1)

with further recesses every so often. It is expected that tomorrow Resnick will order testimony on the question of non-common carrier basis. In an order made public Friday, the Commission added a representation of the following issue: "If the frequencies are made available on a non-common carrier basis, what would be the conditions under which the service could be made available, including conditions designed to maintain competition within a television service, and as between a television service and competitive services?" The Friday order also adds to the issues the following new issue: "To ascertain the proposals of the parties with respect to the standards of licenses eligibility in any television service, with special reference to such questions as to whether the public interest would be served by granting licenses for stations in such a service to persons also engaged directly or indirectly in the leasing of network or other programs for broadcast reception, to persons engaged directly or indirectly in the production of motion pictures or television service, or to persons engaged directly or indirectly in the exhibition of motion pictures or of the programs of such television service." The FCC officials said that questions would probably have come up anyhow, especially under cross-examination, but said witnesses and attorneys could then have begged off on the ground they weren't prepared. "Now there won't be any such excuse," they said.

Marcus Cohn, television attorney for the National Exhibitors Theatre Television Committee, said the Commission was "asking only the exact mechanics of how we intend to operate this new service." He added that "this is a perfectly legitimate question and we planned to cover it all along. Our whole concept has been to have the least inter-state and intra-state competition within the new service.

Copper-Drip Price

(Continued from page 1)

several scrap dealers contacted to be sure you are getting the best price available in your territory." Golden advises collection.

Phillips in Albany

Albany, N. Y., Feb. 3.—John D. Phillips, executive secretary of the Metropolitan Motion Picture Theatre Owners, visited Albany and the Capitol last week to discuss pending bills with Harry Lamont, temporary chairman of the Albany Theatre Owners of America, and Lewis A. Sumberg, executive director and counsel for the local TOA.

Correction

Motion PictureDaily reported on Friday that the number of Loew's theatres wholly unaffected by the divestiture provisions of the company's Federal consent decree is 44. The correct count is 47.

The Most Exciting Thriller Of The Year!

THE GREEN GLOVE

Another Big One thru UA

"A good bet for anybody's screen! Expert, exciting chase! Plenty thrill and suspense!" — Film Daily
Announcing THE NEXT STEP IN THE MERCHANDISING OF M-G-M’s BOX-OFFICE GIANT!

QUO VADIS

With the cooperation of our exhibitor customers, arrangements for the first run exhibition of "QUO VADIS" in the larger cities throughout the country are now being completed and we are therefore happy to announce that we are ready to go forward with the arrangements for the first run exhibition of "QUO VADIS" in cities having a population of approximately 25,000 to 100,000.

Any exhibitor having a suitable theatre who is interested in exhibiting this picture first run in a city with a population of approximately 25,000 to 100,000 should notify our nearest exchange of that interest within seven (7) days after the publication date of this announcement.

His request will receive due consideration and at the appropriate time a form will be forwarded to him on which to make his offer.

We repeat our appreciation for the support given us in the playing of this great production.

LOEWS INC.
Allied Warns On Chances of TV Channels

Myers Attacks Rentals, Proposes Bidding Fight

WASHINGTON, Feb. 4.—Allied States Association general counsel Abram F. Myers today warned exhibitors against over-optimism on the chances of getting theatre television frequencies from the Federal Communications Commission. Stressing that no one yet knows how the FCC will act, Myers said theatre TV has "three dangerous hurdles to leap in the present proceedings, any one of which may bring it to grief." He said these hurdles were: (Continued on page 6)

TESMA, TEDA to Hold Joint Trade Show with Allied

CHICAGO, Feb. 4.—Allied and the Theatre Equipment and Supply Manufacturers and Theatre Equipment Dealers associations will hold a "giant" combined trade show here in November in conjunction with the 1952 Allied convention, it was announced here jointly by Jack Kirsch, Allied convention chairman, and J. Robert Hoff, president of TESMA. The exhibit will be held at the Morrison Hotel here. Negotiations for the combined trade (Continued on page 6)

Film Men Enthused By TV Tribute

Industry leaders yesterday were enthusiastic over the treatment accorded motion pictures on the Ken Murray show over WGN-AM’s national network last Saturday night.

Some executives, almost as surprised as they were delighted over television’s "Salute to Movietime, U.S.A." on the hour-long program, (Continued on page 3)
**Personal Mention**

ROBERT M. WEITMAN, vice-president of United Paramount Theatres, will leave here tomorrow on a tour of the Tenaketh circuit in the South, accompanied by associates MAX FEELERMAN and HERBERT HAIN.

Robert O’Donnell head of International Theatres, has been named director of the “Motionvite, U.S.A.” campaign, arrived here yesterday from Dallas.

Dan S. Terrell, M-G-M exploitation head, yesterday became a father for the third time, his daughter, MARGARET, at Nassau Hospital, Mineola, L. I.

**Para. Coast Parley is Led by Pickman**

Hollywood, Feb. 4.—Paramount is holding a series of studio merchandising огромн. Up next on the West Coast pre-release engagements of “The Greatest Show on Earth,” set for Feb. 21 and to be followed by spectacular top films set for the spring and summer.

The talks are being led by Jerry Pickman, vice-president in charge of advertising-publicity, who arrived here today after attending the four-day meeting of company branch managers and field representatives in Chicago.

Plans under discussion will seek to implement the widely adopted policy of individual handling of each picture. This policy was worked out during the past year at a National Theatre division sales managers’ meeting and at subsequent branch meetings in New York and Chicago.

**NT Division Heads Open Two-Day Meet**

Los Angeles, Feb. 4.—National Theatre division presidents opened a two-day meeting with president Charles P. Skouras here with a complete inventory of the box office situation in the various divisions. Plans for the ultimate use of Eidoscolor color TV, the annual spring business drive, and discussion of the operational policies after divorce is effected are on the agenda. Key home office executives are sitting in.

**Proceeds to Heart Fund**

Hollywood, Feb. 4.—The entire box office proceeds of the two-theatre premiere of “The Desert Fox” and “The Great Vegas Story” in that city on Feb. 12 will be donated to the Variety Club’s Heart Fund, KOI disclosed.

**Set Okla. City, Atlanta Tours**

The renewed “Movietime S.S.” campaign will be kicked off this spring by star tours in the Oklahoma City and Atlanta territories, Arthur Martin, president of the Council of Motion Picture Organizations, disclosed here yesterday.

Arrangements of the photographic personnel will tour the Oklahoma City territory during the week starting March 16, and the second tour in the Atlanta territory the week of April 13.

**Justice Will Add Special Provision To Loew’s Decree**

WASHINGTON, Feb. 4.—The Justice Department has agreed to add a special provision to the proposed permanent decree against Loew’s company in situations where it has ground leases and built the theatre.

The provision will be submitted in a letter addition to the decree when the document goes before the New York court Wednesday. The original decree allowed Loew’s to sublease certain theatres providing the sublessee paid the full amount of the rent Loew’s was paying. In the situations where Loew’s has only a ground lease, this provision will permit Loew’s to sublease its property while they are paying a lower rent in subleasing, so Justice has agreed that Loew’s can negotiate with the subleasing firm a separate agreement allowing extra payment over and above what Loew’s pays for the ground lease.

**Stanton Griffs Is Back; Will Retire**

Stanton Griffs, retiring U. S. Ambassador to Spain and chairman of the executive board of Paramount Pictures, declared here yesterday that he will “not take an active part in the motion picture business or any other business in the future.”

Griffis, who has been in government service about 10 years, arrived here from Madrid on the S. S. Indepen-

**Set London Premiere Of ‘Greatest Show’**

LONDON, Feb. 4.—Close on the heels of M-G-M’s heavy exploitation cam-

**Stop ‘Fox’ Ban in Mexico**

Mexico City, Feb. 4.—Prohibition by the census of exhibitors in Mexico of 20th Century-Fox’s “The Desert Fox” and “The Great Vegas Story” has been awarded “Quigley” for the movie of the year. The motion is doing well at the Cine Alameda, local first run.

**Wyler Expects CodeRevisions**

William Wyler, Paramount producer, declared here yesterday that while he is of the opinion that the industry’s voluntary Production Code is indispensable if motion pictures are to avoid Federal censorship, “I definitely think the code is due for revision.” He added that he believes most other Hollywood producers agree.

The producer-director of “Detective Story” and the recently completed “Carrie,” is here from Hollywood for two weeks of cooperation with Paramount on pre-release exploitation of their picture.

Wyler’s views on the Production Code were not volunteered independently but came in response to prod-

**Cite Coordinating Group**

Hollywood, Feb. 4.—The Los Angeles County Board of Supervisors unanimously adopted a resolution paying tribute to the Hollywood Coordinating Committee for the entertainment programs it has provided for soldiers in hospitals and overseas.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL
Rockefeller Center

CECIL D. B.MILLS
THE GREATEST SHOW ON EARTH
Color by Technicolor
SPECTACULAR SCREEN PRESENTATION

**Howard Hughes presents**
JANE RUSSELL
VICTOR MATURE
THE LAS VEGAS STORY
PARAMOUNT

SAMUEL GOLDWYN’S
"WANT YOU"

Now! CRITERION
Broadway at 45th St.
Pre-Selling

HOWARD DIETZ, vice-president of Metro-Goldwyn-Mayer, and director of publicity for the company, set an advertising tieup for Esther Williams with Jergens Lotion which will result in nationwide advertising cooperation. Mrs. William O. Skalsky is scheduled for release in May. The special advertising in which Miss Williams will be featured will appear in motion picture weekly magazines, starting in March.

The February McCall's, now on newsstands, gives credit to three RKO Radio releases. The "Personal Story of the Month," a five-page feature article about Peggy Dow, credits Samuel Goldwyn's "I Want You." A two-page makeup story features Jane Russell, with credit to "Double Dynamite." Editors of 1,700 leading house organs in the United States have received "National Tieup Diary," prepared for Paramount's "Greatest Show on Earth." Each letter contains pages of proofs of different advertise layouts that are available, and stamped and addressed envelopes asking editors to indicate the kind of material they would like to receive from Paramount on future attractions. The Protestant Motion Picture Council has selected the film as its "Picture of the Month," and more than 350 Protestant publications will classify the film as suitable for family audiences, with their praise for "a splendid circus picture."

Charlton Heston, co-star of Paramount's "Greatest Show on Earth," will probably go down in history as the first actor in show business to be tapped for a return date at a department store. Heston won this distinction as a result of a successful appearance at the Big Top Fashion Luncheon at McCrery's, charming the audience so completely that the store wanted him to do it all over again last Thursday. McCrery's cooperative advertising for the pictures was distributed at the first luncheon, and all available tickets were sold out 15 minutes after the store's switchboard opened Monday morning. McCrery's ads appeared on Sunday and a week ago in the New York Times and Tribune, and were carried in New York World Telegram and Sun.

Walter Brooke

Calls Business Good Except in South

Boston, Feb. 4 — Telling a press conference that business is good throughout the country except for the South, A. W. Schwallberg, president of Paramount Advertising Co., said that "people will always buy good entertainment." He added, however, that "exhibitors should return to old time shows" and their business will be better. He said that "film rentals are too high and not competitive. Exhibitors are trying our best to reach a happy medium with all exhibitors." He declared that Paramount was trying to cut out B features and that at the present time it would not sell films to television.

Review

"Love Is Better Than Ever" (Metro-Goldwyn-Mayer)

A FAST-PACED comedy that crackles with many laughs has been turned out by M-G-M in "Love Is Better Than Ever." The humor built on courtship intrigue, a pair of pickup artists, and Elizabeth Taylor's power of fascination across the land. Incidentally, Elizabeth Taylor was never more fetching.

Co-starring with Miss Taylor is Larry Parks, a self-sufficient Broadway agent who thinks love is "hokey" until his charming opposite finally corrals him into the headlines. Miss Luise Brooks Flippen, who wrote the story, the efforts of both to maintain the light touch without being merely foolish, succeeds. Another item on the schedule is a three-cornered love affair that leads out in marriage, their winning mischievous selves.

The setting of the story is today. Viewed from the eyes of Parks, the "hey" Broadway agent who lives at Lindy's, it is the last day of the pent dancing instructor he meets from New Haven has everything in her favor. As he wine and dines her, Parks is captivated by her looks, charm and refreshing personality. The one snag to his plans is the threat of complications and a campaign which takes Parks up to New Haven and to the dancing school run by Miss Taylor and her mother. Before Parks sees the error of his ways, there is an announcement of an engagement. The 81 minutes which roll by before the final clinch adds up to loads of fun. Others in the cast include Josephine Hutchinson, Tom Tully, Ann Doran, Elaine O'Neill, and Kenneth Freema. William H. Wright produced.

Running time, 81 minutes. General set not set.

Murray Horowitz

O'Gara Has Hooks Rep. Sales in Canada

James V. O'Gara yesterday was named supervisor of Republic distribution in Canada through Empire Universal Films, Ltd., James R. Grainger, Republic Pictures' Canada vice-president, made the appointment prior to his departure yesterday for Toronto in company with his present Canada vice-president.

O'Gara will continue, in his post as New York, Philadelphia and Washington district manager.

TV Tribute (Continued from page 1)

urged that the Council of Motion Picture Organizations and its constituents should formally express their appreciation of what they regarded as "a splendid treatment of sound, constructive value to the industry."

"Have Been Sensitive"

"We have been sensitive of criticism and irritated by any inclination towards the industry on television, and have been quick to complain," he said. "But we would be just as quick in this instance to acknowledge and express our appreciation of this well-done television program of unquestionable value to our industry."

"That the program created a similar impression in Canada was demonstrated by the fact that the Theatre Owners of America, Allied States, the Council of Motion Picture Organizations and others received wires from Earl J. Hudson, president of United Detroit Theatres, urging them to express their appreciation of the program accorded films and the industry."

The Ken Murray documentary show treated the history of the industry in its earliest beginnings, using clips from early films, both silent and sound, and employing such industry personalities as Charles L. Koppelman of the board of Paramount and a film pioneer; Ruby Keeler, Buster Keaton, and Ramon Navarro, Columbia, 20th Century-Fox, United Artists and Walt Disney made footage available for the program.

Balaban Sees

(Continued from page 1)

with the question of whether either Paramount company or any of its subsidiaries can own television stations in the light of the parent company's recent action of divesting the hearing, which closed last month, dealt with whether Paramount Pictures and Allied E. DuMont Laboratories, Inc. The current phase will probably last about two months.

"Would Be Uneconomical"

In response to questioning by Paramount counsel Paul A. Porter, Bala- ban said that it would be "unecono- mical" for Paramount to divest and give away its substantial assets until such time as the dollar return "from television or any other medium was worth Paramount "reasonable compensation" for its pictures.

Asked if the company had no policy of suppressing or keeping films from television, but pointed out that the response of the court had been "substantial." He told FCC hearing examiner Leo Renick that "100 or 108 television stations can only return a limited sum of money," that such time as the freeze is lifted and there are more than 1,000 television stations that can be "profitable.""A.

Question of Money

"The question of films for television," he summed up, "is one of money."

Asked if Paramount's interest in the production and exploitation of pictures would keep the company from working toward the full development of television, the counsel said he did not think so. "On the contrary," he said, "I think it would help considerably. He pointed out that Paramount is currently spending over a million dollars a year for research and development in the television field, would spend more if necessary, and that this was the best yardstick for proving "our desire to further the television art."

Questioned about his company's present relationship to the FCC, Balan- ban replied that the two were "just as far apart as two poles." He said there was no trace of the former re- lationship and that now Paramount was in the position of "a divorced couple who didn't speak to each other."

He stated the Paramount Theatre in New York had not played a Paramount picture in six months because the two companies couldn't agree on terms. "Attorneys present at the hearing to- day were Duke Patrick, UPT; Her- bert Bergson, former assistant attorney general of the present FCC; the trust division and currently UPT's special counsel on the anti-trust phase of the matter; William J. Roberts, DuMont; James A. McKenna, ABC, and Richard Salant, CBS.

Industry Observes Present

Industry observers present, some of whom will be future witnesses, in- cluded Paul Rabourn, Paramount vice-president; C. Seibog, Paramount general counsel; Edwin Wink, Paramount director; Leonard Fantas, Paramount vice-president for research; James Green, UPT vice-president and gen- eral counsel; Robert O'Brien, UPT counsel; Chester Hart, Paramount vice president; Watseka and Coldwater, Aug. Arthur Goldberg, B. and K. vice-president; and Arthur Goldberg, B. and K. general counsel.
Unprecedented WORLD PREMIERE activity makes headlines for 6 successive days in Portland, Ore., highlighting smashing national press coverage by visiting correspondents from coast to coast!
SMASHES ALL EXISTING RECORDS IN ENTIRE NORTHWEST TERRITORY!

In town after town, bucking winter’s worst weather, "BEND OF THE RIVER" is smashing its way to new boxoffice records... topping even the fabulous 1947 grosses of "THE EGG AND I".

Universal-International Presents
JAMES STEWART - ARTHUR KENNEDY
JULIA ADAMS - ROCK HUDSON

BEND OF THE RIVER
COLOR BY Technicolor

with LORI NELSON - JAY C. FLIPPEN - STEPIN' FETCHIT
Screenplay by BORDEN CHASE - Directed by ANTHONY MAIN - Produced by AARON ROSENBERG
Report Snaper Won’t Take Allied Reins

Washington, Feb. 4.—Wilton Snaper, president of New Jersey Allied, who has been mentioned as a possible candidate for the national Allied presidency to succeed Trueman Rem- busch, has revealed to friends at the Allied board meeting here that he is not seeking the nomination and may have to decline it if it is offered to him.

Snaper reportedly stated that his business affairs will consume his time in the next two years that he could not do justice to the duties of the Allied office. Snaper’s stand apparently leaves the Allied election “wide open” as no other names were being mentioned as prominently as his.

TESMA, TEDA
(Continued from page 1)

show were started by Trueman J. Rembusch, national Allied president, in New York last October during the 1951 Allied convention, and were concluded here by Kirsch and Hoff.

TESMA will be charged with the responsibility for operating the trade show, which will be held on two floors of the hotel, with space to accommodate over 150 booths. It will be one of the largest industry trade shows ever held, Kirsch and Hoff agreed. In conjunction with it will be held simultaneously the annual conventions of the three participating organizations.

Kirsch said the joint convention “is a logical step in the progress of the motion picture business.” Hoff said “special emphasis will be made to attract the concession equipment manufacturer and concession supply distributor to participate so that the joint show will be held in all phases of the theatre wants and needs.”

Allied Hits Rentals, Bids

(Continued from page 1)

a widespread feeling that frequencies below the public and should not be given to any group which will charge admission; “the onus of past victories is on the shoulders of the American Telephone and Telegraph Co., seeking to protect its common carriers.”

Myers’ warning came in his annual report, prepared for delivery to the Allied mid-winter board meeting which was held under way at the Mayflower Hotel here tomorrow. The board meeting will continue Wednesday. Today, he predicted national film and arbitration committees held pre-board sessions, with no announcement on the results of these meetings.

The board meeting tomorrow is expected to lead off with discussion of a proposed arbitration plan. On this subject, the annual report suggested that Allied try to find out from the film companies whether they are “seriously interested in a broad-scale plan, including arbitration of questions in which the exhibitors are vitally interested.”

Kirsch looking toward the establishment of an arbitration system could be long and expensive, and “the expenditure of time and money would be warranted only if there were a clear prospect of accomplishing something for the exhibitors.”

Other highlights of Myers’ annual report were these:

A little attack on the film rental policies of the distributors, with a suggestion for an all-out Allied campaign against these policies;

A demand that the Justice Department seek a ruling from the New York circuit court that the “theatre by theatre” clause in the various Paramount case decrees “requires or even countenances compliance ‘in kind’;”

An attack on the plan of Theatre Owners of America to launch its own campaign for the repeal of the film commission tax, rather than working through the Council of Motion Picture Organizations.

Myers led off his report by wondering whether Allied last year did not devote too much time to COMPO underwritings and not enough to matters of immediate concern to the independent exhibitor. “Bluntly stated,” he said, “the question is, what did the film companies take advantage of the preoccupation of the exhibitors and their legal interests in COMPO and its program to jack up film prices, spread competitive bidding, control admission prices and impose other objectionable prac- tices which otherwise could not have been counteracted in opposition to exhibitor ranks?

Myers suggested a new planning committee, to suggest a balanced program for the coming year between all-industry underwritings and one designed to help mainly the independent exhibitor.

Notably more pessimistic in tone than reports of recent years, the report said industry “still is in the wilderness.” Despite “Movietime, U.S.A.”

which Myers hailed as “brilliant in concept, ably handled and productive of good results,” little or no progress was made in 1951 in ascertaining and proving the cases prepared for presentation in theatre attendance, the report charged. It said such a program was discussed at COMPO meetings, but never materialized.

“If future promotional activities are to be successful, they must be based on solid foundation,” Myers said. “Public dissatisfaction with the movies must be first ascertained.” He advocated a “solid foundation” for the novelty is needed in film entertainment—hold thinking and courageous ex-

Doubt Arbitration
(Continued from page 1)

social comments, appears to be content to await developments.

Wont Be Rush

If film rentals are to be arbitrated under a plan approved by the industry as a whole “there won’t be the rush of people we think,” one distribution executive held. To support this contention, he cited the refusal of exhibitors in general to show their books to distributors under any circumstances at present.

It was observed also that there would be little use in arbitrating rentals where “hardship” theatre cases are involved since many distributors are already making a practice of negotiating adjustments in rentals where they seem necessary.

Variety to Honor
(Continued from page 1)

chairsman. Serving on the committee is Edward Fabian, Martin Kohnbluth, Walter Maltz, Herman Kessel, Morton Sunshine and Max Wolf.

Officers also being inducted are Ira Menhard, first assistant chief banker, George Monar, second assistant; Edward Lachman, property master; Saul Trauner, duty guy. Schwartz becomes international chairman.

A record attendance is anticipated with many guest barker from all over the country expected since the luncheon coincides with the Council of Motion Picture Organizations board meetings.

MARTIN MAY, Jr.
CO., INC.
INSURANCE
Specialists
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
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two years, "The Greatest Show on Earth" is still packing Radio City Music Hall, where $140,000 is seen for the fourth inning. At the Capitol, a hit $45,000, will be playing a winning week of "Lone Star." The Capitols next attraction will be "The African Queen," a date for which has yet to be set.

"The Las Vegas Story" at the Paramount opened at a fairly nice $50,000, with Jack Carter as one of the current stage show headliners. At the Globe, "When Worlds Collide" will bow in tomorrow, representing "The Command," which is expected to hit a satisfactory $11,500 for its last five dates.

Vadis Holding Up

Among the hold-overs, "Quo Vadis" at the Astor is expected to well, with a robust $32,000 seen for the 13th week. At the Victoria, "Death of A Salesman" will be held here for eight. It is expected to hit a good $12,500 around in the "Cantata." And, replacing "Decision Before Dinner" now in its sixth week. The final inning for "Decision" is expected to be a moderate $7,000. A nice $19,000 is seen for the last week of "Invitation" at Loews Center. At the Warner, "Room for One More" has a chance to do a strong $19,000 for its third week. The new attraction is "The Big Trees." Holding up, strong is "The Lavender Hill Mob" at the Fine Arts Theatre with another $8,200 forecast for the 14th week. "Tales of Hoffman" at the Astor is expected to do a nice $7,500 for its fifth inning.

In the excellent gross category among off-Broadway efforts are "Cry, The Beloved Country" at the Bijou where $13,500 is forecast for the second week. "The River" at the Paris is also doing well, running at $7,000 for the 22nd week. At the Normandie, a fine $7,000 is estimated for the ninth inning of "Pandora and the Flying Dutchman." The second week of "Mister Drake's Devotion" at the Embassy Guild Theatre registered a tepid $3,300; bowing in today is "Obessed." Only an average $6,500 is seen for the first week of "St. Matthew Passion" at the Park Avenue Theatre.

Set 49 Openings for Quo Vadis in Feb.

Forty-nine openings of M-G-M's "Quo Vadis" have been set this month, bringing the total number of bookings to 80 since the film had its world premiere on Wednesday, Feb. 19, at the Astor and Capitol last November. Currently set for March are six premiers.

High Court Upholds Hughes (Continued from page 1)

mount case in the Justice Department. The ruling reversed the N. Y. court order which gave Hughes until Feb. 20, 1953 to sell his theatre stock and sold it by that time, the lower court held, the trustee would have two more years in which to sell it.

The case before the high court stemmed from a provision in the RKO contract which said Hughes must either sell his stock in one of the two new companies resulting from the RKO divestment or deposit it with the court. Hughes chose to trust his theatre stock, about 24 per cent of the outstanding stock in the company.

Order Set Time Limit

In March, 1951, the Justice Department won an order from the New York Supreme Court setting a time limit for Hughes to sell his theatre stock and thus had an inducement to have his picture company favor RKO Theatres, defeating the purpose of the antitrust decree. They said a provision in the decree allowing the court to fix "other terms and conditions of the transfer" permitted the judges to set the deadline for the sale of the stock.

In delivering the Supreme Court's opinion today, Justice Black rejected the government's argument that the decree required Hughes to sell his stock. The judges said the language in the decree made it plain that Hughes could either sell it or manage the Sht. Hughes took the latter alternative, he alone had the right to decide if and when to sell the stock. Hughes would have no choice if the first alternative was to sell the stock and the second alternative was also to sell the stock," he said. Citing other precedents and saying that the trust would remain in force "until Hughes shall have sold the stock," Black said that since Hughes, not the court, could decide whether his stock should be sold. He said the "other terms and conditions" of the decree permitted a "choice of the court to deprive Hughes of either of his expressly granted alternatives."

Says Might Be True

Turning to the government's argument that continuance of the trust would defeat the purpose of divestiture, Black said this might be true, but that it did not give the court power to change the express language of the decree without Hughes consent or without new hearings and findings.

"Evidence might show that a sale by Hughes is indispensable if competition is to be preserved," Black stated. "However, in section 7, the purpose and the District Court provided their own detailed plan to neutralize the effects of such ownership. Whatever justification there may be now or hereafter for new terms that require a sale of Hughes' stock, we feel there is no fair support for reading that requirement into the decree of section 7. The court's command to sell the stock effected a substantial modification of the original decree." Black made it clear the Justice has "no doubt concerning the District Court's power to require the sale of Hughes' stock after a proper hearing. He asked the principal question of the Supreme Court's Paramount case opinion on divestiture of one company by another and equally well to divestment of stock held by an individual. "But there has been no adequate briefing of this issue to the Court," he declared. "Neither when the present order was considered, nor when the original decree was entered was there any findings of fact made to support an order of compulsory sale of Hughes' stock. As previously pointed out, the consent of Hughes did not include consent to make him sell. At every stage Hughes objected to the order forcing sale of his stock without a hearing that included evidence and a judicial determination based on it. "In these circumstances we hold it was error to enter an order forcing Hughes to sell his stock."

'Real Supreme' Action (Continued from page 1)

and that in any event New York State's film censorship violated the Constitution.

This is the first film censorship case taken by the high court in recent years. Industry circle had made to have the censorship test on a clear-cut issue like the "Pinky" case of Texas, detailed the "Miracle" case of the censorship was contested by a distributor on account of a bill. It is believed that "The Miracle case could be decided by the high court without reference to the basic movie issue but it is still significant that the Justice took the "Miracle" case after having turned down several others. The Justice did not indicate why they had decided to hear the appeal, merely noting their intention of reviewing the lower court decision, which upheld the Regent. Black on the film.

"The Miracle" case probably will not come up for many weeks, and will probably not be decided before late May or June.

Littak's 'Flamimia' to UA

Arthur Litvak's first independent production, "The Girl on the Via Flaminia" will be released through United Artists, it was announced by Arthur B. Krim, president of UA.

Litvak, who will produce and direct the Alfred Hayes novel in association with Bennington Productions, has scheduled filming for early fall with release to follow on United Artists' schedule. UA will be associate producer. It will be filmed in Italy and France.

Film Studios or Recording Studios either want to buy

Interested in purchasing film studios or recording studio which has operating loss carryover of from $50,000 to $300,000. Should have at least 6,000 feet of available space. Must be in New York City.

BOX 501, MOTION PICTURE DAILY
1270 Sixth Avenue New York 20, N. Y.
SATURATION PREMIERE!
Blanketing the South and Southwest
with 325 Openings Starting This Week!

MONOGRAM'S
Savage Spectacle!

FORT OSAGE
with
starring
ROD CAMERON

Produced by WALTER MIRISCH • Directed by Lesley Selander • Story and Screenplay by Don Ullman • A Monogram Picture

COLOR: CINECOLOR

LOUISIANA
TUDOR NEW ORLEANS MAJESTIC SHREVEPORT HART BATON ROUGE PARAMOUNT LAKE CHARLES JEFFERSON LAFAYETTE PARAMOUNT ALEXANDRIA ACACIA CROWLEY AMITE AMITE BURAS BURAS OPERA HOUSE FRANKLIN TOWER DENHAM STRAND JENNINGS FOX ULMEVILLE DELTA OPELUSAS BAILEY VILLE PLATTE BAILEY BURKE BAILEY MARESVILLE BAILEY TAILHARAN VENUS WINNFRED DIXIE ABBEVILLE COLUMBIA HAMMOND DIXIE RUSTON
PARAMOUNT ATLANTA WEIS ATLANTA ALBANY ALBANY BRADLEY COLUMBUS PARK TENID RITZ TOCCOA ROXY FIRST AVENUE IOWA EMILY HARTWELL DES Corner M.A.T. HAWESVILLE LA GRANGE BACON PARK PEIHAM
MELBA BIRMINGHAM CENTURY MOBILE CHARLES MONTGOMERY RITZ TUSCALOOSA JASPER JASPER TIGER WIBLY RITZ ANNOTIN ROBERTSDALE ROBERTSDALE
SAENGER BILOXI GRAAM PARAMOUNT GULFPORT PARAMOUNT JACKSON TUPELO TUPELO VARIETY COLUMBUS TEMPLER MERRIDIAN SAENGER HATTIESBURG PARAMOUNT GREENVILLE
GLOBE DREW APH PRINCESS ROONEVILLE MARS CALHOUN CITY HONEY INDIANOLA GLOBE SHAW DIXIE FULTON RITZ ANCONY
STATE FLORIDA RITZ JACKSONVILLE ROYAL ST. PETERSBURG SAENGER PINASAC BAY NEPHELE DAYTONA BEACH SWAN HELEENDALE HELEENDALE LAUDERDALE FT. LAUDERDALE CAPITOL PLANT CITY
STATE OKLAHOMA RITZ RIALTO TULSA PALACE BLACKWELL GLORY B MIAMI SOUNDER NORMAN CHIEF YALE RUTLACE SEMINOLE CAMERA BLANEY BLADE GRAND HOLDENVILLE KEY WEST PLAZA Picher MELBA GUTHRIE MELBA STEBBLE W. F. H. TOWERS STATE MODE GRUNO KAY HOMANY
ALAMO DEL RIO CENTRE ARROW PETTIT

TEXAS DALL RIALTO CENTER CORPUS CHRISTI RITA LONGVIEW LY SABINE ORP ART HIBBY HOUSTON LY HOUSTON AV CO WORTH FORT WORTH YS GRANDE BROWNWOOD JA STAR DFW IN ROY ROY IN LA VISTA PAW IL RITZ BELLE ROYAL MARM PEN PALACE SUN N Wagon Wheel SPEAKM IL ROYAL HENRIET N. STATE NORTH CAROLINA O BROADWAY CHARLOTTE UPTOWN DURHAM BY CAPITOL PLANCHA ASHEVILLE IR WAYNE GOLDENFIELD VS STATE WINSTON BALE

MCO\,.

W. LOEW'S STATE ELIZABETH CITY WA PITT SYE WATTS WAYNESBORO YE CAROLINA OXON YE CAROLINA CAROLINA BNI BUDDY OSSIE CHARLES YE CAROLINA ROCKINGHAM GE STAR PEB RENI 2N JOY KINGS MOUNTAIN OR MCO\,.


UTAH PARAMOUNT HOT SPRING UT PARAMOUNT TAMPA MCO\, FL. FT. MYER MCO\, FL. ORANGE JCT. GEM OCEANO JOR JOINER COTTON BOLL LEAF LAFE IPE WAP WAP JOR BROWN SHORES W. MALCO MCO\, PARAGould W. MALCO BARD W. BARDOWAT

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MONOGRAM'S
Savage Spectacle!

Blazing Across 11 States!

JANE NIGH • Morris Ankrun • Douglas Kennedy • John Ridgely

with

ROD CAMERON

Produced by WALTER MIRISCH • Directed by Lesley Selander • Story and Screenplay by Don Ullman • A Monogram Picture
US Production
In U.K. May
Key New Pact
Say ‘Inducements’ May Be Offered; No ‘Decree’

BY PETER BURNUP

London, Feb. 5.—Whitehall officials are thinking at the moment of ways and means virtually of enforcing American production here as a quid pro quo for any deal they make with representatives of the American motion picture industry for the conversion of sterling during the second year of the current monetary agreement.

It is not suggested that the "enforcement" be statutory but that much stronger "inducements" to American production here be devised. The present
(Continued on page 8)

Rank's Davis Starts
Round-World Trip

London, Feb. 5.—John Davis, managing director of the J. Arthur Rank Organization, will leave here by plane tomorrow on a month's business trip to Australia and the Far East. He will return here by way of New York, stopping there to catch up on any late developments before his return. His trip is in connection with the proposed consolidation of Universal Pictures with Decca Records.

His trip into world territories administered by Rank's export chief, (Continued on page 8)

Arnall Reportedly Rejects Gov't Post

Washington, Feb. 5.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, has reportedly turned down a presidential offer of the Government's Price Stabilization post.

The job was understood to have been offered to Arnall by President Truman last week, and he returned to Atlanta to consider the offer. Stabilization officials said the Georgians which may have seen the White House he did not want the job.

1,412 UK Exhibitors
Failed to Meet '51 Film Quota of 30%

London, Feb. 5.—Film quota relief was granted to 1,412 exhibitors during the year ended Sept. 30, 1951, a Board of Trade analysis of the Working Quota reveals.

The relief granted to the exhibitors ranged from 1% for 100 to 100 per cent against the statutory quota of 30 per cent. The average proportion for the countrywide exhibition of British films reached 28 per cent.

Of 4,855 exhibitors making returns, only 271 defaulted on the first feature quota, compared with 2,335 in the previous year when the statutory quota was 40 per cent. The A.B.C. (Independent) exhibitors it is said clearly indicates the impracticability of the previous quotas.

On the other hand, 2,540 exhibitors
(Continued on page 8)

Buchman Gets House
Contempt Citation

Washington, Feb. 5.—By a unanimous 12-to-0 vote, the House today agreed to cite producer Sidney Buchman for contempt of Congress for refusing to answer a subpoena to testify before the House Un-American Activities Committee.

It is now up to the U.S. District Attorney to start court proceedings. Buchman faces a prison sentence of one year and a fine of $1,000 if convicted.

Rep. Walter (D., Pa.) pointed out that Buchman had admitted to the Committee in Hollywood that he had been a Communist, but said the legislators wanted him recalled to answer questions about the financial backing of the party in Hollywood.

Earlier, William Pomerance, former
(Continued on page 10)

Golden, Golob Head
WB Promotion Here

Gil Golden, advertising manager, and Larry Golob, Eastern publicity director, will continue to head the Warner office advertising and publicity division of the National Association of the Motion Picture Industry, according to a memo issued by Golden.

Both will continue under Blumenstock's supervision from the company's Burbank studios where he arrives at his new headquarters there around Feb. 15. Blumenstock expects to make frequent trips to New York.

24 Vice-chairmen for Drive for NCCJ

Entertainment industry leaders will serve as vice-chairmen of the 1952 fundraising drive of the National Conference of Christians and Jews.

George P. Skouras, who is chairman of the entertainment division, announced this participation.

Eric Johnston is chairman of "World Brotherhood Week," Feb. 17-24, which will highlight the drive. (Continued on page 10)
Personal Mention

DAVID H. COPLAN, managing director of International Film Distributors, Ltd., has arrived in New York from London on a six-week trip which will include a visit to Hollywood.

GEORGE BILSON, RKO short subjects producer, is in New York for conferences with Harry Michaelson, RKO vice-president, and Sid Kassner, RKO Radio shorts subjects sales manager.

ALFRED CORWIN of the Motion Picture Association of America's New York office, which staff was in Washington yesterday.

RICHARD A. HARPER, M-G-M circuit theatrical sales manager, will leave here tomorrow for Albany and Friday will be in Gloversville.

CHARLES M. ASWORTH, sales vice-president of Souvaine Selective Pictures, Inc., is in London from New York.

B. H. ROSENBERG, Boston M-G-M manager, has returned there following a visit to the home office.

F. J. A. McCARTHY, Universal's Southern and Canadian sales manager, left here yesterday for New Orleans.

ALFRED CROWN, Samuel Goldwyn sales vice-president, has left here for Mexico and South America.

WALTER READE, Jr., has returned to New York from the Coast for his father's funeral.

PHIL WILLIAMS, March of Time theatrical sales manager, returned here from the Coast yesterday.

Yates Leaves Friday On Trip to Europe

Herbert J. Yates, Republic Pictures president, and William Saal, his assistant, are scheduled to leave here Friday for London, to visit both England and the Continent.

In England, they will join Richard Attenborough, the Republic Pictures International, at a premiere on Feb. 25 of Republic's "Thunder Across the Pacific," in Manchester. High ranking officers of the American and British Air Forces and civic dignitaries will be premiere guests.

Rosenfeld Will Head IFE Public Relations

Jonas Rosenfeld, Jr., has been appointed director of public relations for the International Film Exchanges, and all agency formed to promote the distribution of films of that country in the American market.

Rosenfeld previously was an executive in the home office ad-publicity department of 20th Century-Fox, and was one of the "Motion Picture in Texas" campaign.

Review

"Viva Zapata" (20th Century-Fox)

The idealism and intrigue, courage, treachery and savagery that marked the career of Emiliano Zapata from 1879 to 1919, have been charted with dramatic effects in this John Steinbeck story, produced by Darryl Zanuck, directed by Elia Kazan and starring Marlon Brando as Zapata. Exhibitors know that a collaboration of these talents has resulted in a生动 production. It is authentically staged, finely directed and acted convincingly. It has plenty of action, a fair measure of romance involving Brando and Jean Peters, and a proper amount of fighting. Its cumulative possibilities are numerous and properly utilized, should assure top business in most situations.

Brando, as the illiterate Mexican Indian, Zapata, who became a national hero in his time, portrays an up-front President Diaz fails to give them satisfaction for confiscated lands. Zapata is joined by Francisco Madero, played by Harold Gordon, and their campaign against Porfirio Diaz succeeds. Made a general by Gordon, Brando wins and marries Miss Peters, whose father (Charles McGraw) did not need a leader.

Their peaceful interlude is short-lived as the military, led by General Huerta (Frank Silvera), conspire against Madero and eventually lure him to execution. Joining the forces of Pancho Villa (Alain Reed), Zapata's band again wages a successful campaign, at the conclusion of which, with Villa's urging, Zapata becomes president of Mexico. While visiting his native village to right new injustices, the military in Mexico City again seize the initiative and plot Zapata's death. He is lured to his death in a truck and his bullet-riddled body is dumped in the plaza of his village. Before his death, Zapata has told his wife that the people no longer need him—they are strong enough to get along on their own and, in some instances, is dwelled upon by the camera with an intimacy and deliberation that may prove rather strong for the sensitive. All technical work connected with the production is excellent.

Running time, 113 minutes. General audience classification. For March release.

O'Donnell, Mayer in Star Tutorials

Preparations for the forthcoming "Movietone U. S. A. personifies a Pets was added after the press tour was advanced over the telephone, but discussions here between Robert J. O'Donnell, national director of the "Movietone" campaign, and Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations, in Washington, will soon be completed.

O'Donnell indicated that the tours will be patterned after those conducted last year except that they will be speeded up and the members of his staff will be made at once throughout the country within a short period. The Motion Picture Association of America, its 120 member companies have pledged $150,000 to finance the tours.

Monday at O'Donnell's request will resume their talks on the subject. On Friday O'Donnell, head of the Intestate Council of New York, will leave here for a Mediterranean tour, "the first vacation I'll have had in 25 years". O'Donnell arrived in N. Y. Monday.

Services Here Today For Walter Reade

New York City and Asbury Park officials were shocked to learn that Walter Readel was closed day all day and all 40 theatres in the circuit will be closed during the afternoon, in memory of Walter Readel. Walter Readel died here Monday after a long illness.

Funeral services will be held at 10 a.m. at the Octagon Church. The cortege will be led by the "Movietone in Texas" campaign.

Newsreel Parade

GEN. EISENHOWER and Newbold Morris are among those in the weekly news reel news.

Other items include the creating of an international situation, sports and fashions. Complete contents follow:


To Follow Garland With Variety Show

The program to follow Judy Garland at the RKO Palace here is virtually complete. The current show, which will now wind up on Feb. 24, will be a number of headliners and top variety talent, rather than a show built around one personality. The top names and acts will be announced later, management stated.

Meanwhile, the RKO Palace announced that Miss Garland will remain on the stage for the final and 20th week, the Palace has scheduled 11 performances—five matinees and six evening shows.

Nine Key Theatre 'Zapata' Openings

The 20th Century-Fox-Darryl F. Zanuck production of John Steinbeck's "Viva Zapata!" will have nine key theatre openings this month. In each case, intensive advertising, publicity and exploitation precede the premiere. Theatres and dates are as follows: Miami, Carib and Miracle theatres, Miami, Feb. 14; RKO Grand, Chicago, Feb. 20; Metropolitan, Boston, Feb. 21; Loew's State, Salt Lake City, Feb. 22; Imperial, Toronto, Feb. 22; Palace, Washington, Feb. 27. The film will remain in each location until tomorrow at the Rivoli in New York.

Services for Lee Goldberg

CINCINNATI, Feb. 5—Services were held here Sunday for Lee Goldberg, 63, holder of the local Reelart franchise. Goldberg, who suffered a heart attack, Goldberg, formerly operated 30 theatres in Kentucky. He is survived by his widow, a son and daughter.
"THE ONLY THING I HAVEN'T GOT IS A MOOSE HEAD!"

"Want to borrow a couple of trophies, loving cups, medals?"

"I've got a million of 'em!"

"Awards for top pictures, top stars, top producers—pardon me for pointing but the year-end surveys are, as usual, very M-G-M!"

"I'm not resting on my film-can, either."

"Wanna make a bet about next year's high-spots?"

"These M-G-M pictures, every one of them, will be box-office toppers! Naturally 'QUO VADIS'? And these: 'BELLE OF NEW YORK', 'SINGIN' IN THE RAIN', 'SKIRTS AHoy!', 'LOVELY TO LOOK AT', 'SCARAMOUCHE', 'IVANHOE', 'THE MERRY WIDOW', 'BECAUSE YOU'RE MINE' (all the foregoing Technicolor); 'THE WILD NORTH' (new Ansco color); and 'CARBINE WILLIAMS'.'"

"Here's a bit of advice about your Easter booking."

"I've been singing the praises of 'SINGIN' IN THE RAIN', but you should have heard that Preview audience in California last week. They tore down the house. This is the best musical the public ever saw, bar none. Perfect for the holidays! Let me say Happy Easter right now."

(Signed) Leo

P. S. Keep M-G-Minded. It's good for you!
Balaban, Trade Practices

(Continued from page 1)

the question of Paramount's control of Allen B. DuMont Laboratories, Inc. The current phase, which opened yester-
day, is expected to last from six to eight weeks.

Balaban also told FCC hearing exam-
iner Leo Resnick that he believes pay-as-you-go television is the answer to the high cost of sponsored television programs.

Asked by Ford, "In regard to all trade practices which the Supreme Court considered dis-
criminating, you were not con-
cerned, but the sales depart-
ment was?" Balaban replied affirmatively. When the court declared them illegal, he said, the company's legal staff held seminars with Paramount salesmen all over the country and "did their best to acquaint them" with the court's inter-
pretation.

Questioned at length and in great detail by Ford on his knowledge of Paramount's trade practices up to the time of the Supreme Court decision, Balaban declared that:

He knew of no situation where his company had refused product to any-
one.

Paramount was not in a position to give product to everybody who asked for it and that based on a general ap-
praisal of each picture which was given to the sales department, the de-
partment got "the maximum rental out of the product;"

He would have no way of knowing if anyone in the sales department with-
held films from affiliated theatres;

He had not approved of any pool-
ing arrangements made with Para-
mount's affiliated theatres or any of the major's theatres. "I knew that there were no legal or illegal, arrangements," he declared, "but I did not know the exact number until they were declared illegal and Leonard Goldenson gave me a list;"

Worked out Formula Deals

He and Paul Rainbourn, company vice-president, had worked out for-
mula deals "as some means of avoid-
ing the cut-throat attitude which ex-
isted between the salesman and the buyer." He said he had never re-
cruited any complaining theatre or inci-
dent theatre owners as a result of for-
mula deals;

He had "never heard of any other way of buying films" other than through master agreements and block-booking.

He didn't consider these meth-
ods illegal, he declared; when they were so determined by the court he "abandoned the ship." Under block-
booking arrangements, he stated, "films were sold to the man who could pay the most money and, by and large, more or less didn't matter as long as the total amount of money from an area was enough to pay our expenses;"

He didn't know if the Paramount sales department had entered into con-
tracts allowing chains a greater de-
gree of cancellation than independents were given;

He made no policy on runs and clearances regarding theatres owned by other major producers but the sales department did;

He received no report if the theatre department decided to close a theatre.

Reached Conclusion

Balaban declared that he had reached his conclusion concerning the value of "buying as you see production," the consent decree and that his com-
pany had decided to give Zenith films for its Chicago Phonestore test after it was invested in International Tele-
meter Corp. He decided to give Para-
mount films for the experiment be-
cause Phonestore was "so simple and made pay as you see television practical."

The Paramount head was then asked by Ford why his company waited from the time of Zenith's request for films early in 1950 until March 24, 1950 before giving Zenith films. "I didn't think Phonestore was ready to pay for the use of television," Balaban replied. "I didn't think it was a practical system. It was too involved."

Further questioning on Phonestore was made by Paul Porter, director of Columbia Laboratories, Inc. Paul Porter said he would prefer to put the complete story of the dealings between Paramount and Phonestore in the record at a later date.

Balaban said he didn't know whether his company planned any kind of television network since nothing could be done about it anyway until the question of DuMont's control had been cleared. His company had reached no conclusion on programming television stations through the network of Para-
mount's 31 exchanges, he said.

He discussed a deal made at the end of 1950, for the use on television sta-
tions of Paramount's 1500 to 1800 shorts but said it had fallen through because the prospective buyers had no money. He declared that his company had no plans to provide "large quantities" of its films to the new company that would result from the proposed merger of the American Broadcasting and Columbia Broadcasting Systems. He repeated earlier statements, how-
ever, to the effect that his company was "ready to pay for the use of television features for television with anyone who comes along with real money and who can pay a fair price for them."

"Nothing would please me more," he said, "than to see the day when we can liquidate our inventory" by selling films from Paramount's library for use on television stations.

5 to Decide on CompoAdPlan

Five industry advertising-publicity executives will meet here February 5 as a sub-committee of the Motion Picture Association of America's ad-publicity directors committee, to reconcile sev-
eral point of view differences which have arisen concerning newspaper layouts for the Council of Motion Picture Organiza-
tions projected second advertising campaign.

The sub-committee includes: Ho-
ward Balaban, MGM's Charles Ein-
field, 20th Century-Fox; Mort Blu-
menstock, Warner Brothers; Jerome Simonelli, Universal and Charles Simonielll, Universal. Simonelli is chairman of the MPAA ad-publicity director group.

The five will be charged with "syn-
thetizing the thinking" embodied in suggested COMPO advertisements submitted for consideration by Loew's, Warner, 20th-Fox, Paramount, Uni-
versal and United Artists.

Vets' Won't Picket

Films with 'Reds'

Hollywood, Feb. 5.—The American Legion movement started by the Hol-
lywood Post to picket films with which Communists or Communist sympathizers are considered identified was voted down by the Southern Cali-
ifornia area Legion at a meeting held in Riverside, pending action by the State Legion at Fresno in August. Decision was taken, however, to pub-
lish names of distributors and personnel in The American Legion Magazine. The Legion picketing movement was among matters dis-
cussed at a Theatre Owners of America board session on public rela-
tions here last week.

Materials Forms

Out This Week

WASHINGTON, Feb. 5.—The Na-
national Production Authority said it will mail out this week application forms for third quarter use of con-
trolled materials.

Deadline for filing the completed forms is March 1. Film division offi-
cials stated they would release within the next few days more detailed direc-
tions for filings by theatre and film equipment manufacturers.
Allied Arbitration Plan Proposals

Require Okay Of Justice And NY Court

(Continued from page 1)

distributors.

Allied will transmit the plan to the distributors and leave it to the latter to carry on from there—to negotiate with exhibitors, or forget the whole matter. Allied demands that any plan finally agreed upon be okayed by the Justice Department and the New York Statutory Court and included as an amendment to the Paramount case decrees. It must be voluntary, but the parties should agree in advance in each case to be bound by the arbitration plan.

Arbitration should cover rentals, competitive bidding and runs, clearance and prints, forcing of pictures, and other such activities as the Committee would hold on a minimum.

Myers said the board had gone over his memo “paragraph by paragraph and approved it in general.” The memo would have “broad discretion in negotiating further with the distributors and is not necessarily bound by the plan” the committee can take any new stand it feels necessary to get better terms for independent exhibitors, he explained.

Here is a summary of Myers’ memo on a proposed arbitration plan, as approved by the Allied board today:

Myers said the Allied convention last fall had endorsed an arbitration system broader in scope than anything ever before employed in the industry, and that there are no “exact precedents” for many of the proposals being made. “But there must be a first time for everything,” he declared.

“The motion picture business today is facing conditions never heretofore encountered even by its most vulnerable members. The familiar measures for dealing with those conditions, and for adjusting internal differences, have proved inadequate.”

Must Set Up Method

It is imperative, he reported, that a method be set up to settle all industry disputes expeditiously and at minimum expense, and that the industry be spared any unnecessary internal conflict so that “its membership can concentrate on measures for ending the current box-office depression.”

Myers made it clear Allied does not enter any arbitration plan that had not been “expressly approved” by the Department of Justice and accepted by the Statutory Court as an amendment to the Paramount case decrees. “Indeed,” he declared, “I would be reluctant to have Allied sign.”

Justice Douglas’ opinion in the Paramount decision specifically said the District Court had the power to authorize a voluntary arbitration system, but “necessary” implies “necessarily implies that it would be proper for the parties to discuss all phases of such a system in endeavoring to formulate a plan for submission to the attorney general and the court.” So long as we proceed along these lines, confining our joint activities to the establishment of an arbitration system, our actions will be legally unassailable.”

Myers said the Allied plan was in form rather than as an amendment to the proposed decree because Allied was not actually a party to the Priestly plan. “Therefore, it was not possible to make motions to the court; because ‘none of the distributors have given assurance that they will arbitrate, much less the one herein outlined’; and because the distributors would probably want to study the plan carefully along the lines, confining our joint conference before agreeing to it.

Only 5 Showed Interest

Besides, Myers said, only the five theatre-owning distributors have indicated any interest in arbitration. He said Columbia, Universal and United Artists did not join in arbitration under the early Paramount consent decree and “I have no reason to suppose they want to arbitrate now.”

Other distributors who are a party to the Paramount plan will not submit to the New York court’s jurisdiction in order to be bound by the amendment to the decree, he predicted.

“It is even possible,” he said, “that some of the ardent and vociferous advocates of arbitration as an abstract proposition may revise their views when they become aware of the difficulties involved and realize there is no positive guarantee that arbitration will materially reduce litigation.”

To conform to the Supreme Court opinion, Myers said, resort to arbitration by any exhibitor must be voluntary, not compulsory; and the plan would not go into effect if the independent arbitration system does not bar any one from resorting to other legal remedies, such as private anti-trust suits. He added, however, that this does not mean an exhibitor could try arbitration and then, if dissatisfied, bring a suit based on the same claim. “In order that the awards may be enforceable without further action by the courts,” he said, “the parties to the controversy would have to agree to abide by the award.”

Myers pointed out again that no arbitration system “is necessary and exhibitors and distributors can always arbitrate their disputes merely by agreeing to do so. The advantages of an arbitration system, he said, are “that the distributors will agree in advance to arbitrate certain cases within the purview of the system; a set of standards or measuring rod can be provided for the guidance of the arbitrators in their deliberations; and uniform rules and procedures can be adopted.”

Myers said many supported arbitration as a means of “reducing the flood of litigation which threatens to engulf the film companies.” He pointed out, however, that with any arbitration system, exhibitors retain their right to bring private anti-trust suits.

Practical Relief

“Perhaps the most we can hope to do,” he stated, “is to erect tribunals where an exhibitor who seeks prompt pre-emptive action in the field of anti-trust practices, rather than damages, can obtain the same at little or no cost.”

But he said there was no assurance that any exhibitor would resort to arbitration rather than to the courts, and, in any case, exhibitors must ask for damages as well as injunctive relief because of their limited power to correct the wrongs of many lawyers to take the cases for the relatively low costs fees and share of the damages.

Of course,” he continued, “if the film companies generally are prepared to risk the experiment, there is another way in which claims for damages might be affected from the courts in arbitration:

That would be to empower the arbitration boards to award damages allegedly resulting from violations of the Sherman Act.”

Myers said he would empower the boards to award actual damages and, in cases, punitive damages up to twice the amount of the actual damages. He added he would not give the boards power to award treble damages in all cases.

Myers said he did not feel the arbitration of anti-trust damages would be too feasible where the distributor claimed innocence, but that it might be very feasible where the distributor admits guilt and the only question is fixing the amount of damages.

Other subjects which Allied would consider for possible inclusion in the arbitration bidding and runs, clearance and prints, forcing of pictures and setting of admission prices, and contract rights.

Most Controversial

Film rentals, Myers said, was the most controversial of all the proposals in the Allied convention arbitration plan.

He admitted that if all or even a substantial number of film deals were referred to a tribunal, the industry “would quickly grind to a halt.”

However, he said, he did not think there would be as many such cases as feared. He pointed out that arbitration involves some delay and theatre owners like to play as close to release as possible. If the arbitrator’s judgment were adverse to a theatre, the exhibitor would have to make an initial deposit and might have to pay costs if he did not make good on his prints. The exhibitor would have to disclose full details of his operations to back up his complaint, and “many exhibitors would not want to do this unless in dire need of relief and confident they could make good on their claims.”

Reasonable Safeguards

Moreover, he continued “as reasonable in deeds against such a debacle,” the right of an exhibitor to call for arbitration of rentals “might be made dependent on proof that he had tried in vain to come to terms with the director for the films and had been refused a license except on terms that would not cover his overhead and operating expenses plus a fair profit.

On competitive bidding and runs Myers said exhibitors have violently attacked competitive bidding and distributors have said they also disliked it but have used only to protect themselves against lawsuits. “Both can be relieved from competitive bidding and runs, and be protected against lawsuits by a broad provision for arbitrating controversies over runs, to be incor- porated in the decrees,” he said.

Cites Consent Decree

Myers said Chapter X of the 1940 consent decree provided for arbitration of run disputes and “stands as a judicially approved precedent for the arbitration of run disputes.”

Now, he continued, to revive Chapter X, eliminate various hampering restrictions it contains, and per- mit the arbitration of an exhibitor’s claim that he operates a theatre appropriately to protect against certain run and that the distributor (or distributors) has refused to license him suitable features by “normal distribution methods”—that is, without competitive bidding—to enable him to operate successfully on that basis.

Chapter X, Myers recalled, listed numerous factors to be taken into account in deciding whether such a plan, which of two contending theatres would be allowed to leave it to the arbitrator to weigh the factors. These factors might have your yardage in the run, the rival of arbitration over runs,” he said.

191 Chicago Houses Closed in 1951

CHICAGO, Feb. 5—Ninety-one motion picture theatres went out of business here last year according to City Architect William T. Prendergast.

He said that many houses now open are operating on a part time basis, some of them three days a week and others only a day in a statement issued here today.
Paramount's **On Top With T**

Mightiest of Boxoffice World Pre-Release Engagement, Ra

**CECEIL B. DEMILLE**

**THE GREATEST**

Color by **TECHNICOLOR**

starring

**BETTY HUTTON**

**CORNEL WILDE**

**CHARLTON HESTON**

**DOROTHY LAMOUR**

Their biggest grosser is now the grossing sensation of Broadway...

DEAN MARTIN • LEWIS

in HAL WALLIS' production

SAILOR BEWARE

Bob's newest comedy is doing holiday business every day...

BOB HOPE • LAMARR

MY FAVORITE SPY
Greatest Shows On Earth!

At Its Music Hall Now

SHOW EARTH

Actually Filmed Under The Big Top!

GLORIA AHAME STEWART

COMING

Perlberg-Seaton's
AARON SLICK
FROM PUNKIN CRICK
COLOR BY TECHNICOLOR

Leo McCarey's
My Son John

Perlberg-Seaton's
ANYTHING CAN HAPPEN

KIRK DOUGLAS
ELEANOR WILLIAM PARKER BENDIX

William Wyler's Production of SIDNEY KINGSLY'S
DETECTIVE STORY

HAL WALLIS' Red Mountain
COLOR BY TECHNICOLOR
**U.K. Quota**

*Continued from page 1*

defaulted last year, compared with 2-195 in the previous year, on the so-called “supporting program” of 25 percent, according to a report of the British documentary films and short subjects. The latter was intested as dispelling the unrealistic claim that documentaries have audience appeal.

Further evidence of the practicability of the 30 percent quota is to be found in the number of theatre achieving or exceeding their given quota—1,445 last year, against 1,874 in the previous year. The average quota achieved by the major circuits which are required to comply with the full 30 percent quota was 31.6 percent.

**Question Future of UK Film Financing**

**London, Feb. 5. — Tom O’Brien, president of the National Association of Theatrical and Kin Employees and member of Parliament, on Thursday will put the question in Commons to Peter Thorneycroft, president of the Board of Trade, concerning the government’s intention toward the National Finance Corp., government agency which supplies production financing.

It is understood that Thorneycroft proposes to answer the question non-committally, perhaps stating that the subject concerns Chancellor of the Exchequer R. A. Butler and his new budget.

NFCC’s funds are known to be nearing depletion and, without a further grant from the government, it is a question how long the agency will be able to continue.

**Springhold Heads Dutch Distribution**

**Amsterdam, Feb. 5.— Fritz Springhold, prominent member of the Dutch film industry, has been elected president of the Dutch Film Union, representing the Dutch Cinema Association, a post he held once before shortly after the war. Springhold, in addition to his distribution interests, has important holdings in about 20 theaters in the principal cities of Holland.

**Craft Earnings Up**

Hollywood, Feb. 5.—Weekly earnings of studio craftsmen during December were $103.94 in November and $105.02 in December a year ago.

**New UK Pact**

*Continued from page 1*

agreement permits American companies to convert one-third of their investments in British production programs.

It can be stated with the utmost authority that there will be no repetition of the performance involving the American section of the Anglo-American agreement. The Hugh Dalton ad valorem duty on American films is gone.

Chancellor of the Exchequer Richard Butler has told Commons that he plans—and indeed hopes—for a proper balance in sterling vis-a-viz the dollar in the second half of 1952. Britain’s Treasury and Board of Trade appreciate that the cruize of the American financial agreement problem is how far the Chancellor can go and still leave this a worthwhile market to American film companies.

Butler informed Commons recently that consideration is being given to a reopening of the agreement before this new economic relationship of America, has returned from here to New York and has expressed the opinion that nothing particularly detrimental to American interests will develop in the course of negotiations concerned with the agreement. He believes in many ways that the British can develop the situation in certain respects. Allport is certain to go over the ground with the British Treasury in advance of the formal talks.

**Rank Charges Union Tactics Discourage U. K. Production**

**London, Feb. 5.— Arthur Rank, in a recent address to an exhibitor meeting in Belfast, charged that the American film industry and Allied Technicians, production union, is responsible for discouraging American production here through imposition of unreasonable restrictions.

Tom O’Brien, head of the National Association of Theatrical and Kin Employees, who shares similar views, has approached the Electrical Trades Union with a plan for an alliance of film industry employees which would by-pass the ACT.

**Rank’s Davis**

*Continued from page 1*

Ferdinand West, has provoked wide trade discussion here.

Davis plans to be back in London early in March. He will confer with Edward J. Luty, his executive in New Zealand with Robert Kerridge. En route, he will meet with Singapore with Rank’s Malayan associate, Luke W. W. Wong, who controls numerous theatres there. He will also visit other Rank operations in Rome, Singapore and Jakarta.

**Set New Bob Hope Film**

**Hollywood, Feb. 5.—“Girls Are Here To Stay”, a comedy musical with color by Technicolor, has been set as a Bob Hope starring vehicle at Paramount. Paul Jones will produce.

British producers are making better films and shunting them more toward the Anglo-American consumption, David Rose, president of Coronado Producers, Inc., told yesterday’s press conference following arrival from England on the S.S. Queen Mary. Another arrival on the same ship was Bert Wall, managing director of RKO Radio Pictures, Ltd., London.

Wall, who brought a print of “Saturday Night” starring Bob Hope, said that while here he intends to line up the cast for another picture to be produced in June from plans to make two pictures this year.

Woolf, who reportedly is here to arrange for the distribution in England of 16mm RKO pictures, declined comment.

**Reviews**

**“The Big Trees”**

*(Warner Brothers)*

**EXPLOITATION-MINDED showmen will find a rich harvest of ideas in Warner Bros’ “The Big Trees.” Dealing with logging operations in the California territory of 1900, it has such muscular sequences as the hero and villain battling to death at a cliff’s edge, a daring train rescue, and it is hurtling to destruction at an implosion of other narrow-curtain calls. The picture is generous in production values, including color by Technicolor and a cast headed by Kirk Douglas, Eva Miller and Patrice Wymore.

Ten days of quick-talking, unresponsible logging operator who schemes to get rich timberlands away from a sect of old settlers under a new law which has voided the old claims. Douglas maintains an outer semblance of Buddhism, Buchanan, his aide, and Miss Wymore, a pretentious member of the sect, think the world of him at first. Gradually, however, they learn of his convivial ambitions and friction forces. For a time there is considerable warfare between members of the town and Douglas with strategies and maneuvers on both sides rising.

Presently, however, the evil of Douglas’ ways penetrates his conscience and he reforms. Now being on the side of truth and justice, he decides to help “the finest folks.” At this point his chief adversary becomes John Archer, a villain conspiring against the sect for personal advancement. Douglas sees to it that he gets his due. The screenplay, by John Twist and James R. Webb was directed by Felix Feist, with action on location. Miss Wymore, a strikingly beautiful actress, is an entertainer who eventually turns the cards on Douglas. Louis F. Edelman produced.


**M. HERBSTMAN**

**“A Tale of Five Women”**

*(Morrow-Wilson—United Artists)*

A SPRIGHTLY little comedy drama of many delights is offered in “A Tale of Five Women.” High among its delights are glimpses into the five European cities where it was photographed—Rome, Vienna, Berlin, Paris and London. The idea for this Grand National picture, released through United Artists, was conceived by producer Alexander Paul. British actor Bonar Colleano plays the lead. Despite the picture’s lack of potent marquee names, it should be greeted warmly, especially by the more discriminating audiences.

Colleano appears as a soldier and ex-circus performer who suffers from amnesia as a result of a fall. From the American sector in Berlin he is trans-ferred to a hospital in America. He is there that the young man is anxious to recall his past. The only clue is a string of five bank notes he has from as many European countries, each bearing the signature of a different girl. Barbara Kelly, an attractive editor of an American magazine, conceives the circulation-boosting idea of sponsoring Colleano’s trip back to the five countries in order to help him discover his past.

The tour through Europe provides some good documentary footage that in itself is worth the price of admission. Each of the five girls he meets again are strikingly beautiful. They are Lana Morris, Anne Vernon, Eva Bartok, Gina Lollobrigida and Karen Humbold.

Contemporary for the occasion, plus some large chunks of comedy and drama, the jigsaw puzzle of Colleano’s past falls into order, leaving him free to marry Miss Kelly.

In each city, a different director and crew hand the filming chores. The directors worked with John Biggg, Noell Mackay, Eberto Villacurin, Vienna, Gera von Ceffra; Berlin, Wolfgang Staude; Paris, E. E. Reiner; London, Montgomery Tully. The film is a presentation of Boris Morros and Maurice A. Wilson. The screenplay is by Margaret Meeker and Piero Tellini, Guenter Weissemborn, Jacques Compansac and Patrick Kirwin.


**M. HERBSTMAN**

**11 hrs. 20 min.**

**Slanting UK Films to US Market: Rose**

British producers are making better films and shunting them more toward Anglo-American consumption, David Rose, president of Coronado Producers, Inc., told yesterday’s press conference following arrival from England on the S.S. Queen Mary. Another arrival on the same ship was Bert Wall, managing director of RKO Radio Pictures, Ltd., London.

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Away-from-theatre SHOWMANSHIP!

The new patron-pulling service . . . that provides colorful, eye-appealing advertising for placement in

- MERCHANTS' WINDOWS
- STORE COUNTERS
- HOTELS
- TERMINALS.

Handsomely mounted in footed, silver-colored frames to tell and sell the big story about your attractions!

See your NSS Salesman or write your nearest NSS Exchange

NATIONAL Screen SERVICE
PRIDE BABY OF THE INDUSTRY
MILWAUKEE, Feb. 5—Sig Goldberg, president of Wisconsin Allied, and Harold Johnson of Northwestern Administration, attended a meeting at Chippen Falls of exhibitors in the Northwestern part of the state to explain in detail the new railroad situation.

New members signed up at the meeting include: Bruce Waters, Turtle Lake; Gordon Spies, Glenwood; Pat Schimmun, Amery; R. Habighorst, Owen; C. Hultberg, Carnell; David Hettinger, August; R. Zerbe; George Johnson of Stanley.

CHICAGO, Feb. 5.—January city amusement tax collections from boxoffice receipts here (on December receipts) were $87,714.90, a drop of approximately five percent from $92,062.37 for the same month last year. Collections from other amusement taxes were off about ten percent for the same period.

Canan City Ticket Tax Plan

FRAKFINO, Ky., Feb. 5.—Plans to apply a city amusement tax to let cities have the amusement tax revenues now going to the state are being made by a local Municipal League after State Revenue Commissioner Clyde Reeves said he would give the city of Frankfort no encouragement that the bill would pass.

Reeves explained the state amusement tax income has been budgeted for the next two years and the state needs the money. Under the measure proposed, if a city did not levy the tax, the city could operate to do so. The tax now yields about $1,500,000 annually. It was estimated the new tax would provide about $750,000 away from the state each year.

Introduce Bill to Aid Projectionists

ALBANY, N. Y., Feb. 5.—Senator William F. Gordon of Yonkers has introduced a bill supported by the IAMSE and State Federation of Labor, which would require projectionists to be, equipped and operated. Theatre interest have opposed it in the past and will do so again. They say the present code for places of public assembly protects projectionists.

New Up-State Company

BUFFALO, Feb. 5.—Mercury-Cinema, Inc., a new corporation, has been filed in the office of the Court of Civil Appeals in Rochester, present operators of the Cinematograph and the Mercury Cinemas. Officers are Philip Cohen and Morris Slotnick.

Leopard Sues Rossellini

I. E. Leopard, president of Leopard Productions of Rome, Italy, has sued in Rome against producer Roberto Rossellini over Western Hemisphere distribution rights to "Machines to Kill People," which Leopard declares he has a contract for, and which Rossellini is said to have sold to someone else.

An Idaho-Canadian agreement has been reached for consideration to Columbia under terms of which he would direct "Black Friday," a story backgrounded by the gold panic of the Grant Administration. Broderick Crawford would star.
Washington, Feb. 5.—A new formula for government aid to Swedish film producers has been approved, and production of feature films resumed.

Swedish producers suspended production at the end of 1950 as part of their drive for more government financial aid. The agreement reportedly is not enough to cover average losses, and aid "is as assumed that subsequent production will be resumed."

The aid amounts to 20 percent of the government's share of the amusement tax collected on showings of Swedish films. Total aid is estimated to be about $44,000 annually, depending on the size of the tax, and is expected to be produced annually under the new set-up, Golden said.

**SAG to Consider Proposal on TV Pay**

**Hollywood, Feb. 5.—**The consideration of proposals by various Independent Association members releasing their monograms revealing repayment to actors in films to be sold to television is on the agenda of Thursday's Actors Guild board for its regular meeting next Monday night.

Pictures concerned were produced subsequent to August, 1948, when SAG contracts with studios cannot be turned over to television until producers have reached agreement with SAG on amounts and terms to be paid players appearing in them. Any agreement reached by producers will apply to specific pictures concerning which their producers have tendered specific renegotiation proposals, and will cover these pictures only.

**Three New Ones for Brown at M-G-M**

**Culver City, Feb. 5.—**Clarence Brown, veteran M-G-M producer-director, is working on a program of three pictures, "The Plymouth Adventure," with Spencer Tracy, Deborah Kerr and Van Johnson tentatively set as leads, deals with the Pilgrims and the Mayflower. Second is "Two If By Sea," in which Clark Gable may star. Third is "Flesh and the Devil," a new version of the John Gilbert-Greta Garbo vehicle which Brown made originally for M-G-M in 1927. The film will star Marlene Dietrich, Ava Gardner, Richard Montalan and Fernando Lamas.

**Canadian Film Board Made 167 in 1950-51**

**Ottawa, Feb. 5.—**The National Film Board of Canada in 1950-51 produced 130 major films, 37 news stories, 18 news clips and two trailers, the Canadian government reports, with the major films being divided into 68 English-language, 58 French-language and four in other languages.

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**Television--Radio**

**Comment and Opinion**

The Federal Communications Commission now has postponed the start of its television hearings to March 10, but it has also widened the already considerable scope of the inquiry by adding two pertinent issues to the agenda.

For one, the Commission will go into the question of who should actually operate the television service, if and when special channels are allocated. Then, it is going to examine various competitive angles and "standards of licensee" eligibility. The outcome of the ABC-UPT hearings currently going on undoubtedly is going to have an important bearing on the FCC's decision.

Meanwhile the list of witnesses slated to be heard at the hearings grows and there are strong indications that television will encounter headstrong opposition not only to any proposal that they operate their own stations for theatre TV, but also to the allocation of any channels whatever. In the long run, we will have large-screen television, and it will be in color, but it is going to take a fighting spirit to make it come off. Theatres need television and commercial television, searching for a convenient box-office, needs theatres.

It isn't often that television producers can use all of its ways to say kind words about the film industry and the tributes and their growth was therefore doubly welcome on the Ken Murray television show over CBS TV last Saturday night. Murray had many complimentary things to say about the motion picture art in the course of his "Salute to Movietime," which he wrote him in beginning his program of the era of sound and, finally, to the modern screen drama as represented by a scene from Stanley Kramer's as yet unreleased picture, "High Noon." pistols.

Klaus Landsberg, the dynamic general manager of studio KLA in Los Angeles, had a new program for New York advertising executives this week that should set them thinking. At a luncheon he said: "Television has the power to build its own stars. Just because an individual is a star in one medium doesn't mean he is a star in television. Why buy high-priced stars when we can build our own?"

It may take time, but television is well on its way to following Landsberg's advice.

Indicative possibly of a changing pattern in radio broadcasting, the CBS Radio network starting Feb. 17 will have 91 news broadcasts scheduled for each seven-day period, spreading over 16 hours and 10 minutes. At that date, Admiral Corp. will start sponsorship of a new 35-minute news show featuring Robert Trout, one of the best newscasters in the field. Television still hasn't found a way to beat radio at the business of presenting a quick, precise news presentation.


**Fred Hipt**

**‘Peace Meet’ Set in Mexico**

**Mexico City, Feb. 5.—**Representatives of all branches of the Mexican industry have met to consider union problems. The National Cinematographic Industry Workers and the National Cinematographic Production Workers, have been organized by Carlos Cervantes, Sub-secretary of the Interior, to an emergency meeting in his office on Friday to work out solutions of various industry problems.

**J. C. Lopez, director general of the National Federation of Motion Picture Workers, Mr. Eduardo Vidal Cruz, director general of the trade's own bank, the Banco Nacional Cinematografico, will attend the meeting, which is expected to result in the making of a peace pact between the unions, agreement to possible modifications of the new cinematographic Law and the striking of a balance of harmony between producers, distributors and exhibitors.

**SAG Signs Pact with 22 More Producers**

**Hollywood, Feb. 5.—**John Dules, Jr., executive secretery of the Screen Actors Guild (AFL), reports that during the last few weeks his agency has signed union shop contracts with 22 more production companies. Twelve are primarily television film companies.


**WLW-TV in New Deal For Foreign Films**

**Cincinnati, Feb. 5.—**A new purchase of foreign films, including "Open City" and "Paisan," was concluded here by John T. Murphy, vice-president in charge of television operations for Crosley Broadcasting Corp.

The films—the distribution rights of some are owned by Josephine Balaban, also include "The Quiet One," "The Battle of Rails, and the Forgotten Village.

**Hyams Heads New Firm**

**J. S. (Jerry) Hyams, former vice-president in charge of sales of Commonwealth Television Corp., has been named president of Hygo Television Films, Inc., formed this week here.

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**TV PRODUCERS—LAB. SERVICE**

Original Reversal Developing
Revolutionary Method for
Fine Grain Negatives from Original
Coversides

**VIDEO FILM LABORATORIES**

13 1 W. 23rd St., N.Y., N.Y. 4-4131
HISTORICALLY, OUR INDUSTRY LIVES IN THE PRESENT. SELDOM DO WE SET OUR SIGHTS — AND OUR HOPES — ON WHAT IS TO COME...
ONE OF THESE EXCEPTIONS IS THE STANLEY KRAMER COMPANY PRODUCTION, THE SNIPER, AND THEREFORE IT JUSTIFIES THIS ADVERTISING SO FAR IN ADVANCE OF ITS RELEASE!

Columbia
Insider's Outlook

Decree for Loew's Wins Court Okay

The Loew's consent decree aimed at divorcing the company's production and exhibition holdings into two separate companies was approved here by the three-judge New York statutory court yesterday. Signing of the document came after there was no response to a question from the bench as to whether there were any objections to the decree, key provisions of which call for outright divestiture of 24 theatres in two years and conditional divestiture of almost 50 theatres. Other provisions in the judgment (Continued on page 5)

Arnall Seen Taking U. S. Price Post

WASHINGTON, Feb. 6.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, has reportedly changed his mind and will take the job of the government's Price Stabilizer. Only yesterday, it was reported that Arnall had turned down the post. According to the latest word, however, Arnall may take the job after all. (Continued on page 5)

TOA Says Its Arbitration Plan Jibes With Allied's

Allied's all-inclusive plan of industry arbitration closely resembles the Theatre Owners of America's, it was disclosed here yesterday by a TOA spokesman. He said that the two organizations have a "common meeting ground" on the subject.

Set News Publishers' Pro-Industry Meet

A conference of all Connecticut daily newspaper publishers and representatives of all branches of the film industry with a view to bringing about an improvement in the motion picture business in that state has been indicated for the near future. This was reported here yesterday by industry representatives who met in Hartford on Tuesday with Francis Murphy, publisher of the Hartford Times, and indicated he will call the meet. Industry representatives from (Continued on page 4)

U. K. Theatres Close For Death of King

London Feb. 6.—All theatres throughout the country were closed today following the death of King George VI. They will reopen tomorrow but will be closed again on the day of the King's funeral until 6:00 P.M.

All transmitters of the British Broadcasting Co. were shut down today, also, except for broadcasting of major news bulletins.

Allied Wants All-Industry Tax Campaign

Snapper Named to Succeed Rembusch as Allied Head

WASHINGTON, Feb. 6.—The Allied States Association board today resolved that any campaign for Federal admission tax repeal should be an all-industry one, carried on through the Council of Motion Picture Organizations, and instructed Allied's delegates to D.C. to urge the immediate start of a tax-repeal campaign.

At the concluding session of its two-day mid-winter meeting at the Statler Hotel here, the board also elected Wilbur Snapper to succeed (Continued on page 4)

PCA Refutes Wyler On Code Changes

Hollywood, Feb. 6.—The Production Code Administration today revised a long-standing policy toward code critics by challenging William Wyler's widely publicized assertion that the Code is "due for revision" to meet "demand for mature pictures." PCA staff spokesmen Jack Vizzard said, "It is difficult to see how Wyler, who is unquestionably a great director, has been hurt or seriously inhibited by the Code. He directed 'The

FTC Attacks Long Term Film Ad Deals

WASHINGTON, Feb. 6.—The Federal Trade Commission today charged the A. V. Caugher Service, Inc. of Indiana—the nation's largest distributors of advertising film—with making unlawful exclusive screening contracts with motion picture theatres.

The complaint alleges that the firm sells, leases or rents commercial films (Continued on page 5)
JOSEPH SCHENCK, executive head of production of 20th Century-Fox, is in New York from the Coast.

GEOFFREY L. CARRINGTON, president of the Altec companies, has arrived here from the Coast.

ROBERT H. WINTERS, Canadian Minister of Resources and Development and in charge of the National Film Board of Canada, has returned to Ottawa from Hollywood.

GEORGE MINTER, head of Renown Pictures, was in New York yesterday on a brief stopover on route to London from South America.

FELIX JACOBS, formerly with Warner Brothers, will shortly join the Jay Genor-Brooke Agency, head of the drama department.

MRS. A. W. SCHWALBERG, the former CARMEL MYERS, will have published this week a book she has written entitled, "Don't Think About It."

BILL DICK of the Florida State Theatre, Miami, has been married with the birth of a daughter to Miss Dick recently.

SIR PHILIP WARTER, chairman of Associated British Picture Corp., arrived here yesterday from London for a visit of two or three weeks.

Lou Smith to Direct 'Movietime' on Coast

Lou Smith, until recently Hollywood studio publicity director of Columbia Pictures, has been engaged to handle the Hollywood phase of future motion pictures of United Artists' extensive television program. He was announced here yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Government Relations.

Robert J. O'Donnell, national director of the "Movietime" campaign, has been named, in addition, to supervise all the long-distance telephone to Mexico City where Smith was stopping on route to Los Angeles from his new assignment. Smith, who departed for South America on Monday, will cut short his trip and return to Hollywood to settle some new obligations there on March 1.

Lardner, Scott Suit Begins on Coast

LOS ANGELES, Feb. 6—Federal Judge Benjamin Harrison and a jury began hearing evidence in the long-standing case of Ring Lardner, Jr. and Adriano Scott against 20th Century-Fox and Fox Radio, respectively, for salaries lost when their contracts were canceled.

Both were members of the "Holly
town Ten," and in 1947 declined to testify before the House Committee on Un-American Activities. RKO is asking for $70,000 and 20th-Fox for $20,000.

Vadis' to Toronto Feb. 13

TORONTO, Feb. 6—After a number of weeks of trying, producer-director Anthony Asquith has learned that his considerable done-to-door strike, "Quo Vadis" has been set to open Feb. 13 at Loew's Theatre.

Wage Boost to D.C. Operators

WASHINGTON, Feb. 6—A new contract providing for wage increases to Motion Picture Theatres Association of Washington, D. C. operators. The increasing costs of living have been a major factor in the decision to make a wage adjustment. The new contract provides for a raise in wages of $3 per week for a four-week period. The increase will be effective immediately.

No Change in Rank's Overseas Set-Up

LONDON, Feb. 6—Yesterday's trade gossip here, occasioned by announcement of Rank's protracted excursion for the J. Arthur Rank organization into the export markets under the supervision of Ferdinand Rank, was dropped. The Rank organization will not make any change in its current overseas set-up.

U. A. Adds Prints of New Queen's Film

With England's new Queen Elizabeth returning from Africa to her throne, United Artists' "Royal Journey," the color film account of her recent visit to Canada and the United States, is attracting added interest among exhibitors. A double print order has been placed to meet exhibitor demands, U. A. revealed here yesterday.

Reels on King's Death Out Today

Footage on the death of King Edward VIII is being rushed by aerial today to theatres throughout the country by the five major newsreels. The reels, which are under exclusive exclusive time schedule, will be released as a pre-release. The companies worked through last night getting the delivery of the completed -- the delivery of the completed reels to the respective theatres, but the reels were available at the time of the newsreel release. 

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Allied Wants

Trueman T. Rensshe as president of national Allied. Snaper, New Jersey exhibitor and president of Allied Theatre Owners of America, will have a one-year term, starting immediately.

Other new Allied officers chosen today were James W. Rubin, Michigan; John Wolfberg, secretary. Abram F. Myers was reelected general counsel and chairman of the board. Niles Kaye was named recording secretary.

The board today also decided to revitalize the National Film Committee, center it in New York, and call all film rental problems to it for working out with rentals.

Snaper was originally reported reluctant to take time off from his business for the chores going with the Allied presidency, but was finally prevailed on to take the post.

Niles Chosen

Charles Niles was chosen the new chairman of the Allied committee, to succeed Colonel H. A. Cole. Other members of the committee will be Rensshe, Rubin, Shor, and Leo Jondal.

Allied's representatives on COMPO's executive committee were named as Hanes, the Chicago exhibitor; Nathan Yaminis, Snaper, Lauritz Garman, Benjamin Berger, Abe Berenson and Snaper. Last month the Allied board of directors was given a call to make a new policy for the Allied committee, to be made public in a few weeks.

On the admission tax, Myers said, the board felt very strongly that any campaign to repeal this tax in order to be successful, must enlist the support of all members of the industry, and therefore should be an all-industry campaign. The board decided that a logical step to take in this direction should be an all-industry campaign designed to get all members of the industry to support a united campaign to have this tax repealed.

Some key Allied officials admitted privately that they did not think there was much chance of getting the tax taken off this year, but pointed out that a good campaign needs a lot of spadework and that it might be wise to get started immediately on an all-industry campaign in order to improve chances of having the tax removed in some later year.

Lengthy Discussion

A lengthy discussion of distributor rental policies, and print shortages ended rather inconclusively. The board decided to take no action on print shortages at this time, expressing the hope that the matter could be solved through the arbitration plan proposed yesterday. That plan proposed arbitration, among other things.

The board decided the best solution to the rental problem would be to re-establish the Allied committee on arbitration, Myers pointed out members of this committee have been widely separated from a few years ago when it was first established. It was feared that this has been a considerable barrier to the effective operation of the committee. That plan proposed arbitration, among other things.

ToA Says

who had been paying a distributor 35 per cent for film discontinued the business relationship and sued the distributor for $1 in 1952 to find that 40 per cent was asked, the exhibitor would have good grounds to ask that arbitration be employed to determine if the higher rental was justified.

The Allied plan, as reported by Morgan Freeman and District yesterday, cleared the fog of conjecture that preceded its disclosure by Abram F. Myers. The plan, as announced by the Allied board meeting in Washington Tuesday, was stated here in district meetings for each type of business. One member would be chosen by the complainant, one by the respondent and a third by the other two members.

Committee members, as distinct from the arbitrators, would serve without pay and would perform much of the same duties as performed by secretaries of the local boards under the 1940 consent decree—they would receive complaints, mail copies to the affected parties, fix a time and place for the hearing and arrange for the taking of testimony.

Myers said several exhibitors had suggested the parties to each arbitration panel be chosen in such a way that either the lessee paying all costs or the lessee being apportioned among the affected parties, one-third, one-third and one-third. These exhibitors are opposed to boards wholly supported by the distributors, he added. This would entail a degree of simplicity in settling costs for the various steps in a proceeding, calculated, in the aggregate, to save tens of thousands of dollars.

The procedure in selecting arbitrators and conducting the hearings was described as "simplified and informal and simple" that all but the most important and difficult cases can be conducted without employing lawyers on either side, Mr. Myers said.

A different situation would apply if damages were arbitrati

In general, the rules for arbitration proceedings could be patterned after those prescribed by the District of Columbia and used in the 1940 decree, Myers said.

While Myers original draft did not take any stand on an appeals board to review awards of the local boards, the Allied board approved proposing such a procedure to the distributors. Myers noted that arguments for such a board are that it would establish a uniformity in the awards of the local boards to the parties in the various territories; against the board, he argued, there would be more expense and delay.

Allied Plan’s Teeth Are Sharp on ‘Runs’

In proposals dealing with the arbitration of runs, the Allied States plan suggests that if a board makes a run to a theater “it should be empowered to prohibit the exhibitor for a number of years from exhibiting pictures on the run in question to the exhibitor then enjoying the run, or to order the company to license the complainant for a period of time.” Myers also suggested arbitration for complaints if the percentages of its features on the desired run. The plan concludes there would have

Albany TOA Meet to Highlight Practices

ALBANY, Feb. 6—Area industry problems, including "the forced sale of shorts and features, the inaccuracies in the blind-checking of the Willmark organization, and the reduced in film delivery service or the alternative of a 10 per cent increase in the Arbitration Agreement, and the general membership of the Albany Theatre Owners of America in the group's offices here next Wednesday afternoon. Executive director Lewis A. Sunberg outlined the agenda in a meeting of theatre owners of the exchange district.

Other subjects to be considered are: the opening of a new exchange on Sunday, which allegedly has resulted in "undeclared hardship on many exhibitors in the circuiting of prints"; the lack of enforcement of the antitrust legislation and pending on Capitol Hill.

Studios Producing

(Continued from page 1)

hibitor appeals for more product. Suggestions regarding the titling of films and the need for new, young acting talent were received appreciatively by the production representatives, Sullivan said.

Tou addressed the board meeting as "the most successful we have ever had." He said that although "everyone spoke his piece," including representatives at all levels of the industry. New exhibitors who had manifested dissatisfaction at the TOA convention here last fall, a spirit of cooperation is most present at the board meeting.

Mitchell Wolfson, TOA president, noted that the district plans for the coming year which will draw up the organization's plans for a campaign to win repeal of the 20 per cent Federal tax to be safeguards to protect the distributor from being required to supply films even if he is unable to get a theatre. If the distributor did not receive the terms offered were fair, he could refuse to license the films until the arbitration board fixed a fair rental.
Says Yearly Rental Loss Is $20,000,000

Washington, Feb. 6.—Barney Balaban, president of Paramount Pictures, told the Federal Communications Commission today that the industry loses $20,000,000 a year in film sales. He said that the money is "stolen" at the box office and that hundreds of thousands of dollars are lost to the industry each year through a recount.

Balaban Would Sell To All 3 TV Media

WASHINGTON, Feb. 6.—Paramount president Barney Balaban was questioned at length today by Federal Communications Commission counsel Stanford Ford on what his company's policies would be in selling pictures for television use. Balaban told FCC hearing chairman Ford that Paramount would "do what was right" in discharging its responsibility to the three television media, and that he would show them a day-as-you-see television, and free television. He said the "yardstick" for determining the sale of pictures to television would be the "practical and economic factors involved" and that if a picture is sold at a price a sponsor can't pay it would be too late to be bought by a paying audience.

Many of Ford's questioning was directed at the possible sale of pictures to DuMont. Balaban outlined a proposal he had made to Dr. Allen B. DuMont, station owner, in 1947, under which DuMont entered into an affiliated partnership arrangement with Paramount similar to those the company had with its theatres before divestiture. DuMont would retain its independence and Paramount would supply programming. Ford, probing the exclusive arrangement, had "pleaded" with DuMont, Balaban related, and had done "everything I could to get that thought across," he said.

Witnesses for DuMont testified earlier in the first phase of the hearing that Paramount had never quoted any assistance in programming.

Stanton Griggs, retiring chairman of Paramount's joint-theatre-exclusive committee, will be the first witness at tomorrow's session of the FCC's catch-all hearing, currently going into the question of Paramount's fitness as a television station licensee.

Arnall Seen

(Continued from page 1)

President Truman put increased pressure on the former Georgia Governor, and he has now accepted. President Truman is expected to announce the appointment tomorrow or Friday.

Hollywood, Feb. 6.—Whether Ellis Arnall chooses to take a leave of absence or completely sever his association with the Society of Independent Motion Picture Producers during his tenure in a government post is entirely up to him, Gunther Lester, SIMPP board chairman, said today.

If Arnall chooses the former, Lester most likely would assume the bulk of Arnall's duties. If he resigns, SIMPP would seek a successor.

FTC Attacks

(Continued from page 1)

to advertisers of various commodities and arranges to have them shown in theatres with which it has screening contracts. Under these contracts, Caugher is given the exclusive right to show its ad films for a period of two years, in return for a specified payment, according to the Commission. The FTC added that as a result of restrictions in the agreements, advertisers have been forced to use their advertising with Caugher or forgo theatre advertising.

Agreements Provide

The FTC said the agreements provide that after the two-year screening period has expired, it may be extended for additional one-year periods unless terminated by either side. In November, 1950, the Commission ordered four other advertising film companies to discontinue exclusive screening contracts "similar to those involved in the Caugher complaint." The FTC said that distributors entering into such agreements with theatres if they run unprofitable, are "putting the movie business and the public at a disadvantage. The cause of the Commission's order as applied to existing contracts has just been argued in Circuit Court and a decision is pending.

The FTC complaint says the Caugher contracts constitute unfair and deceptive trade practices as violation of the FTC Act, tend to prevent competition and restrain trade, and in some areas of the U. S., to give the firm a monopoly in the screening of ad films and distribution of advertising films.

Caugher has 20 days to answer.

Pro-Industry Meet

(Continued from page 1)

here who met with Murphy were: Robert W. Coyne and Charles E. McConachie of the circuit; Jonathan L. Vizzard of Picture Organizations; Arthur DeFra and Alfred Corwin of the Motion Picture Exhibitor's Association; Doob and Ernest Martin of Loew's, and Ed Sullivan of 20th Century-Fox.

At the meeting were also numerous Connecticut exhibitors headed by Harry Shaw, Loew's district manager in that state. The meeting was held by the Times Film publisher with a view to help the film business, it was said.

Murphy is said to have assured the industry that the FCC is interested in providing vision to the public with an attempt to prevent the growth of the network. He said that the program is aimed at the public sector, which is one of the Gannett chain, was anxious to increase space devoted to industry news so as to provide more publicity favorably to the industry.

Harvey Raises Stars For Video Issue

SAN FRANCISCO, Feb. 6.—The question of whether theatres should book films which feature stars who have appeared on television was raised by Robert Harvey, president of the Western Theatre Owners, in his column, "One Man's Opinion," in the HO, Jan. 21.

The TV issue was one of many listed by Harvey in his article, which called the current year, "S—S for Survival—for the industry."

Reagan's Wife Must Sell Theatre Interest

Under an amendment of the Loew's consent decree, made public yesterday by Charles M. Reagan, wife of the M-G-M sales executive, must sell her Loew's theatre holdings within Denver and Indianapolis within three years.

Phillip Marcus, of the anti-trust division of the Department of Justice, said the holdings consisted of some four or five theatres.

New Sign Points to End of Color Ban

WASHINGTON, Feb. 6.—Theatre television spokesman have agreed to allow the television ad to do in the showings of large-scale color TV.

The Motion Picture Association of America, through the National Exhibition Theatre Television Committee had asked the National Production Authority to return or grant the color ban, or to the industry a conference on the subject, in advance of Friday's NRA conference with the manufacturers, and to discuss changes in the color order. The government has been asked by the manufacturers to lift the order banning color TV and keep controls only through material allotments, permitting manufacturers to use their limited allotments for whatever end products they want.

Loew's Decree

(Continued from page 1)

which marks the last of the five theatre-owning companies agreeing to consent decree since the so-called Paramount decree in 1938 are:

Dierogement to be completed in two years unless allocation of debt among the five theatre-owning companies is changed during that time, in which case the court could grant an additional three years and approve half of Loew's board during that period.

The corporate reorganization plan to be submitted to Loew's stockholders and approved within the next 120 days.

Trade Practice Provisions

Restrictive trade practice provisions similar to those in previous film consent decrees.

Presiding at the hearing were Justices Augustus N. Hand, Henry W. Goddard and Alfred Cotte. Philip Marcus, Harold Lasser and Maurice Silverman, of the anti-trust division of the Department of Justice, represented the government. Loew's were J. Robert Rubin, vice-president, and Benjamin Melniker, of the legal department.

United Artists Theatre circuit, which must end its joint interest in theatres with Loew's by the end of this year, was represented by Hazard Gillespie, of the John Davis law firm.

PCA Refutes Wyler

(Continued from page 1)

Best Years of Our Lives,” which was the most richly rewarded film in recent history, was produced off with nine Academy Oscars.”

"Apparently he wasn’t too much concerned with the subjective Story," now among leading Academy contenders on several counts, and the trade is awaiting the release of his latest effort, ‘Carrie,’ which was passed by the Code and concerning which Wyler says he had no difficulty with.

Vizard went on, “In the past 24 months Hollywood has had a continuance of its fine record of top box office results. ‘Pictures Like Born Yesterday? ’ Streetcar Named Desire? ’ Place in the Sun? ’ Death of a Salesman? ’ The Proverbs? ’ Safari? ’ A Place in the Sun? ’ which speak eloquently for the liberalism of the Code. And in the recent past there have been films like ‘Johnny Belinda,’ ‘Letter to Three Wives’ and ‘Voice of the Turtle.’ What’s immaterial about those pictures?”

Vizard said the PCA staff considers it generous of Wyler to point out the Code is not being applied blindly, but feels, however, the Code document itself suffers unexplained damage from subjective attack in ill-founded criticism.

AFM Convention Set

The American Federation of Musicians will not conduct its next convention the week of June 9 in Santa Barbara, Cal.
BOLD LOVE

... spurred by the flash of cold steel... the thrill of warm lips!...

CORNEL WILDE • MAUREEN O'HARA

At Swords Point

Color by TECHNICOLOR

with ROBERT DOUGLAS • GLADYS COOPER • LEWIS ALLEN • JERROLD T. BRANDT • WALTER FERRIS and JOSEPH HOFFMAN
Arbitration
Meet Decision
A Month Away

Company Lawysers Due to
Draft Distribution Plan

The consensus in the industry here appears to be that it will be
at least a month before exhibition and distribution both will be pre-
pared to agree on a date for holding an all-industry conference to
discuss plans for setting up an industry sys-
tem of arbitration.

These events, in the order indicated, are expected to become the next steps
toward bringing about an all-industry meeting:

(1) Copies of Allied States' mem-
orandum outlining that organization's pro-
asals for arbitration will be pre-
pared under the supervision of Abram
F. Myers, Allied general counsel, to be
sent to distribution attorneys—this
(Continued on page 4)

Arnall Is Appointed
Price Administrator

WASHINGTON, Feb. 7.—Ellis Arnall,
president of the Society of Independent
Motion Picture Producers, was nomi-
nated by President Truman today to
be the government’s new Price Ad-
ministrator.

Senate Banking Committee Chair-
man Maxwell (D., S. C.) said he would
hold hearings on Arnall’s nomi-
nation on Monday, with indications
favoring prompt Senate confirmation.

There was no word available here on
how long Arnall would serve in the
new post, nor whether he was resign-
ing or merely obtaining leave from his
SIMP duties.

E. Pa. Allied Still
Out of Allied States

Washington, Feb. 7.—No ac-
tion on the reinstatement of
Eastern Pennsylvania Allied
was taken by Allied States
board of directors at the an-
nual meeting which ended
here yesterday.

The Eastern Pennsylvania
organization’s membership in
national Allied was suspended
last year. Intermittent at-
ttempts have been made at re-
instatement since but none
have been successful.

Theatre Construction Fares Better
With NPA; 41 Applications Okayed

Washington, Feb. 7.—Applications for theatre construction fared
well compared with those for other types of building in the
first quarter, a summary by the National Production Authority shows.
There were 2,158 applications for commercial, religious, recrea-
tional and other non-industrial, non-residential construction in the
first quarter. Of these, 1,261, or about 71.4 per cent were denied.

There were 219 applications for recreational buildings, the report
showed. Of these, 145, or about 67 per cent were denied.

But of 14 applications for ‘theatres and music halls,” only eight,
or 57 per cent, were denied. And of 23 applications for drive-in
theatres, only nine, or about 37 per cent, were turned down.

Of the 18 drive-ins approved, one got a government allotment of
materials, five were ruled exempt from the construction order,
and 12 were okayed because the builders already had the materials
in hand. Of the six theatres and music halls approved, three got
government allotments, two were ruled exempt, and one was
approved as already having the materials on hand.

$3-Million Minimum Cost
Of D. C.-N. Y. Video Link

'Round the World Columbia Sales
Drive Is Underway

All of Columbia Picture’s far-flung
resources have been geared to the
company’s “Round-The-World” sales,
dating and billings drive, the first such
drive in the company’s history to be
conducted on an international scale.

The drive which will run through
June 26, involves division and branch
managers, salesmen, bookers and office
managers of both Columbia Pictures
and Columbia Ltd. everywhere.

In the United States, branches will
compete in six groups and divisions
will compete separately within their
respective divisions. The company will
award to the top three division man-
agers and their wives, and to the lead-
ing branch manager and his wife in
each of the six groups, trips abroad
(Continued on page 2)

Johnston Witness in
Scott, Lardner Suit

HOLLYWOOD, Feb. 7.—Eric John-
ston, called as a defense witness in
the Federal Court suit brought by
Adrian Scott and Ring Lardner, Jr.,
against RKO and 20th Century-Fox,
stemming from their discharge after
refusing to answer Un-American Ac-
tivities committee questions in 1941,
said ‘It brought great disgrace to a
large industry that is extremely sensi-
tive to how the public feels. Public
opinion, I felt, was that the picture
(Continued on page 4)

Hit US - Sponsored
German Newsreels

WASHINGTON, Feb. 7.—A special
House Foreign Affairs sub-committee
today criticized Welt-Im Film, the
official U. S. government newsreel in
Germany, and suggested it should be
discontinued and the job left to private
U. S. newsreels.

The six-man sub-committee went
to Germany in November to study con-
cessions there, and today made its re-
port. It said it had heard complaints
from a U. S. newsreel editor that
(Continued on page 4)

SCTOA Gives
State a Report
On Practices

Investigation Promised
By Attorney General

LOS ANGELES, Feb. 7.—A special
committee of the Southern Califor-
ia Theatre Owners Association
has turned over to William V.
O’Connor, Chief Deputy Attorney
General of California, a detailed re-
port on exhibition problems and fre-
quently protested trade practices pe-
culiar to this area which exhibitors
maintain are responsible for large
revenue losses being sustained.

The move by the SCTOA
committee brings the entire
distribution-exhibition problem
in Southern California to the
attention of the State’s Attor-
ney General with a view to as-
(Continued on page 4)

Para. TV Will Be
Griffis’ Interest

WASHINGTON, Feb. 7.—Stanton
Griffis, chairman of Paramount Pic-
ture’s executive committee, said he
intended to concentrate his future
business activities on Paramount’s te-
levision program.

Griffis testified at the Federal Com-
 munications Commission on Par-
amount hearings. His turn on the
witness stand was sandwiched in be-
tween testimony by Paramount presi-
dent Barney Balaban. Balaban had
been on the stand Monday, Tuesday
(Continued on page 4)

To Cite Industry for
Its Self-Regulation

The industry will be hon-
ored at a luncheon here on
Feb. 16 for its “creative ar-
tistry” and successful “volun-
tary self-regulation,” by the
preview committee of 15 na-
tional women’s organizations
which participate in publish-
ing “Joint Estimates of Cur-
rent Motion Pictures.”

The citation will be re-
ceived by Eric A. Johnston,
president of the Motion Pic-
ture Association of America,
in behalf of the industry.
Motion Picture Daily

Friday, February 8, 1952

'Miracle' Hearing May Start in April

Washington, Feb. 7—Argument before the U. S. Supreme Court in "The Miracle" New York film remand case is tentatively set for the week of March 31. Court officials say the be may grant the appeal on Monday.

This means the case would probably be one of the last to be heard during the High Court's current session, which ends late in June.

Simon Files 5 More Anti-Trust Suits

CHICAGO, Feb. 7—Attorney Seymour Simon filed another batch of antitrust suits in the Federal District Court here today.

The five suits were brought by James R. Butcher and his brothers, Irwin, William, Samuel, and James, against the Pioneer Amusement Corp. for $385,000.00 treble damages; Val Volquin's Sun theatres, Wickenia, Ill., and Geneva Theatre, for $300,000.00 and $360,000.00 treble damages respectively; Marks Brothers Times theatre, Chicago, for $349,000.00; and Alan Reed, a former Amusement Corp. officer, who received the Times and Rio theatre, Chicago, for $360,000.00. All the suits were against the 8 majors, Balaban and Katz, Great States and Warner theatres, with the exception of the Times and Rio suits which are against all the aforementioned but Great States.

Anderson Circuit Named

In the Mar theatre suit the Anderson circuit was named as a co-conspirator with the defendants in setting up a release system which brought pictures into their Wilton theatre, Wilmington, Ill., ahead of the Mar. The same charge is made by the Great States and Warner circuit in their Anderson circuit for getting pictures in St. Charles, Ill., ahead of the Geneva.

Percentage Actions Vs. Allison, Rivoli

PITTSBURGH, Feb. 7—Raymond McAllister and Raymond De Veau were named as defendants in six percentage actions filed here today. Suits were brought by Paramount, Loew's, 20th Century-Fox, Warner, RKO and Universal.

James H. Reed, Esq. and James O. Orr, Esq. of the Pittsburgh law firm of Reed, Smith, Shaw and McClay represent the distributor, with Saroyan and Sein of New York of counsel.

'Zapata' Opens to $11,000 at Rivoli

The opening day's gross for 20th Century-Fox's "Viva Zapata" at the Rivoli yesterday was put at $11,000. The distributor claims that the gross was better than the opening day's business of "David and Bathsheba" at Loew's grossed $10,360.

Personal Mention

MARVIN SCHEINCK, Loew's vice-president, is due here from the Coast Monday.

HERBERT J. YATES, Republic president; WILLIAM SAAL, his assistant, and DR. RICHARD HAGEMAN, newly elected director of Trans Globe Films, will sail from here today for Europe aboard the S.S. America.

CHARLES M. AMORY, sales vice-president of Souvaine Selective Pictures, has returned here from London.

EARL SPOHNABER, director of research for 20th Century-Fox, has returned here from Zurich, Switzerland.

NATE BLUMBERG, Universal president, is scheduled to leave here for Hollywood tonight for a lengthy stay.

ROBERT GOLDFARB, RKO radio office manager here, and his wife, will leave for Miami over the weekend.

PHILIP GERARD, Eastern publicity manager of Universal, will return here from Washington today.

HARRY PINSTEIN of RKO radio's legal department, will be in Buffalo from New York on Monday.

Meet on COMPO Ad Campaign Thursday

The sub-committee of the Motion Picture Association of America's ad-publicity directors committee which has been charged with making decisions regarding the layout of newspaper and magazine advertisements for the Council of Motion Picture Organizations' forthcoming ad campaign, will hold a luncheon-meeting at the Hotel St. Moritz here Thursday to confer on the committee's work.

Members of the sub-committee are: St. Seadler, Charles Einfeld, Mort Ellenbogen, Jerome Pickman and Charles Simon. A third place meeting will be attended also by Arthur L. Mayer and Charles E. McCarthy of COMO. The meeting geometrically will be conducted under the guidance of Alfred Corwin of the Motion Picture Association of America press relations staff.

Col. Sales Drive (Continued from page 1)

to various foreign countries with all managers paid.

Managers who win in the International Competition will receive 1500 New York, Hollywood and other U. S. cities. Cash awards will go to the first, second and third place during the drive, among top films available for booking area:


Eric Johnston, president of the Motion Picture Association of America, Sidney Schreiber, MPA general counsel, and Kenneth Clark, public relations splendid will return here from Hollywood on Wednesday.

LOUIS D. FRITZMANN, veteran industry attorney and member of the Motion Picture Law firm, is recuperating at his home here from an extended illness.

ROBERT J. DONOHUE, head of Interstate Theatres of Texas, will sail from here today aboard the S.S. America for a Mediterranean cruise.

HARRY A. BURKE, Saratoga city manager of Reade-Benton Theatres, has been appointed commissioner of public safety there by the city council.

JACK ELLIS, president of Ellis Films, has left here for Chicago on an extended business trip.

WILBUR SNAPPER, Allied States president, returned to New York yesterday from Washington.

TULIS LEVY left here yesterday for a Miami visit.

15% Billing Increase In '52 Mono. Week

HOLLYWOOD, Feb. 7—Monogram president Steve Brody arrived here today that Monogram Week which starts Sunday, will get under way with H.C. earn more bookings than the first annual Monogram Week, a year ago, which doubled the company's average weekly billings.

An increase in the number of color pictures released by the company is credited with the improved total. Brody said, "Speaking for the entire organization, I wish to thank circuit operators and independent exhibitors meeting here for responding to our approach. "As a result, we get an opportunity to put a Monogram subject on every screen in the country." The Monogram organization's cooperation encourages our organization in its efforts to deliver ever-improving product to exhibitors."

Holiday Closings for Film Companies

Six film company home offices will close on Thursday, February 2, 1952, and most other companies will observe a half day, H-M-G, Monogram, RKO Pictures, RKO Theatres, 20th Century-Fox, United Paramount Theatres will be closed on February 2, Hollywood holiday; Columbia, Paramount Pictures, United Artists, Universal-International, Warner and the Motion Picture Association of America offices will be closed at 1:00 P.M. Public was undecided.

All of the companies will be closed at least all day Thursday, Feb. 2, Washing-

Johnston's Birthday.

Photoplay' Awards Gold Medals to Day, Lanza, M-G-M

Doris Day, Mario Lanza and M-G-M's "Show Boat" are tops with the American public, according to a year-end poll conducted by Photoplay magazine.

On Monday, at the annual "Gold Medal" ceremony to be held in Ambassador Hotel in Los Angeles, Doris Day will receive Photoplay's Gold Medal for having given the most en-

".'The Great Caruso' and "Show Boat," voted the most enjoyed picture. GREGORY PECK also to the M-G-M studio, producer Arthur Freed, director George Sidney and screen writer John Lee Mahin. Other film was voted most popular in 1951, are, in order of preference: "A Place in the Sun," (Paramount); "The King and I," (M-G-M); "David and Bathsheba," (20th Century-Fox); "An American In Paris," (M-G-M); "All About Eve," (20th Century-Fox); "Bright Victory," (Universal); "Here Comes the Groom," (Paramount); "Captain Horatio Hornblower," (Universal); "Father's Little Dividend," (M-G-M).


Damage caused by fire was reported here yesterday from Memphis, where the National Theatre Supply Co. building was swept by flames.

New York Theatres

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

CECIL B. DE MILLE'S "THE GREATEST SHOW ON EARTH"

COLOR BY TECHNICOLOR

PLAID SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES PRESENTS
JANE RUSSELL VICTOR MATURE THE LAS VEGAS STORY
DENISE DARCEL BUCK CARRER BLUE BARRON

PARKAROMA

MOTION PICTURE DAILY

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MEN of STEEL! WOMAN of FLESH!

in a brawny, brawling story of a love as dangerous as the molten fury of the blast furnace!

UNIVERSAL-INTERNATIONAL presents

Ann SHERIDAN
John LUND
Howard DUFF

Screenplay by GERALD DRAYSON ADAMS and LOU BRESLOW • Directed by GEORGE SHERMAN • Produced by LEONARD GOLDSTEIN
Motion Picture Daily

Friday, February 8, 1952

THE MOST
EXCITING
CAST OF
THE YEAR!

"Thrills . . . action and suspense!"
—Showmen's Trade Review

Another BIG ONE thru UA

Paradigm Television

(Continued from page 1)

and yesterday, and resumed testifying late this afternoon after Griffiths was finished.

The hearings are in recess tomorrow, but will resume again Monday, with continued cross-examination of Balaban.

It was "perfectly obvious" years ago, Griffiths said, that Paramount would need television broadcast stations to get in on the development of television, and that he had been extremely insistant that the company look into this situation. As a result of this insistence, Paramount acquired its stock in Allen B. DuMont Laboratories, he indicated.

Paramount had in mind, he said, "that DuMont would expand and acquire television stations," but it had not made any definite plans for this or other future activities. "We were riding a cat and we wanted to see which way it would jump," he declared. "We haven't jumped yet."

Any step that gave Paramount technical knowledge was a good step, he said, adding that "we knew that sooner or later we were determined to make a marriage with television."

He maintained Paramount had a fixed purpose to avoid getting legal control of DuMont. What Paramount has said, he said, "is know-how.

He stated that as long as companies in which Paramount have bought an interest have been able to follow the line which persuaded us into the contract, "Paramount 'leaves them alone.' He said, however, that the idea that Paramount would ever consider carrying out all its television activities through DuMont was "fantasy.

In response to cross-questioning by FCC attorney Frederick Ford, Griffiths insisted that Paramount had broken the law in its trade practices, and that they were legal until the Supreme Court declared the law "null and void." "It was my opinion prior to the decision," he declared, "and still is my opinion, that our trade practices were perfectly legal.

When Ford wished to know whether Griffiths had "countenanced" these practices, Paramount attorney Paul A. Fostor declared the practices had developed over 25 years of business experience "with the acquiescence of the government" and there was no criminal intent behind them.

Ford Insists

Ford insisted, however, that he would find out whether this company is going to bring these same practices to the broadcasting medium. "What's that's what this case is about," he said.

Griffiths replied that nobody could see what practices would be necessary in a new medium, but that Paramount would observe all laws "as it had in the past," and would put public service first. He said that competition has never been "effectively restrained" in the motion picture industry.

Griffiths said he thought television "should be in the hands of the people with the greatest ability and social conscience, and that the government should control but not own or operate" the medium. Asked by DuMont attorney William Roberts who would win such a battle, Griffiths replied "gravity." He emphasized the "public-spirited attitude" of the film industry, saying no industry had ever given so much so freely. As for Paramount, he declared, "this company has gotten far beyond making money."

Balaban Resumes

Balaban, who resumed his testimony late in the afternoon, declared flatly that he had never received any complaints, that he had never had to "transmit to him" from any television station that would not sell pictures to television. In response to questioning by Roberts, Balaban said he had seen articles on the subject in the trade press but that he didn't know whose viewpoint they represented. Roberts then asked him if he recognized any responsibility on the part of his company, which had made money selling films to theatres, to "ease the effect of television on the motion picture houses?"

"I'm not interested in theatres," Balaban replied. "I have no responsibility to them except as customers."

Balaban said he would "very much like to have" five television stations for Paramount—the maximum amount allowed in FCC rules to any one licensee.

Questioned at yesterday's hearing as to whether Paramount would sell to Telemeter or to a television station Balaban answered that again it was a question of economics. "Telemeter is not worth the audience play as against what the sponsor will pay?"

"If Paramount would 'grant' or withhold' from television stations pictures which were supposed to be shown in theatres in the station's area, may take a week or perhaps two; the distribution attorneys will confer on a weekend, with a view to drawing up a new agreement that will assure others, perhaps—so that the basis of a system satisfactory to all segments may be arrived at."

TOA Won't Submit

"It is understood, meanwhile, that TOA does not plan to submit its arbitration proposals to the distribution attorneys, the organization having rested its case for arbitration on the presentation it made over a year ago at a meeting here among TOA and distribution executives."

Arbitration

(Continued from page 1)

Johnston Witness

(Continued from page 1)

Industry was shielding and sheltering men who were members of the Communist Party. The public felt it was not true, he explained, whether the prospective buyer were a motion picture exhibitor or a television network. He added, however, that if Paramount sold to a "financially strong outfit," it would know it was getting its investment back. He quoted Ford as saying, "when there would be more than 1,000 television stations competing for pictures saying, 'the more competition there is, the better I like it.'"

He added that Paramount could have "helped them" (DuMont) a great deal with programming but would not have given DuMont its library of shorts because DuMont could not have afforded to pay for it. Paramount had never given DuMont stars or films, he said.

Questioned by Ford

Questioned minutely by Ford as to whether operating television stations would be the same as Balaban's declared policy of selling pictures—to get the most money out of them—they declared that the company "did not propose" to use this concept in operating television stations. He explained that the circumstances in the motion picture industry were very different from those in the television operation and that the operation of KTTL, Paramount Television Production, Inc.'s Los Angeles station proved this. "Our effort," he explained, "has been to operate a successful station in terms of public acceptance."
BRIAN DESMOND HURST
Producer and Director of
“SCROOGE”

Extends his thanks and those of his stars, artistes and technicians to the AMERICAN NATIONAL SCREEN COUNCIL for their BLUE RIBBON AWARD to this British Film which also had the honor of being chosen by the INTERNATIONAL CATHOLIC OFFICE as the best film shown at the URUGUAYAN FILM FESTIVAL.
MORE "MOB" MOBS

"Congrats, Columbia!"

BROD CRAWFORD DOES IT AGAIN!
Best since The Mob," says Bob Weitman,
Vice Pres. United Paramount Theatres

scandal sheet

COLUMBIA PICTURES presents
BRODERICK CRAWFORD • DONNA REED • JOHN DEREK in
Screenplay by TED SHERDEMAN, EUGENE LING and JAMES POE
Produced by EDWARD SMALL • Directed by PHIL KARLSON
Tradewise...

By SHERWIN KANE

A DVICES from London disclose that officials of the Conservative government concerned with the possible saving of dollars spent by Britain for American films are thinking in terms of offering strong inducements to American companies to produce more films there.

Under the present monetary agreement with the American companies, Britain permits the conversion of one-third of their investment in British production, in addition to other conversions aggregating about $21,000,000. If the inducements to increased American production in England were offered without penalizing those other guaranteed conversions it would seem that a common ground for agreement on changes in the current pact could be found.

In any event, it is reassuring to learn that the present British government is thinking in terms of negotiation and not of edict, if and when it comes to reopening the monetary agreement. Whitehall has let it be known there will be no repetition of the tactics which culminated in 1947 in the imposition of the confiscatory duty on American films by the then Chancellor of the Exchequer, Hugh Dalton, and which led to a protracted stoppage of American film shipments.

"TOA Says Its Arbitration Plan Jibes With Allied's"—news headline in Motion Picture Daily.

It's real nice to find the two national exhibitor organizations agreeing on anything. However, the millenium is not yet.

TOA's board, meeting recently in Los Angeles, called for a new campaign against the Federal admission tax, never once mentioning COMPO, which so effectively combatted the last such campaign. TOA's executive director was quoted as saying it would wage the fight alone if other industry organizations failed to join up.

Allied's board last week favored an anti-tax drive and immediately suggested COMPO as the logical director of it.

Not only on the basis of past performance but on the prospects for obtaining the best results next time, there appears to be no room for debate that COMPO, and none other, is the one to conduct such an all-industry effort. It's exactly the sort of function for which it was designed and is maintained.

Col., UA, 'U' Seen Willing To Join Arbitration Meet

There appears to be little doubt that United Artists, Universal, Columbia, Republic and Monogram, would accept invitations, if tendered, to join in arbitration.

However, it was not certain at the weekend whether these companies would be invited to attend such a conference, or whether they will be permitted to join in arbitration.

Harrison, N. J., Feb. 10—A new direct-view kinescope design for monitor service in conjunction with television was disclosed here by the RCA tube department at the weekend.

The kinescope can also be used for industrial television and portable telecasting equipment, RCA stated. It was also said that focus can be maintained automatically with variation in line voltage and for changes in picture brightness.

Bid FCC Ruling on Para-Dumont Issue

WASHINGTON, Feb. 10—Allen B. Dumont Laboratories on Friday asked the Federal Communications Commission for an immediate ruling that it is not controlled by Paramount Pictures.

The company filed with the FCC a request that all issues relating to Dumont be severed from the "catch-all" Paramount proceedings. The hearings, which will resume tomorrow, will probably go on for many weeks.

Severing the Dumont issues from the hearing would be tantamount to an FCC finding that Paramount does not control Dumont.

Specifically, the company asked the

A. T. & T. T. Tests 8 Megacycle Channel

Experimentation in the high frequency TV band width, close to the frequency sought by the motion picture industry, is now being conducted by the American Telephone & Telegraph Co. It was learned here.

An experimental cable between New York and Philadelphia over which eight-megacycle transmissions are carried has been put in service by A. T. & T. At present, the transmissions

Say Industry Is Set to Hit A.T. & T. Costs

Cost Structure Believed To Be 'Vulnerable' Spot

A key counter-argument to the expected opposition of the American Telephone and Telegraph Co. to the allocation of channels for theatre television will be what industry sources describe as "onerous" A. T. & T. and local telephone company charges, it was learned here.

The issue of whether the Bell System would be able to provide servicing on the industry's proposed 10-megacycle band and the availability of current facilities for theatre television will also be used as "industry ammunition," it is said.

As the March 10 Federal Communications Commission opening hearing date draws closer, both Abram F. Myers, Allied States Association general counsel, and Si Fabian, chairman of the National Exhibitors Theatres

Still No Conclusive Ruling on Color TV

WASHINGTON, Feb. 10—Theatre television spokesmen were still hopeful today for an early end of the government's ban on theatre colour telecasting equipment, following a highly inconclusive conference Friday of government officials and television manufacturers.

The official announcement after the Friday session said some industry officials had asked for a continued ban on all colour television, others had asked for a complete repeal of the colour ban, and still others had asked to keep the ban on colour for home sets but to permit it in theatre and other uses.
AMPA Ad School to Be Assayed Thurs.

A general membership luncheon-meeting of the Associated Motion Picture Advertisers will be held here on Thursday at Trader Tom’s Steak House, to discuss the proposed AMPA ad-publicity schools. The meeting will be addressed by a nominating committee which will set up an official slate of candidates for election at a subsequent meeting. Harry K. McWilliams, AMPA president, will preside on Thursday.

TV Talent Pay Meet Here on Wednesday

WASHINGTON, Feb. 10.—Joseph Cooper, executive secretary of the Salary Stabilization Board, will meet with talent brokers and authorities in New York on Wednesday to discuss further salary control problems in the TV field.

The meeting is part of the study which the Board is making of salary problems in the entertainment field, particularly in the fields of talent negotiations for contracts of talent salaries. A special panel submitted its recommendations to the AAA executive board on Tuesday, but the Board has been getting further information. The meeting will be at the offices of the Columbia Broadcasting System.

Freed Director of Academy Program

Hollywood, Feb. 10.—Arthur Freed, producer, has been selected by the Academy of Motion Picture Arts and Sciences as executive director for the 24th annual awards program which will be held on March 20 at the RKO Pantages Theatre here, on the night of the annual Academy Awards presentations.

Freed has been active in Academy affairs for many years.

Griffis Sees Truman

WASHINGTON, Feb. 10.—Stanton Griffis, retiring U. S. ambassador to Spain and chairman of the executive committee of Paramount Pictures, was a White House visitor Friday. He discussed the Spanish situation with President Truman.

Ivan MacNeill Appointed

OTTAWA, Ont., Feb. 16.—Ivan MacNeill, assistant to Canadian Film Commissioner, and formerly of Toronto, has been appointed secretary of the National Film Board of Canada here.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Lincoln’s Birthday, a national holiday.

Personal Mention

A. E. LICHTMAN, 20th Century-Fox distribution head, is due back here from Florida on Wednesday.

LOUIS B. MAYER and CHARLES P. SKOURAS have been elected to the board of directors of the A. P. Giamini Scholarship Foundation on the conclusion of the Foundation's new board. Mr. Schenck is also a member of the board.

LEON J. BAXEMBERG, head of RKO Radio sales promotion, will address the national convention of Drive-In Theaters on Monday in the Allied Theatres Owners of Kansas and Missouri in Kansas City March 4-6.

DAVID SUPowitz, Philadelphia theater, architect, has been named vice-chairman of the 1952 Jewish Appeal’s trade council in Philadelphia.

JOHN J. O’CONNOR and AMPHLE SCHNEID, Universal vice-president, will return to their homes with colds at the weekend.

TONY ROSS, M-G-M’s radio contact, left over the weekend for Jamaica, B. W. I., for a belated honeymoon. His wife was Cecil CHAPMAN.

TERRY TURNER, RKO Radio director of exploitation, will leave here for Boston today.

JOSEPH A. WALSH, Paramount branch manager, will return to New York today from Dallas.

Choices of Women’s Clubs on Radio

“Movies of the Month,” representing the top choices of the General Federation of Women’s Clubs from current previews in New York, will be announced exclusively on the Martha Deane Program, WOR, beginning Feb. 16, 10:15 A.M.

Mrs. Dean Gray Edwards, chairman of the motion picture division of the Federation, will introduce the selections. The reports represent the consensus of preview members attending the screenings scheduled by the NFDA for the National Federation of Motion Picture Association of America.

AAA Elects Braden Executive Vice-Pres.

J. NOBLE BRADEN has been elected executive vice-president of the American Arbitration Association.

Braden formerly executive director of the AAA’s Motion Picture Arbitration Tribunal which handled industry labor troubles under the 1940 decree in the industry anti-trust suit.

Fairbanks Office Here

Jerry Fairbanks, of Hollywood, this week will set up new sales and service offices here for the time being. Mr. Fairbanks, president and general sales manager, is now in New York from the Coast with staff specializing in the new field.

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Grainger on Tour With Prints of 2

James R. Grainger, Republic sales and distribution vice-president, left here at the weekend for Washington, first stop on a trip which will take him to Atlanta, Jacksonville, Tampa, and Dallas prior to his return to New York in about two and a half weeks.

Toll Prints

He took with him prints of "Hoodlum" co-starring Brian Donlevy and Claire Trevor and the John Ford-Merian C. Cooper production "The Quiet Man," co-starring John Wayne, Maureen O’Hara and Barry Fitzgerald, both films to be screened in the smaller cities. District Manager James V. O’Gara accompanied Grainger to Washington, and will return directly to New York.

Special ‘Photoplay’ Award to DeMille

Cecil B. DeMille will be honored with a special award for "The Great Show on Earth" and "the significant contributions which this Master Storyteller has made to the screen," by Photoplay magazine in connection with the Gold Medal Awards dinner tonight at the Ambassador Hotel in Los Angeles.

Newsreel Parade

THE passing of King George VI is highlighted in all newscasts with three of them devoting their entire footage to the King’s life and death, as well as the British Government, the Teheran Conference, Korean fighting, and sports. Complete contents follow:

MOVIETONE NEWS, No. 13—The passing of George VI.

NEWS OF THE DAY, No. 20—Death of King George VI.


UNIVERSAL NEWS, No. 533—The King’s death.

WARNER PATHE NEWS, No. 52—The King is dead. GOP maps campaign. Truman isn’t saying yes or no. Atlantic speed record.

Confirm Withdrawal Of SDG from MPIC

Hollywood, Feb. 10.—Motion Pictures will withdraw from the Screen Directors Guild, according to tentative, but officially confirmed circulated reports that the Screen Directors Guild is severing its connection with the organization. The MPIC withdrawal, published reports have intimated the SDG board has been dissatisfied with MPIC’s endeavors in the public relations field.

Philip G. Epstein Services Held

Hollywood, Feb. 10.—Funeral services were held Friday for Philip G. Epstein, producer-writer, who died January 18 at the New Hampshire Hospitals after an illness of several weeks. Co-writing with his twin brother, Julius since 1935, the deceased was a partner for the "Casbah" screenplay in 1943. His last completed work is the script "Rosalind," which Paramount will produce shortly. The script "Babylon Revisited," for the same studio, was under way when illness struck. The widow, Lillian, sons Leslie and Ricky, brothers Julius and Milton, survive.

Train Kills Dobby, Jr.

Boston, Feb. 10.—Richard Dobby, Jr., film salesman of RKO Radio’s branch here, was instantly killed last Thursday when the train on which he was traveling struck was by a train at Highgate Center, Vt. He covered Vermont and New Hampshire. Surviving are the widow and five children. Dobbins was the son of Richard D. Dobbins, comptroller of Maine and New Hampshire, and a former motion picture executive.
New Orleans Owners Organizing to Promote Industry's Best Interests

New Orleans, Feb. 10.—Independent owners and operators of regular theatres in New Orleans and suburbs held a meeting at 20th Century-Fox’s screening room to determine whether they should organize to pursue a unified constructive course for the betterment of their business. A large group attended and it concluded unanimously that an organizational meeting should take place soon to arrange to start functioning immediately thereafter.

Theatre Owners of the Gulf States, an affiliate of national Allied

Appeal on Crescent Order Is Expected

NASHVILLE, Feb. 10.—The Department of Justice is expected to appeal an order handed down by Judge Elmer Davies of Federal Court here declaring the defendants Crescent Amusement Co. and seven others, not guilty as charged in petitions filed in May, 1951, by the Department of Justice. The declaration of guilt by the government’s anti-trust suit. The order states that the plaintiffs are not guilty of violating the antitrust or criminal acts.

A petition from the defendants for the dismissal of the only remaining issue in the suit is also expected.

Crescent Obtained

In 1950, Crescent obtained the consent of Federal Court to build theatres in Cleveland, Alcoa and Norristown, but did not proceed with construction.

The Department of Justice will accompany construction plans only to keep independent operators from expanding in the three towns. The defendants said that the plaintiffs did not violate the decree and also said that R. E. Baulch, Crescent president, could not be made to contest proceedings. The court added that Kermit Stengel, Crescent vice-president, is in charge of the industry’s holdings in Rockwood Amusement Co., one of the defendants.

Detective Story Receives Honors

William Wyler’s “Detective Story” has been cited by the General Federation of Women’s Clubs as the best melodrama of 1951. Kirk Douglas was voted best actor of the year for his performance in the Paramount film. The picture has also been selected as the best crime film of the year by Maclean’s, Canadian magazine.

Christophers Dinner

Hollywood, Feb. 10.—The Christophers will hold their annual awards dinner Thursday at the Beverly Hills Hotel here.

Lodge of Connecticut, Terry Turner, RK0 Radio director of exploitation, arranged the ball and did it in as a promotion for Disney’s “Snow White and the Seven Dwarfs,” which is being reissued this month. The ball will culminate the search for winners in the Sweepstakes of the National Department of Justice, a “Prince Charming,” and “The Most Popular School Teacher in New England.” Winners will receive a free trip to Europe with the winning school teacher as their escort.

WALTER BROOKS

Set Chevalier TV Shows

MIAMI BEACH, Fla., Feb. 10.—Broadway show producer Arthur Chevalier is vacationing here said he is leaving for Paris shortly to produce 26 half-hour shows, starring Maurice Chevalier, for television presentation in the U. S. Scripts are being prepared by Fred Finkeldey, also vacationing here.

Mark Time on French Pact

WASHINGTON, Feb. 10.—U. S. producers apparently are taking their first major steps in promoting the State Department on a new U. S.-French film pact.

The present pact expires on June 30, and according to the Motion Picture Association of America and the Society of Independent Motion Picture Producers would have by now asked the State Department to renew the French government on talks for a new agreement. But the French are in position, political and financial difficulties, with a dollar shortage as acute or worse than in the immediate post-war days.

Top MPAA and SIMPP officials feel, it is understood, that delay can possibly happen. They argue that to start negotiations now would put the French insistent on cutting U. S. re-minnits sharply below present levels. In another few months, they reason, the situation can’t be much worse and may possibly have improved, under domestic arrangements, for military spending. So it may be as much as another month or two before MPAA and SIMPP approach the State Department on this subject.

SAG Defeats TA in NLRB Election

Hollywood, Feb. 10.—By a vote of 30:12 Screen Actors Guild Friday defeated Television Authority in an NLRB election to determine a new contract between the Moving Picture Operator’s Local No. 162 and exhibitors.

One point of issue is a clause which would allow a minimum number of hours per week for projectionists to work. The MPAA told exhibitors that projectionists are having to devote much of their time to inspect film. Many theatres in San Francisco have already allotted time for projectionists to inspect films.

Skouras in NCCJ Appeal

George P. Skouras, chairman of the amusement division’s participation in the motion picture industry in the National Conference of Christians and Jews, has addressed a personal appeal to more than 800 circuit executives to stand behind the Drive.

Award to Skouras

George P. Skouras, president of United Artists Theatre Circuit and founder of Skouras Theatres Corp., will be awarded a New York City Civilian Decoration for his service at a ceremony on Wednesday. This award is being given for the first time. It is specifically in recognition of Skouras’s efforts in aiding the public information and recruiting program of New York City Civil Defense.
M·G·M FIRST!
Wins 2 out of 3 Top Honors!
(Just like last year!)

THE VOICE OF THE FANS!
The Photoplay Magazine Annual Poll of its readers is considered the most accurate barometer of public taste. Year after year M-G-M tops the field. We predict that foremost among the challengers for '52 honors will be: "QUO VADIS" • "BELLE OF NEW YORK" • "SINGIN' IN THE RAIN" • "SKIRTS AHOY!" • "LOVELY TO LOOK AT" • "SCARAMOUCHE" • "IVANHOE" • "THE MERRY WIDOW" • "BECAUSE YOU'RE MINE" (all the foregoing Technicolor); "THE WILD NORTH" (new Ansco color); and "CARBINE WILLIAMS."
“Retreat, Hell!”
(United States Pictures—Warner)
A PICTURE ABOUT SOLDIERY and war, this Warner Brothers offering—by Sidney Franklin—portrays the true experiences of Army officers from what has come to be accepted as stereotype in the genre. This means it has all the heroic idealism, explosive fury, solidary endurance and battle movements and sacrifices of America's Armed Forces in action. Its characters are more or less standard productions of what are popularly conceived to be fighting men—U. S. Marines this time—and the things they say and do during the particular campaign in which they are engaged will surprise few and delight all who want their film entertainment virile and action-packed. The setting is North Korea in the early phase of the current conflict.

Starred is Frank Lovejoy as the Marine colonel who, when asked by his men if it was true that they were retreating from the vicinity of the Manchurian border in the face of a Chinese Communist onslaught, replied grimly: "Retreat, hell! We're attacking in another direction." Lovejoy is ideally cast in the role of the understanding and determined commander. Richard Carlson registers nicely as the reserve captain who finds it difficult to adjust to the fact that he is once more engaged in the business of war; Rusty Tamlyn is adequate in the role of a private who takes a starry-eyed view of the Marine tradition, and Anita Louise, as Carlson's waiting wife, and the many others in the well-chosen cast fit neatly into the proceedings.

The story takes the audience through Marine training and then oversees the attack on the North Koreans. The shrewd use which is made of a scene, the usual. The picture, Mr. Green, is a real roarin' fighting picture that should enjoy good business at movie theaters.

Joseph H. Lewis directed from a screen play by Sperling and Ted Sherden. The cast is rounded out with Ned Young, Lamont Johnson, Robert Ellis, Paul Smith and others.


CHARLES L. FRANCE

“Navajo”
(Lippert)
Hollywood, Feb. 10
IN THESE DAYS WHEN only pictures of special character, subject or theme seem to do completely satisfactory business, it is hard to see how this film, widely different from run-of-the-mine, can fail to make a notable mark because of its unusual and striking story. This is a present-day factual story of events and a crisis in the life of a seventeen-year-old Indian boy living on the Navajo reservation in Arizona. It is virtually indescribable in the terms usually employed in a report of this nature. It is the story of two clashing ideas, of the conflicting demands of youth, of the old Indian ways and the new, of the modern life and the old. The picture is the joint undertaking of Hall Bartlett, whose first and long-planned project it is, and Norman Foster, who wrote and directed it. The scenario bits gave the story a firm foundation, and the veteran actors, who included Warren Williams, Edna May Oliver, Nita Talbot and Miss Cheryl Walker, thoroughly carried out the instructions. In the lead role was played by Robert W. Montgomery, and the supporting cast included Chester Clute, Tom Gries, Roy Barcroft, Charles Elliot, James C. Cooney and several local Navajos. The camera work was handled by James Janisse and the title songs by Ray Stone. It was very well produced and directed, and there were good performances by almost everyone in the cast. The story, told largely in narration, is also, by reference and by analogy, the story of the Navajos, set down without preachment, propaganda or pleading, but in a way that was and is. The telling takes 70 of the most satisfying minutes recently experienced.


“The Hawk of the Wild River”
(Columbia)
A VILLAIN known as the Hawk, a deadly shot with the bow and arrow, is the bane of the old-time Arizona, where two great tribes of Indians, the Apache and the Navajo, have been at war for years. The objective of Charles Starrett, who once again plays two roles, that of Steve Martin and the legendary Durango Kid. The picture has all of the necessary ingredients that make it acceptable Western fare. On hand to provide the comic relief is the bountiful clown of many disguises, the ever-entertaining Five Tempters.

In order to get closer to the Hawk, Starrett gets himself arrested and thrown into the same cell with the killer. Presently he arranges a jail break, and before long Starrett becomes an accepted member of the Hawk's gang. He is until he learns with mixed information, is able to turn the tables on the Hawk and bring his henchmen to justice. Conforming to convention there are some close calls for Starrett as well as several mistaken notions as to his identity. All of this is well set up and played out by Mr. Starrett and Clayton Moore as the Hawk, Colbert Clark and Fred F. Sears directing, from the screenplay by Howard J. Green.

Running time, 54 minutes. General audience classification. February re- lease.

M. HERBSTMAN

Motion Picture Daily
Monday, February 11, 1952

Motion Picture Daily Features Review

“Ranch Nudities”
(Fidelity Pictures—RKO Radio)
A SITUATIONA comedy written with fine performances make "Ranch Nudities," an outdoor drama, stand away above the routine. The story recounts the days and ways of a man pledged to avert the marriage of his fiancée by a hook-up man. A number of ballads runs through the film, giving the movie refreshing quality of a folk tale.

The cast is a bright one for any showman's marque, including Marlene Dietrich, Mel Ferrer and Arthur Kennedy.

Kennedy, setting out to track down his sweetheart's killer, has one clue, the cryptic phrase, "chuck-a-luck," murmured from the dying lips of the killer's accomplice. After some prolonged investigation he learns that the word is associated with the murder of Aladdin, a story most often portrayed by Miss Dietrich. There are some flashbacks of Miss Dietrich in this fabulous role which give her the opportunity to sing. Among Miss Dietrich's admirers, Kennedy learns, was Ferrer, a bad man of the West who was angry at the murder of Aladdin with the task of Kennedy to locate Ferrer and gain his confidence, all of which involves some brisk and exciting sub-plots. This accomplished, he learns that Miss Dietrich operates a hideaway ranch for outlaws for which she gets 10 per cent of all loot. Kennedy becomes part of the outlaw group and he attempts to ingratiate himself with Miss Dietrich, all of which causes some jealousy from Ferrer.

Presently the story takes on the aspects of a dangerous situation. The screenplay, by Daniel Taradash, has Kennedy get from Miss Dietrich's lips a clue which enables him to nail the real killer. The climax presents a gun battle among the gang members, Miss Dietrich falling prey to a stray bullet.

A presentation of Fidelity Pictures, Inc., it was produced by Howard Welsch and directed by Fritz Lang.

Running time, 89 minutes. General audience classification. Release date, not set.

MELANDE HERBSTMAN

“Aladdin and His Lamp”
(Monogram)

Hollywood, Feb. 10
T HAT SPECIAL KNACK of producer Walter Wanger for filming a fantasy in such a way as to reap a high exhibition profit—as per the records run up by his "Arabian Nights" and pictures in kind—is in evidence again with another take of Aladdin and his magic lamp.

The trick in a narrative undertaking of this kind is to depict the incredible in a fashion that makes it credible, and although few producers have it (or few writers, for that matter) or keep it long it has always a staple in the Wanger bag. In this picture, as in the others, plausibility is thrown all but overboard in the first few seconds of the first scene, which expeditiously device frees the audience imagination to race the swift story from each peak or piton to the next higher or deeper one until the necessary end. It has always been a characteristic of this type of picture that the public likes it so much better than the trade does that the business done always astounds the expectancy.

The Aladdin story itself is so well known in general outline that it need not be gone into here beyond mentioning that this version, scripted by Howard Strickling and Melindra Kinnick, keeps it up long and provides a deep staple faster than most of its predecessors. The plot gives it more mileage, geographically, and it clocks more action and less dialogue to the running minute than is standard in this field of fiction. Production-wise, it keeps a large and colorfully casted gang against one which is此举 against the more cumbersome exteriors, and mixes a few exciting killings and romantic interludes with its feats of magic and legend-train. Aladdin beats the evil genie and gets the princess, of course, but the odds against him are tougher than usual.

Patricia Medina as the princess is an appropriate eyelet, backed up by a retinue of the same, and John Sands as Aladdin has the physique required to run out a script that might have wasted the first Fairbanks. Richard Erdman, John Dehner, Charles Horvath and Billy House are the standout in the supporting cast.

Ben Schwartz was the associate producer, and Lew Landers provided properly directed dialogue.


Optimistic on Drive-ins

ALBANY, N. Y., Feb. 10—Announcing that the Columbia Theatre in Philadelphila will reopen on March 15, Neil Hellman predicted the new season with the optimism of a man contemplating favorably with last hellman said he does not expect travel to be curtailed because of the international situation.

Jack Sidney Appointed

Jack Sidney, for a number of years publicist for Loezin's Theaters in Baltimore, has been appointed acting city manager of Loezin's Century, Valencia and Parkways theatres in that city, succeeding Joseph Smart.

Cohen Leaves Monogram

NEW Haven, Feb. 10.—Richard Cohen, reputed as office manager of the Monogram exchange here to become associated with the Sampson-Spoider interests of the Lincoln Theatre here and the Art Cinema in Bridgeport. Cohen was in distribution for more than 25 years. 

Louwenthal to Distribute

MEXICO CITY, Feb. 10.—Rudolph Louwenthal, producer of several pictures in Mexico, is organizing a company here to distribute European pictures. Louwenthal recently returned from European film fairs at which he represented Mexico.
A. T. & T. Costs

(Continued from page 1)

No Ruling on Color Video

(Continued from page 1)

A. T. & T. Can Now Link 25 Cities

The growth of A. T. & T.'s intercity television channels has now made it possible to link 25 cities—three more than a few months ago. The company is using the other television network "with a reasonable amount of assurance," an A. T. & T. spokesman added.

Another indication of the growing availability of service for Eitel units is that an A. T. & T. spokesman said, "There are no limits to the channel capacity available to the company." He explained that the company has a "sufficient number of channels" to meet the demand for service.

Bid FCC Ruling

(Continued from page 1)

severing of issues concerning the transfer of DuMont stock from the old Paramount to the new one, the granting of present DuMont applications for licenses, renewal of some of them, and others, and a "sufficient number of licenses" for its operations.

The FCC has said that it will hold a public hearing on the matter in the near future.

Arbitration Plan

(Continued from page 1)

Queried on whether he knew if UA, Columbia, Universal, Republic and Monogram will be involved in an arbitration plan, a UA spokesman said, "We don't know what the Association of the Independents will do, but we're willing to participate in any conference looking in that direction.

Plaque for Kaufman

Cleveland, Feb. 9—A plaque will be erected in the Will Rogers Memorial Hospital in memory of the late Dave Kaufman, Warner salesman, who was killed in a recent plane crash, by a local hospital committee. The plaque is in appreciation of a $250 contribution to the hospital made in memory of Kaufman by the Cleveland Salesmen's Club.

No ruling on color video

Paramount's attorneys F. Monogram reached an agreement with the National Association of Theater Owners, allowing them to use material from their network in color television programs.

Balaban Argument

One of the strongest arguments for a complete end of the color ban, with the exception of only a few major channels, is the material allotments and permitting manufacturers to use their allotments for whatever end product they want, came from Barney Balaban, Paramount Pictures president. Speaking for Paramount's affiliate, Chromatic Television Laboratories, Inc., which holds the rights to the Lawrence tri-color tube, Balaban said the M-90 order was to his knowledge the only case where the FCC was controlling the output of end products. He said the order prohibited manufacture of a color set even if it didn't use any more or even if it used less critical materials than a black-and-white set.

Anomalous Situation

Moreover, he declared, "I can state state that Chromatic has developed the Lawrence tube to a point where a set with that tube in it can produce a black-and-white or color picture and yet have so few materials than are utilized in any black-and-white set.

If M-90 is permitted to stand, we will have a situation such as the public would not be able to make a color set containing the Lawrence tube since the manufacturer would be unable to produce thin tubes."

CBS

CBS reports the Woods

RCA board chairman David Sarnoff, who bitterly attacked CBS and charged that CBS was not meeting its commitments to the network, said that the network is not meeting its commitments. He said that CBS was not meeting its obligations to the network.

Attacked CBS

RCA board chairman David Sarnoff, who bitterly attacked CBS and charged that CBS was not meeting its commitments to the network, said that the network is not meeting its obligations to the network.

A. T. & T. Tests 8

(Continued from page 1)

have been limited to experimental phone service.

 SUCH facilities, however, could be used to carry video signals, it was explained. The film industry is seeking an allocation from the Federal Communications Commission, when hearings begin on March 10.

Leaves Monogram

(Continued from page 1)

him in 1924 when he formed Raybar Pictures Corp. She subsequently joined Monogram when Johnson formed that company in 1931. She returned to New York in 1941 when appointed Monogram's Eastern public relations representaive and remained in that capacity until her resignation.

See Color Films in Mexico in March

Mexico City, Feb. 9—Color films will be filmed in Mexico by mid-March, at studios that are being conditioned at San Angel 1, local sub-

Koury to Write Novels

Hollywood, Feb. 10—Phil Koury has resigned his post as Paramount studio publicist, effective Feb. 15, to devote all of his time to writing nov-

Taylor Theatre Burns

Laurel, Miss., Feb. 9—The Jean Taylor Theatre, building was one of five business establishments included in Laurel's worse fire in 20 years, causing damage estimated at $70,000.
Outside the theatre, light merely helps to get your patrons in. Inside, however, light on your screen is literally the whole show. It alone must fulfill the expectancy of gripping scenes... startling close-ups...of color gloriously revealed in costume and setting — all the elements of PERFECT ILLUSION.

If yours is one of the large percentage of inadequately lighted indoor theatre screens, ask yourself: Are my lamps aligned and in proper trim? Electrical equipment in good working order? Screen reflectivity within the limits of recommended practice?

Remember, "NATIONAL" projector carbon lighting costs less — and means more — than any other exhibitor expense. Don't wait for the box office to remind you that something is wrong. "NATIONAL" Projector Carbon Distributors and our Lighting Specialists are always available to make specific recommendations for improving the light on your screen.

BUY NATIONAL PROJECTOR CARBONS...for brighter screens
...for bigger box office
Give-and-Take
On Rentals

Advocates of Arbitration
Rely on Ground-Giving

The exhibitor-distributor arbitration conference which appears to be in the offing unquestionably would put the spotlight on wide differences of opinion on the questions of whether film rentals should be arbitrated and whether punitive damages should be included in awards under a possible system, according to observers in both exhibition and distribution.

Generally, however, it is hoped that exhibition, which has put forth the proposal that rentals be included in industry arbitration, and distribution, which frowns on this proposal, will approach such a conference in a spirit of "give-and-take." Those in both branches who are eager to see an arbitration system established are relying on such a spirit to bring the conference to fruition.

Meanwhile, Allied States Assn. (Continued on page 6)

See Para. Hearing Decision Sept. 1

Washington, Feb. 12.—Federal Communications Commission hearing examiner Leo Resnick estimated today he would issue a proposed decision in the catch-all Paramount hearing around next Sept. 1.

That would be considerably more than a year after the question of the merger between the American Broadcasting Co. and United Paramount Theatres—one of the issues in the hearing—was put up to the Commission. It would be two and a half years past the deadline set for a decision.

(Continued on page 7)

April Star Tour Set for Albany

Albany, N. Y., Feb. 12.—A unit of Hollywood stars and personalities will tour the Albany exchange district the week of April 21, for "Movietime, U.S.A.,” local co-chairman Harry Lamont announced Monday night following a telephone talk with Arthur L. Mayer, executive director of the Council of Motion Picture Organizations. Mayer will furnish Lamont with the names in a week.

A meeting of branch managers with Lamont, Charles A. Snell, Warr... (Continued on page 6)

'MViva Zapata' Hits $68,000;
Big $90,000 for 'Stranger'

Twenty-first Century-Fox's "Viva Zapata" at the Rivoli here is expected to hit a robust $68,000 for its first week which will end tomorrow. The Darryl F. Zanuck production serves as a pacer for other Broadway houses whose grosses were bolstered by yesterday's Lincoln Birthday holiday.

Other strong grossers include "Phone Call From a Stranger," at the Roxy, "The Greatest Show on Earth" at the Radio City Music Hall, "Sailor Beware" at the Mayfair and "Quo Vadis" at the Astor. A big $90,000 is estimated for the second stanza of "Phone Call From a Stranger" at the Roxy, which features Johnny Johnston on stage. It will hold over for another week when "Five Fingers" will bow in, with Dorothy Lamour on stage.

The drawing power of "The Great..." (Continued on page 6)

Winikus Heads UA
Ads and Publicity

Hollywood, Feb. 12.—Francis M. Winikus has been named national director of advertising, publicity and exploitation for United Artists by Max E. Youngstein, UA vice-president, who will continue to supervise all advertising, publicity and exploitation of the company. Winikus had been a assistant to Max E. Youngstein, UA vice-president, who will continue to supervise all advertising, publicity and exploitation of the company. Winikus had been a assistant to Max E. Youngstein, UA vice-president, who will continue to supervise all advertising, publicity and exploitation of the company. Winikus had been a assistant to Max E. Youngstein, UA vice-president, who will continue to supervise all advertising, publicity and exploitation of the company. Winikus had been a assistant to Max E. Youngstein, UA vice-president, who will continue to supervise all advertising, publicity and exploitation of the company. Winikus had been a assistant to Max E. Youngstein, UA vice-president, who will continue to supervise all advertising, publicity and exploitation of the company. Winikus had been... (Continued on page 7)

U' D'irators Get Preliminary Report

Distribution of a voluminous preliminary report on the possible benefits accruing from the consolidation of Universal Pictures and Decca Records to Universal's board of directors has now been completed.

Action on the report, however, is not expected until late spring. The Universal board has amended the company's by-laws to change the annual stockholders meeting date from the second Wednesday in March to the fourth Thursday in April. However, the Universal stockholders meeting... (Continued on page 6)

Johnston Calls FCC Meet Top
Item on Agenda

Hollywood, Feb. 12.—With foreign problems which were prominent in 1947 now much improved, the Motion Picture Association of America is reorienting its operations to give the domestic situation predominant attention, president Eric Johnston told the trade-press yesterday. Among most domestic matters on an early agenda is the industry's hearings before the Federal Communications Commission.

Part of MPAA Emphasis
On Domestic Issues

Hollywood, Feb. 12.—With foreign problems which were prominent in 1947 now much improved, the Motion Picture Association of America is reorienting its operations to give the domestic situation predominant attention, president Eric Johnston told the trade-press yesterday. Among most domestic matters on an early agenda is the industry's hearings before the Federal Communications Commission.

Although the foreign situation is better than it was as concerns getting... (Continued on page 7)

Tells of 'Good' Tenarker Business

A report of "good business" was rendered by Robert M. Weitman, United Paramount Theatres vice-president, in describing the box-office situation of UPT's Tenarker theatre circuit.

Weitman, who returned Monday from a tour of the circuit, said that managers in Arkansas, Kentucky and Tennessee reported that business was holding up favorably as compared to a year ago. Weitman attributed the favorable incline to good product and merchandising.

'Moving Up' in Sussex County

The winning streak by the Sphinx Club, Sparta, N. J., continued Wednesday night when the visitors defeated the West Milford High School, 40-37. It was the club's sixth straight victory.

The West Milford school was looking for the first time in 20 months.

(Continued on page 6)
MOTION PICTURE DAILY
Wednesday, February 13, 1952

Justice Department
Appeals Decision
On Crescent Case

Washington, Feb. 12.—The Justice Department today appealed to the Sixth Circuit Court of Appeals for criminal contempt charges against Crescent Amusement Co. and seven other defense firms.

The notice of appeal from the Nashville District Court decision dismissing the contempt charges against Crescent. Justice Department officials here said they had not yet decided whether to appeal the Nashville court's disposition of contempt charges. That appeal would go directly to the U. S. Supreme Court, and would be heard within 60 days in which to make that decision.

Both the civil and criminal contempt proceedings grew out of government charges that Crescent had violated the 1943 court decree, which ended the Federal suit against the circuit.

Minevitch Plans 3 More Films Abroad

Borrah Minevitch, whose first production, “Jour de Fete,” will be shown at the 55th Street Playhouse here on Feb. 19, has plans for three more productions, which he announced here. All will be made abroad.

Minevitch, who arrived here from France after filming in the French picture, plans to go back in about three weeks to get the next film rolling. Planning his three upcoming pictures, he has been in Paris during the past two weeks to ascertain the suitability of the locations. Other plans for the past are said to be made in London and Rome.

The average first-run admission is $5.50, he said, and with economic conditions, he has been forced to cut his prices for their film entertainment.

“Jour de Fete,” which stars Jacques Tati, is being released in the U. S. by Mayer-Kingsley.

Ready to Retire; New
Aide for Film Pact

LONDON, Feb. 12.—Sir Wilfrid Eady, joint second secretary at the Treasury, and executive secretary of the Film Producers Association, is seriously ill in a London nursing home where he was taken after being struck

while trìnhing the CEA's Scottish Branch annual meeting.

W. R. Fuller Stricken

LONDON, Feb. 12.—Walter R. Fuller, general secretary of the Cinematographic

authorities Association, is seriously ill in a Glasgow nursing home where he was taken after being struck

while attending the CEA's Scottish Branch annual meeting.

SAM ECKMAN, managing director for Loew's International in England, has been placed on leave here today on the Ile de France for a brief visit with Arthur M. Loew and other home office executives.

Irving Maas, former vice-president and general manager of the MPEA, returned to New York from a four-week Florida vacation.

Silas F. Seabrook, M-G-M advertising manager, was a special guest on Bill Williams' program over the WJZ network Sunday night.

Donald Nathen, executive producer of Columbia, has announced his engagement to Miss Katherine Rapiel Bernstein.

Edward M. Saunders, M-G-M assistant general sales manager, has left here to spend a few days in Denver.

Robert K. Shapiro, manager of Broadway's Paramount Theatre here, celebrated his birthday yesterday.

Glenn Again Heads
NY Directors Guild

Jack Glenn, senior director of the Motion Picture Directors Guild, has been re-elected as president of the Eastern Screen Directors Guild for the fourth straight year. The entire roster of officers was re-elected by mail vote.

Continued in office were: Dana Noyes, first vice-president; Leslie Hurwitz, secretary; Robert Milner, second vice-president; Milton Cohn, recording secretary; Hans Manuelli, corresponding secretary; Edward Seward, treasurer. Continuing on the board of governors are: Joseph E. Henabery, Herbert Kerkow, Warren Murray, George L. George and William Busick. Re-elected to the auditing committee were: Henwar Rodakiewicz, chairman, Redmond Farrar and Paul Falkenberg.

Variety Benefits from
‘Las Vegas’ Premiere

Las Vegas, Feb. 12.—Pairs of tickets to the premiere of RKO’s “The Greatest Show on Earth,” being sold for $50 by leading hotels here to increase the benefit for the Variety Club Heart Fund for handicapped children, which will receive all proceeds from the two-theatre opening tonight. The premiere was at the Fremont and Timbukture theatres, following a fireworks display, street parade, and other festivities which filled the city reverting to the “Sin City” West days with everyone dressed in Western fashion.

Carmel Myers’ Book

“Don’t Think About It,” a book by Carmel Myers (Mrs. A. W. Schwalberg), has been published by Doubleday and Company. A foreword by S. Kubrick, M.D., the book offers a formula for overcoming grief for those who have visited by grand personal tragedy.

243 U.S. Films to
Mexico in A Year

Mexico City, Feb. 12.—Hollywood continues to dominate Mexican exhibition, official figures disclosing that of 297 imported pictures screened in 1951, 243 were American. Of the others were: French, 18; Spanish, 16; Italian, 10; Argentinian, six; English, three and Cuban, one. Only 112 Mexican pictures were exhibited.

NPA Approves New
Fox Denver Theatre

WASHINGTON, Feb. 12.—The National Production Authority has approved an application for Fox Greater Theatre of Denver to put up a new theatre in Denver, it was learned here today.

The theatre is to replace a leased theatre which is closing in March or April. NPA officials said they understood Fox was planning to use a “pre-fab” type theatre, that the structure would be on hand for a long time, and that the application was approved on the grounds of hardship arising from the loss of the theatre and on the understanding that no government allotments of materials would be needed to put up the new theatre.

The New York Statutory Court recently okayed the new theatre under a provision in the 20th-Fox consent decree which said Fox could erect a theatre in Denver to replace the one being lost if both the Justice Department and the court approved the application. The application was opposed by Harris Wolfberg, Denver independent exhibitor, who is taking over the theatre which Fox is losing.

$55,000 for ‘Quo Vadis’

PHILADELPHIA, Feb. 12.—Metro-Goldwyn-Mayer’s “Quo Vadis” is unseated at the top of the box office chart at the Warner’s Masbaum Theatre here, on a $55,000 gross for five days.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

CECIL R. DAMILEE

“THE GREATEST SHOW ON EARTH”

Color by Technicolor

plus

SPECTACULAR STAGE PRESENTATION

HOWARD HUGHES

JANE RUSSELL

VICTOR MAHER

THE LAS

VEGAS STORY

DENISE DARCEL"
TOP MUSICAL FOR A TOP HOLIDAY!
What could be sweeter!

M-G-M'sTECHNICOLOR TREASURE

'SINGIN' IN THE RAIN'
TRADE SHOWS MARCH 11th

IT WILL RAIN GOLD AT EASTER!
Be ready with open dates to catch the shower of profits!

We make the unqualified statement that "Singin' In The Rain" is the greatest box-office musical M-G-M ever made! The Previews in California were unprecedented in Coast annals. It is the talk of the film colony. The public has never seen anything like it! We urge you as we have never urged before: Save your Easter dates for this M-G-Musical Goldmine!

M-G-M presents "SINGIN' IN THE RAIN" starring Gene Kelly • Donald O'Connor • Debbie Reynolds • with Jean Hagen Millard Mitchell • and Cyd Charisse • Color by Technicolor • Story and Screen Play by Adolph Green and Betty Comden • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed
**MOTION PICTURE DAILY'S BOOKING CHART**

<table>
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<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO.</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INT' L</th>
<th>WARNERS</th>
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<tr>
<td>Jan. 6</td>
<td>(Jan. Releases)</td>
<td>FOR MEK ONLY</td>
<td>Paul Howard</td>
<td>Margaret Field</td>
<td>D—55 min.</td>
<td>(1952)</td>
<td>(Bert, 1/2/52)</td>
<td>THE WIND</td>
<td>PENNY SERGEANT</td>
<td>(Jan. Releases)</td>
<td>(Jan. Releases)</td>
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<tr>
<td>Jan. 13</td>
<td>(Jan. Releases)</td>
<td>BODIES ALONE</td>
<td>William Haines</td>
<td>Johnny Stewart</td>
<td>D—70 min.</td>
<td>(1952)</td>
<td>(Bert, 1/5/52)</td>
<td>TEXAS CITY</td>
<td>Johnny Mack Brown</td>
<td>D—55 min.</td>
<td>(1952)</td>
</tr>
<tr>
<td>Jan. 20</td>
<td>(Jan. Releases)</td>
<td>INDIANS UPSTAIRS</td>
<td>George Montgomery</td>
<td>D—70 min.</td>
<td>(1952)</td>
<td>(Bert, 1/12/52)</td>
<td>THE SELLOUT</td>
<td>THE ELDER</td>
<td>Jack Mullaney</td>
<td>D—66 min.</td>
<td>(1952)</td>
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<tr>
<td>Jan. 27</td>
<td>(Feb. Releases)</td>
<td>MAN DAIK</td>
<td>George Brent</td>
<td>Margaret Sisson</td>
<td>D—73 min.</td>
<td>(1952)</td>
<td>(Bert, 1/19/52)</td>
<td>ALADDIN AND HIS MAGIC LAMP</td>
<td>John Hodiak</td>
<td>PATRICIA MCLAUGHLIN</td>
<td>(Bert, 1/26/52)</td>
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<tr>
<td>Feb. 3</td>
<td>(Feb. Releases)</td>
<td>DEATH OF A SALEMSE MAN</td>
<td>Fredric March</td>
<td>D—56 min.</td>
<td>(1952)</td>
<td>(Bert, 1/27/52)</td>
<td>LONE STAR</td>
<td>WILD WILLIE</td>
<td>D—57 min.</td>
<td>(1952)</td>
<td>(Bert, 2/4/52)</td>
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<td>Feb. 10</td>
<td>(Feb. Releases)</td>
<td>THE HAREM GIRL</td>
<td>Joan Davis</td>
<td>D—58 min.</td>
<td>(1952)</td>
<td>(Bert, 1/29/52)</td>
<td>SHADOW IN THE GRAIN</td>
<td>MARJORIE WARD</td>
<td>D—57 min.</td>
<td>(1952)</td>
<td>(Bert, 2/5/52)</td>
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<tr>
<td>Feb. 17</td>
<td>(Feb. Releases)</td>
<td>HAWK OF THE WILD STALLION</td>
<td>Robert Montgomery</td>
<td>D—45 min.</td>
<td>(1952)</td>
<td>(Bert, 1/31/52)</td>
<td>BELLE OF NEW YORK</td>
<td>MARKED</td>
<td>D—50 min.</td>
<td>(1952)</td>
<td>(Bert, 2/6/52)</td>
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<tr>
<td>Feb. 24</td>
<td>(March Releases)</td>
<td>KONG, THE WILD STALLION</td>
<td>Robert Montgomery</td>
<td>D—45 min.</td>
<td>(1952)</td>
<td>(Bert, 2/1/52)</td>
<td>WAGG</td>
<td>BILL MILLER</td>
<td>D—73 min.</td>
<td>(1952)</td>
<td>(Bert, 2/7/52)</td>
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<tr>
<td>Mar. 2</td>
<td>(March Releases)</td>
<td>SCANDAL SHEET</td>
<td>Dorothy Granger</td>
<td>D—85 min.</td>
<td>(1952)</td>
<td>(Bert, 1/15/52)</td>
<td>JUST THIS ONCE</td>
<td>JANET LEIGH</td>
<td>PERRY LAFORD</td>
<td>D—50 min.</td>
<td>(1952)</td>
</tr>
<tr>
<td>Mar. 9</td>
<td>(March Releases)</td>
<td>JUMP IN THE FORBIDDEN</td>
<td>Johnny Weissmuller</td>
<td>D—52 min.</td>
<td>(1952)</td>
<td>(Bert, 1/15/52)</td>
<td>WINGS OF DANGER</td>
<td>ZACHERY TAYLOR</td>
<td>D—76 min.</td>
<td>(1952)</td>
<td>(Bert, 2/15/52)</td>
</tr>
<tr>
<td>Mar. 16</td>
<td>(March Releases)</td>
<td>OKINAWA PARTNERS</td>
<td>Henry Wilcoxon</td>
<td>D—80 min.</td>
<td>(1952)</td>
<td>(Bert, 1/15/52)</td>
<td>FRANCES SHAW</td>
<td>ROBERT JONES</td>
<td>D—80 min.</td>
<td>(1952)</td>
<td>(Bert, 2/22/52)</td>
</tr>
</tbody>
</table>

**Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following:**

- **D:** Drama
- **M:** Musical
- **C:** Comedy
- **O:** Outdoor Action
- **P:** Production Number
- **N:** Non-Motion Picture Daily Release Date.
Variety says...
'Salesman' Great 30 Grand

Variety says...
'Salesman' Sock $26,000, Philly

Variety says...
'Salesman' Great $12,000, Frisco

8th Week N.Y., L.A. Still Strong

call your Columbia Salesman for STANLEY KRAMER'S

Death of a Salesman
Rentals

Reviews

"5 Fingers" (20th Century-Fox)

SUBTITLED "The Story of the Highest, Paid Spy in History," this adaptation of a novel by one L. C. Moyzisch is a wonderfully droll and suspenseful affair that is bound to add to the laurels of director Joseph L. Manke

开元 and producer William A. Seiter. The script is not quite up to the standard of the original, but the acting is splendid. George Raft, as the diabolical spy, and tiptopp, is a man of many talents. The film is a great deal of fun and should be seen by all.

Winikus Promoted

(Continued from page 1)

Winikus has been with U.A. since 1946, moving up from copywriter, to copy chief and to advertising manager in 1947. He was named assistant director of advertising, publicity and promotion in 1951.

Minnesota Business

(Continued from page 1)

u Report (Continued from page 1)

expected to be postponed to the middle of July.

The report, prepared by the committee headed by director Preston Daves, explores the mutual fields of film, records and television of the two companies, in addition to listing the comparative financial holdings of the principal firms.

Next Step

Following study of the report, the Universal board is slated to render a decision in principle on whether the consolidation is advisable. The second step, two weeks Mason and Miss Staviski, will be to hold over the decision to company lawyers for an opinion on the most advantageous form of consolidating the two companies.

It is hoped that a concrete plan will be worked out for the annual stockholders meeting.

April Star Tour (Continued from page 1)

ner zone manager, and Saul J. Ullman, upstate general manager for Fabian, will probably be held Saturday to arrange details of the swing. Jack Goldberg, M-G-M manager, is co-chairman.

A factor mitigating against any quick decision is the visit of Nate J. Blumberg, Universal president, to the coast. He is now en route to the Coast by train.

N.Y. Grosses

(Continued from page 1)

The est show on Earth" at the Radio City Music Hall is again evidenced this week with a healthy $140,000 forecast at the boxoffice.

At the Mayfair, a fine $38,000 is seen for the second week of "Sailor Beware." Another good boxoffice screen attraction is "Death of a Salesman" at the Victoria which expects a solid $50,000.

"Quo Vadis" at the Astor is expected to rack up a healthy $30,000 for its 14th stanza.

"When the Colleens Collide" at the Globe is estimated to do a fairly nice $33,000 for its first seven days, while weeks "The Magnificent Ambersons," $50,000 is expected for the second and final week of "The Las Vegas Story" at the Paramount. Bowing today there is "A Girl in Every Port," with Paddy Bergen and Gene Krupa on stage.

DANGEROUS GROUND" opened yesterday at the Criterion, replacing "I Want You," which did a nice $5,000 for its final three days.

Lent a hand to the Capitol is a bit disappointing with $32,000 seen for the second week. The next attraction is "African Queen," which will open early in the month.

Humphrey Bogart, who stars in the United Artists production, has arrived in New York and in the exploitation of the film.

The "Judy Garland Festival," the title of the Warners' event, is expected to ring up a not-too-good $12,000.

Trees' Opening Fair

"The Big Trees" at the Warners opened to only a fair $2,000 for its initial seven days.

Among off-Broadway houses, "Tales of Hoffmann" at the Sutton is expected to reach $2,500 for its sixth week. Another excellent holdover is "Cry, the Beloved Country" at the two-a-day Bijou where an excellent $1,400 is anticipated for the third week. For the 15th week of "The Lavender Hill Mob" at the Fine Arts Theatre, the $7,000 was racked up, while at the Park Avenue a fair $6,500 was seen for the second and final week of "St. Mawtrix." Production reports indicate "The River" at the Paris is expected to do a healthy $9,000 for its 23rd inning, while a very nice $6,000 is estimated for the tenth week of "Pandora and the Flying Dutchman" at the Normandie.

Melchior, Ben Blue

At RKO Palace Here

Lauritz Melchior, Ben Blue, Jean Carroll and the Les Compagnons de Chemin, top the bill which will replace Judy Garland at the two-a-day RKO Palace here on Feb. 26.

Judy Garland's farewell engagement ending her record-breaking engagement will be on Feb. 24,
Johnston

(Continued from page 1)

Paramount Decision

(Continued from page 1)

250 at Tribute

(Continued from page 1)

films into dollars and out of most countries, Johnston noted that it intends to reopen its two-year pact with this summer with respect to dollars and distribution, and has also acquired the rights to other projects in the future.

He said Colonel Richard McCollum left for Japan today to discuss prospects for relaxing restrictions on dollar remittance issues.

Questioned On Code Policy

Asked whether last week's replies by Production Code staff members to criticisms of the Code had ignored the work of George Jessell in a new industry-wide policy which would entail responses to other types of unwarranted criticism, Johnston said, "I think it is always well for persons informed on industry subjects to correct misinformation spread about them, so long as the industry does not become characterized as always on the defensive." He continued, "As for the code itself, there is this irreparable proof of its value. Our pictures made under the code compete abroad with films from other nations, who have no code to abide by, and our pictures are the most popular. Family heads all over the nation can take their families to see them without the risk of code offended. If the code were not valuable, this would not happen. As far as I claim that there is a mature audience to be served, where is the mature audience, if it doesn't show these films through the code?

Johnston said he plans to spend two or three hours each day in the future in industry problems with studio executives, and hopes to visit exhibitor organizations whenever possible to exchange views on exhibition and production problems with them.

Schenck Appointed

The MPAA president also revealed the appointment of Marvin Schenck as chairman of the Hollywood committee, representing all studios, to handle this end of the Council of Motion Picture Organizations' "Sometime U.S.A." tours, which will be resumed in March and carried on for 10 weeks, with one or more touring companies leaving Hollywood weekly. And plans are being made for continuing the tours later throughout the year.

MPA Belied Scharf Libel Suit Vs. WEC

Hollywood, Feb. 12—Motion Picture Association of America President Eric Johnston yesterday told Motion Picture Daily that the MPAA's suit against the representation of 1,250,000 libel suit against the representation of WEC, which will back up the charges of libel. His $1,250,000 libel suit against the WEC, which will be submitted to the Supreme Court, is based on the free speech issue—whether or not the WEC, an organization which represents the theaters, is involved in the free speech issue.

Paramount Pictures vice-president and president of Paramount Television Productions, Inc., Raikoun outlined Paramount's interest in the motion picture industry, saying that "the next great wave in television would come with color." During Raikoun's testimony, Paramount attorney Paul Porter put into the record the complete exchange of letters between Balaban and Raikoun and other Paramount officials andZenith president Eugene McDonald over providing films for the experimental test of Phoningester. He also entered Paramount pictures for the latter's subscriber video experiment.

Resnick's estimate of a Sept. 1 decision was based on the hearing's last week until April 1. After that, he said, all parties would be given 60 days to file proposed findings. Three months after Resnick said, he should be able to announce his decision.

Among the witnesses who will follow Raikoun to the stand will be Mrs. Thomas Fee of the American Association of University Women, Mrs. Kermit Langer of the American Jewish Committee will be luncheon chairman, and Mr. and Mrs. Jane Stratton, principal speakers will be Mrs. Thomas Fee of the American Association of University Women, Mrs. Jesse Bader of the Protestant Motion Picture Council, and Mrs. Dean Gray Edwards of the General Federation of Women's Clubs.

THE MOST EXCITING THRILLER OF THE YEAR!

"A good bet for anybody's screen! Expert, exciting chase! Plenty thrill and suspense!"—Film Daily

THE GREEN GLOVE

Another Big ONE thru UA
The Biggest Smash Hit In The Industry Today!  VIVA ZAPATA!

VIVA MARLON BRANDO · DARRYL F. ZANUCK · ELIA KAZAN · JOHN STEINBECK
THE STAR · THE PRODUCER · THE DIRECTOR · THE AUTHOR

There's No Business Like 20th Business!
**UPT ASKS MORE TIME TO DIVEST**

*U. S. Opposes Two-Year Extension for Sale of Remaining 198 Theatres*

A request for a two-year extension in the divestiture of 198 United Paramount Theatres, which UPT must sell by March 3, 1952, under the present terms of the government consent decree, was filed here yesterday by UPT in the New York statutory court.

Judge Augustus N. Hand, in granting UPT's bid for a show cause order, set Feb. 26 as the hearing date on the motion. In Washington, Justice Department officials said they would oppose an extension.

Accompanying the request was an affidavit by UPT president Leonard Goldenson in which he blamed "unforeseen factors" for not being able to comply with the original divestiture terms of the decree, which called for the disposal of 1,072 UPT theatres. Goldenson said that UPT had (*Continued on page 6*)

**Pinky’ Case Heads For Supreme Court**

*AUSTIN, TEXAS, Feb. 13.—The Texas motion picture censorship board today headed for the United States Supreme Court. Attorneys for W. L. Gelling, Marshall theatre operator, fined $200 for showing “Pinky” in defiance of a city censorship board order, told the Court of Criminal Appeals he wanted its order affirming the conviction delayed pending the appeal.

Gelling challenges the constitutionality of state and city censorship in (*Continued on page 6*)

**W. Pa. Allied Hears Bennet on Video**

*PITTSBURGH, Feb. 13.—The future of theatre television was discussed by Martin Bennet of RCA Photophone at a special meeting of the Allied Motion Picture Theatre Owners of Western Pennsylvania here today. He said in part:*

*As of now, there are 60 theatres embracing a seating capacity of 155,000 ready to accept the many programs.* (*Continued on page 6*).
To Spare Theatres From New York Tax

Allbany, N. Y. Feb. 13—New York Mayor Vincent R. Impellitteri, here to seek legislative approval of a New York State tax on motion picture admissions, is understood to have disclosed that the city intends to prevent the establishment of an automated liquor and tobacco license, but does not intend to use the power to tax theatres—because of recent smashups attributed to television. The state legislature gave all cities authorizations for the taxes some years ago.

CompoContest (Continued from page 1)

the Newspaper Circulation Features Co. of New York, which drafted the contract.

Mayer said NCF was asked to draw up plans for a contest "at the suggestion of the biggest newspaper chains."

Discussion of the proposed contest is expected to take place at the Feb. 26 meeting in sport of the COMPO board.

Mayer yesterday attended a regular meeting of the new organization to discuss problems, including the NCF plans. He indicated that, contrary to reports, no change was contemplated in the COMPO dues collection system.

Two Trust Suits

Seek $650,000

GRAND RAPIDS, Mich., Feb. 13—Two anti-trust suits, asking for damages totaling $560,000, and charging direct thefts in the making of releasing pictures, have been filed in District Court here.

The suit plaintiffs are Julius Fodor and Theodor Fodor, owners of the State Theatre in Benton Harbor, who ask $500,000, and three drive-in theatres, the Drive-in Drive-in and Saginaw Drive-in, who jointly ask for $150,000.

They name Buttefield Theatres, Butterfield Michigan Theatres, United Artists, 20th Century-Fox, Paramount, Warner, RKO Pictures, Universal, and other related organizations. The defendants are accused of releasing first-run pictures to Butterfield theatres before presenting them to be shown elsewhere.

Slossman Theatres, with four houses in Muskegon, is also named as receiving preferential release treatment.

Milwaukee Towne Corp. Files Supplementary Anti-Trust Suit

CHICAGO, Feb. 13—Attorney Thomas C. McConnell has filed a supplementary anti-trust suit against the Towne Theatre, Milwaukee, against the major film companies and affiliated Milwaukee circuit in Federal District Court here, charging that the companies and the Towne Theatre conspired to prevent the Milwaukee from playing pictures immediately when, in fact, they finished their first Chicago runs.

NameGoldingAd-Pub Head of Goldwyn

Hollywood, Feb. 13—David Goldwyn has been promoted from head of the advertising and publicity department of the Samuel Goldwyn Productions here in New York to national advertising and publicity director. Goldwyn, who will make his headquarters from New York to the studio in Hollywood, is the first in the studio's three-year history to be promoted to this position. In the realignment, Alfred Vaughn has resigned as Goldwyn's advertising-publicity studio head.

Open UA Ad Meets (Continued from page 1)

for the picture's promotion. Winikus predicted the picture wouldgross $500,000.

The meeting yesterday at the home office of the Motion Picture Salesmen's representatives of Pictorial Review, American Weekly, This Week and Parade, four Sunday supplements which have arranged jointly to carry "African Queen" advertising and promotional copy that will reach 31,000,000 persons in 258 newspapers during February, March and April.

Winikus said $40,000 would be spent in 1952 to bring the advertisement copy to papermen, who are concerned the picture to exhibitors through advertisements in trade papers.

Newspaper supplements will cost $100,000, he said, and the remainder of the $400,000 will be devoted to cooperative and other forms of advertising.

Also present at yesterday's meeting were Fred Myers, director, and six other UA executives, Ed Mullin, Sam Ritchin and Myron Starr, as well as producer's representatives, including J. B. Erlich, national sales manager, and publishers Al Tamarin and Leon Roth.

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Newsreel Parade

ELIZABETH being proclaimed Queen, and the New Jersey plane crash are current newsreel highlights. Other items include Congressional investigations and fashion news. Complete contents follow:


TELENEWS DIGEST, No. 17A—Plane crash in Elizabeth, N. J. Elizabeth is proclaimed Queen by Universal.


Study Appeal of Brookside Decision

New York lawyers of distributors are studying the decision handed down this week in St. Louis, U. S. Circuit Court of Appeals favoring the Kansas City, Mo., Brookside Corp. in a $15,225 judgment action, to determine whether the distributors will appeal further. The Circuit Court on Tuesday closed the original trial court, and now upheld, with interest, by the Appeals Court, was for damages claimed in 1936 and 1937 by the Brookside Corp, because of inability to obtain a run of product.

The Circuit Court ruled for the plaintiff distributors in the contention of the eight distributors—Nath Box, Loew's, Paramount, Warner, RKO, Universal, and Callendar—over the California three-year statute of limitations on these suits was an effective defense against recovery. The California statute of limitations was suspended in these cases because of the pendency of the U. S. vs. Paramount appeal, which was not finally decided until 1950.

Nick Spanos of Los Angeles, and William G. Burtwell of Kansas City, attorneys for the Brookside Corp., were entitled, said the Circuit Court, to a fee of $100,000—$50,000 less than the trial court decided they should receive.

through advertisements in trade pa-

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IMPPA and SAG Agree on Talent Pay On Films Sold to TV

Hollywood, Feb. 13.—Screen Actor’s Guild today announced that an agreement reached with Independent Motion Picture Producers Association provides for additional payment to talent if theatrical films in which they appear are later shown on TV.

The agreement, which is for seven years, covers approximately 70 pictures (not named) made since Aug. 1, 1948, unless producer agrees to an extension with talent. It provides 12½ per cent of the total original film salary if sale to TV is less than $20,000 per film, and 15 per cent if the price exceeds $50,000, thus establishing a sliding scale based on what motion picture producers can sell the picture for.

Gives SAG Legal Right

A clause in this basic agreement provides SAG with a legal right to cancel its contracts with producers who release to TV a theatrical film made after Aug. 1, 1948, unless producer agrees to an extension with talent. The agreement also provides that in event IMPPA makes a better offer to talent, SAG has the option to change its deal to conform.

The announcement stressed there is no relation between this IMPPA agreement and SAG’s pending demand on TV film producers for additional payment to players for re-use on TV of films specifically for TV, which is a separate issue and slated for early negotiations.

Open Italian Film Information Bureau

In a move to establish a centralized source for all information pertaining to the Italian film industry, Italian Film Exporters has established a bureau in Rome. It was announced by Jonas Rosenfeld, Jr., director of IFE’s public relations.

The bureau will be under the supervision of Dr. Leandro Fornari, Italian film publicist and journalist whose experience with Italian films covers production, distribution and exhibition. The facilities of the bureau are available to newspapers, magazines, radio and TV stations, museums, libraries, various organizations, and the American motion picture industry.

Japanese Quota Division Due Tomorrow

Tokyo, Feb. 7. (By Airmail).—In a quota announcement, the Finance Ministry of Japan has stated that a product division between foreign and Japanese distributors is left to the ingenuity but that discussions reached by Feb. 15, the Ministry will make the division.

The period covered for six months of this fiscal year, April to September, 1952, will be 104, against 215 for the same period of the previous fiscal year. The total of January 1, 1952, were 2791 wired theatres in operation in Japan, against 2374 in January 1951.

Television--Radio

Comment and Opinion

FOUR new shows bowed in over television last week, none of them particularly novel or overly impressive. Considering the vast area of programming not yet adequately explored by TV cameras, and the prevailing uniformity of formats, this lack of imagination is as surprising as in the long run it will be harmful.

Radio introductions included a show by Show over NBC-TV, under the guiding hand of producer-director Joseph Santley. Day Benny Show. Given adequate material, he may also be a good comedian in his own right, but his initial offering last Friday, apart from the songs, was filled by a quality to assure the show enduring popularity. The use of film clips was a nice touch and helped.

Also over NBC-TV, Craig G. Allen produced "Here’s To Your Health" for the New York County Medical Society. The topic: Polio. In documentary fashion, the show made for absorbing listening and got away from the inevitable panel format. NBC-TV premiered "Rebound," a filmed series of half-hour dramas. The program was strictly a routine production suffering from budget limitations. Sam Levenson returned to TV over CBS Sunday and once again proved the height of his comfortable humor. The show was good entertainment throughout.

Reduced appropriations and a consequent loss of manpower are hampering operations of the Federal Communications Commission. That’s what FCC chairman Wayne Coy told Congress in the Commission’s 17th annual report. Because of these factors, "the Commission was hard pressed to take care of its growing normal workload, not to mention priority subjects requiring immediate attention," Coy said. The report showed an increase during the year of $250,000 stations, bringing the national total to 2,365. Commercial FM stations dropped 73 for a total of 659.

The Broadcast Advertising Bureau had some good news for the radio industry last week’s poll to determine the effects of television on radio billings showed 55 per cent of the radio stations in Boston, Chicago, Detroit, Los Angeles, New York and Philadelphia actually increasing their billings in 1951 over 1950; 15 per cent said their billings had remained constant, and 30 per cent reported a drop in 1951 business. Despite the pessimists, radio apparently is more than holding its own.

People in the News: Fred Shaw has been appointed director of Radio Station Relations for NBC, it is announced by Carleton D. Smith, NBC vice-president in charge of station relations. Shaw had been director of NBC’s TV Production Services. He has been in radio and television for 20 years, . . . Wortinham C. (Cy) Miner, producer of CBS’ "Alley" . . has signed a long-term contract with NBC. He will switch networks early in April and reportedly will undertake production of 90-minute dramatic shows, . . . Craig Lawrence is the new general manager of WCBS-TI. . . Jackie Robinson, producer of "Studio One," has signed a two-year contract as director of community activities on WNBC and WNET. Richard M. Allerton starts in his new position as director of NABTV research tomorrow.

All radio and television networks put their best foot forward in covering the two big news events of the past week—the death of King George VI and the plane crash in Elizabeth, N. J. The TV news shows got part of their London coverage through kinescopes made by the BBC. One wonders why this isn’t done more often.

"Today," NBC-TV’s early morning show, which lately has shown great improvement, had the first newscast scenes of the Elizabeth disaster.

Allen’s Alley last Sunday on the NBC Royal Showcase which also featured Fred Allen and Perry Como. Under George Abbott’s direction, the half-hour show was fun, as viewers for the first time got a chance to get closer acquainted with such famed radio personalities as Mrs. Nussbaum, Senator Claghorn, Alex Cassady and Titus Moody. Joe Bigelow is the producer.

At Random: J. Carroll Naisel does a consistently outstanding job on "Life with Luigi" over CBS-Radio. His Tuesday holiday show was great . . . CBS-TV opening its "Television City" in Los Angeles Oct. 1. It covers 15 acres and is now more than 30% completed.

Fred Hift

Para. Data

(Continued from page)

in down-to-earth terms exactly how exhibitors have "suffered hardships" as a result of Paramount’s trade practices before the Supreme Court decided to hear the case. The court has given some information "in contrast to the point of view which the industry has offered" and over and beyond the mere fact of the high court Paramount case decision.

May Call Exhibitors

His statement, made after Paramount president Barney Balaban and General Counsel Al Ralbourn had been questioned for more than three weeks on the company’s past trade practices, made many observers feel Reinstock was inviting independent exhibitors to appear as witnesses.

The Commission twice turned down a request from companies affiliated with the Fanchon and Marco interests to intervene in the proceedings.

Reinstock’s remarks came after Ralbourn left for London as the following witness, Paramount board member Edwin L. Weis, referred to Judge C. A. Eccleston in the 1938 anti-trust suit trial as the definitive story of how Paramount’s trade practices grew out of industry conditions.

Had Been On His Mind

Stating it had been on his mind for some time, Reinstock expressed dissatisfaction with the scattered remarks of previous witnesses. "I want it clear that we haven’t yet discovered any factual material in regard to the growth of the trade practices, he said, adding, "it would be necessary to have such testimony before the end of the proceedings."

Earl Hurst, testimony, Weis declared Paramount was "greatly relieved" when the government filed its industry anti-trust suit in 1938. "All the companies were," he continued.

The purpose of the complaint was not to find out if the practices were legal or not, but to find a remedy was involved to put an end to the complaints harassing the companies.

He described the industry situation before 1938 as being a question of 18,000 theatres all demanding the "30 to $40" or $80 range. More than 200 were produced each year. "Everybody wanted the best pictures and you just couldn’t satisfy everybody," he explained.

Tuesday’s Testimony

Paramount met with exhibitor organizations, he said, "trying to find some method of solving the constant charges of the combination, the constant treble damage suits," but was unable to work out any solution. The industry attempted to set up a "code of conduct," he said, but the Justice Department declared such a code would be illegal. The 1938 suit was settled, he added, and it would be the duty of the court to give the industry a "modus operandi."

In Tuesday’s testimony, Ralbourn covered the question of TV film producing companies would not change greatly over the next few years, despite television. He maintained that top films continued to be the effect of TV on box-office receipts had been exaggerated greatly. "The fact is," he said, "is that no attempt was made to bolstering receipts sagging from a number of factors, not just from TV, he argued.

Thursday, February 14, 1952

MOTION PICTURE DAILY
when the chips were down—red, white and blue...

A bunch of husky guys in battle-green who showed the world you can’t stop a Marine!

starring Frank Lovejoy, Richard Carlson, Rusty Tamblyn, Anita Louise with Ned Yorke

Screen Play by Milton Sperling and Ted Sherdeman, Story and Produced by Milton Sperling, Directed by Joseph
“Solidly thrilling! ‘Retreat, Hell!’ advances to new heights of excitement!”

LOUVELA PARSONS

“Warners’ ‘Retreat, Hell!’ packs a big wallop—a story that captures the real feel of battlefield friendship!”

LOUIS SOBOL
N. Y. JOURNAL-AMER.

“Warners’ ‘Retreat, Hell!’ is the most human yarn to come out of the Korean War—a Marine story that warms your heart!”

EARL WILSON
N. Y. POST

“Best war movie since ‘The Big Parade’ is Warners’ Marine pic, ‘Retreat, Hell!’”

JIMMY STARR
L. A. HERALD-EXPRESS

The hats-in-the-air Premiere massed state-wide in Texas

NOW!

Lamont Johnson · Robert Ellis · Paul Smith · Peter Ortiz · Dorothy Patrick

Lewis · A United States Pictures Production · Distributed by Warner Bros.
Michigan Allied Holds Board Meet

DETROIT, Feb. 13. — The largest board of directors meeting in years was held by Allied Theatres of Michigan today in the Variety Club rooms in the Tuller Hotel.

Allen Johnson, national representative for Michigan Allied, reported on the Washington arbitration meeting which he attended.

Ernest T. Conlon, Allied executive secretary, reported that the Michigan Public Service Commission has granted Film Truck Service until Feb. 22 to answer a suit filed by Allied which says their rate hike is "unjustifiable." The original order called for Film Truck Service to appear before the MPSC Feb. 8.

John Vlachos, president, called on for a board of directors meeting March 5.

W. Pa. Allied Hears

(Continued from page 1)

gains which will be televised into theatres within the next 30 days.

"The future is limitless for theatre television and undoubtedly films will be transmitted to theatres which will do away with the business of exhibitors having to buy films."

Asked regarding the cost of equipment, Bennett stated: "Theatre equipment costs $15,800 from RCA, and completely installed about $20,000. Then, of course, there is additional cost such as airline mileage from the terminal building in your city to the theatre, loop charges, and charges based on the seating capacity of the theatre when special programs come through. But of course, the exhibitor also can take non-sponsored programs off the air to show in his theatre."

UPT Asks

(Continued from page 1)

used every conceivable means in attempting to dispose of the remaining 198 theatres.

UPT added that action has been completed with respect to 86 per cent of the theatres affected by the decree. The 80 per cent, it was explained, consists of 574 theatres, already disposed of.

Judge Hand also signed an order yesterday granting a hearing on Feb. 26 on UPT's petition for a six-month extension in the disposal of its joint interest, held with Fanchon & Marco, in the Paramount Theatre, Hollywood. The petition sought six months from the date of the disposition of the current F. & M. anti-trust suit against Paramount Pictures, in which UPT is an intervenor defendant. UPT acquired a 50 per cent interest in the theatre when Paramount Pictures was split into two independent companies.

In Washington, Justice officials who said the Department would oppose UPT's request pointed out that the Schine theatre circuit was granted an extension recently only after it had met several major conditions sought by the Department of Justice.

Hit 'Blind Checking'

(Continued from page 1)

jection booths and requiring minimum liability insurance of $25,000 for places of public assembly licensed by municipality.

Decided to Investigate

The unit decided to investigate increases in film delivery service proposed by several companies, reportedly ranging from 25 to 60 per cent. A check will first be made with the State Public Service Commission to ascertain whether present tariffs permit such hikes. If they do, other action will be taken. Insufficiency of prints was also discussed.

Pinky' Case

(Continued from page 1)

the first big test case from Texas. The state court upheld the conviction on Jan. 30.

In New York, an official of the Motion Picture Association of America said the MPAA was "delighted" to know that the "Pinky" censorship case was on the way to a test before the U. S. Supreme Court. He added that any direct action in the case by the MPAA would have to await consultations with attorneys for 20th Century-Fox, which produced the film, and deliberation by the MPAA board.

It is understood, meanwhile, that the MPAA will refrain from taking any direct action in the appeal before the Supreme Court of the New York "The Miracle" case. Ephriam London, attorney for Joseph Burstyn, Inc., distributors of the picture, invited the MPAA to file an amicus curiae brief in support of the defendant. "The Miracle" was deprived of a New York State license because it was deemed "sacrilegious."

Gallico Film to Souvaine

Souvaine Selective Pictures has acquired American rights to the Paul Gallico British-made feature, "Never Take No for an Answer." The deal was completed in London by Charles Amory, sales vice president, in meetings with John Woolf, representing the English firm, Independent Film Distributors, it was disclosed here by Henry Souvaine, president of the American firm.
Stars must be glamorous—always

- Everybody loves the star. She’s the darling of the box office... the apple of the producer’s eye. Her glamour is everybody’s good fortune—an inspiration to writers, directors, cameramen—a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film... consider the best type of film, black-and-white or color, to use... to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection—that every foot of film gets the star the best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
127 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
George Stevens’ first picture since his profit-winning prize-winner, “A Place In The Sun,” is ready for you! Again, Boxoffice-Expert Stevens has filmed a love story with the widest possible popular appeal—an attraction which Motion Picture Daily reports is “AN OFF-THE-BEATEN TRACK DRAMA FOR HIGHLY FAVORABLE BOXOFFICE RESULTS.”

George Stevens’ Production

Something To Live For

with

RICHARD DERR
DOUGLAS DICK

Produced and Directed by
GEORGE STEVENS
Written by DWIGHT TAYLOR
Skouras Calls for Industry Aid in '52 Red Cross Drive

An appeal for industry and, particularly, theatre cooperation in the forthcoming American Red Cross drive was made by Spyros P. Skouras, 20th Century-Fox president, at a luncheon at the Metropolitan Club here yesterday, which was attended by representatives of exhibitors, exhibitor organization officials and competing companies.

Skouras is heading the motion picture industry division of the Red Cross campaign for the fourth consecutive year.

Assurances of cooperation were given (Continued on page 3)

NPA Favors OK on Color Theatre TV

Delay UPT Hearing Here to March

Postponement of the hearings on United Paramount Theatres' request for a two-year extension in divesting 193 theatres was disclosed here yesterday.

Government attorneys said the hearings would be held in New York Statutory Court about March 7 instead of Feb. 26, as originally scheduled. Justice officials here, registering that the Department would oppose UPT's request, also said that the government may file counter motions today.

Would Continue Ban on Home Color TV; Plan Needs Further Approval

By J. A. OTTEN

WASHINGTON, Feb. 14.—National Production Administration officials, working closely with television problems are recommending that the government continue to ban home color television but okay color TV for theatres and other commercial uses.

Whether their recommendation will be approved by top mobilization officials, such as Defense Mobilizer Charles Wilson and Defense Production Administration head Manly Fleischmann, is now the big question. A final decision is hoped for by the end of next week.

At a meeting with television industry officials yesterday, head of the NPA's sales activity division for radio-television, appointed by the Secretary of War, told a group of radio-television people that the government would continue to ban home color television.

Freeman to Follow Weisl on Stand

WASHINGTON, Feb. 14.—Y. Frank Freeman, Paramount studio head, is expected to take the stand tomorrow at the Federal Communications Commission's catch-all Paramount hearing, following Paramount board member Edwin L. Weisl, who today explained to FCC hearing examiner Leo Resnick.

Christopher's Awards Made on the Coast

Hollywood, Feb. 14. — The Christopher's tonight presented bronze medallions and cash awards totalling $10,000 to producer Sam Zimbalist, director Mervyn LeRoy, and writers John Lee Mahin, S. N. Behrman and Sonya Levien, for their contributions to "Quo Vadis."

The presentation of these and other awards in other fields for work of "outstanding spiritual significance" was made by Father James Keeler, founder of The Christophers, at a banquet at the Beverly Hills Hotel.
**Personal Mention**

**A RKO PICKER, United Artists foreign department chief, returned here yesterday from a Latin American tour.**

**S AUL HAUSER, general manager of General Register Corp., is at home in Brooklyn recovering from shock incurred as a passenger on the National Airlines plane which crashed in Elizabeth, N. J., last Sunday night.**

**Joseph A. Aborn, son of Sal Aborn of the Adorno-Middletown Theatres, and treasurer of the State of Connecticut, has been elected treasurer of the Middletown Bar Association.**

**SAM LAKE has joined Screen Gems, Impala's new production company, in its new post in the Columbia Pictures television subsidiary.**

**WALTER H. GROSSFELD, former manager of West-Corporate, left New York to visit various locations in the Caribbean area.**

**Reserves Decision In Grainger Suit**

New York Supreme Court Justice Boie in New York City yesterday ended Grainger's motion to arbitrate his differences with the Shea circuit, pending a ruling in Bronx Surrogate's Court on a claim that Grainger is the owner of the Maurice A. Shea Trust. Boie's ruling came as the death of a former film executive pending the Surrogate's case. Grainger, former general manager of the circuit, is seeking to enforce the arbitration provisions of a contract made in 1927 with Mary Shea, wife of Gerald Shea, president of Shea Enterprises, has filed an account of Grainger's estate directed against the trustees and executors of the estate, of which Grainger is one.

**Louisiana Owners Sued on Percentages**

Shreveport, La., Feb. 14.—Bill Fox, Johnson and Johnson-Lacaue, Inc., are defendants in percentage actions pending in federal court by the Universal, RKO-20th Century-Fox and Loew's. In the cases of 20th Century-Fox and Loew's, the plaintiffs are alleging the infringement of copyrights by unauthorized exhibitions. The cases involving Fox are in the U.S. v. Fox in U.S. v. Computex, Rex Drive-In, Alexandria; Fox, Jonesboro; Fox, Pollock; Fox in Shreveport; Fox in the Joy, Marksville, all in Louisiana, and the Ray Drive-In in Marshall, Texas. In the Case of the City, Toler & Phillips v. New Orleans, the plaintiffs are admiting, in their prayer for judgment, that they have not been able to recover the copyright of the film which was taken place at the State and Fearce theatre in New Orleans as the copyright agent in New Orleans.

**IPC Names Glaser**

R. S. Glaser has been appointed assistant sales manager of International Pictures, responsible for the complex sound and projection systems, it was announced here.

**Face Greek Import Tax**

The Motion Picture Association of America released here yesterday that the Greek Government has taken steps to impose a new 50 per cent import tax on American film imports. The MPAA has applied to Athens for a copy of the edict preparatory to taking action against the measure, it was said.

**NPA Favors (Continued from page 1)**

try officials last Friday, NPA took the position that TV color ban, which now covers all but experimental use. According to the official NPA announcement of that decision, the NPA wanted the ban off all uses, others wanted the ban kept on all uses, while still a third group wanted the ban on home color but removed from other uses.

An NPA official who has participated in half-a-dozen meetings this week on the color TV situation summarized the situation as follows:

"The NPA will not allow a television ban to prevent the drain of trained engineers from defense industries to designing color equipment. Ending the ban now on all uses, including home color, would bring such a drain. Every company would have to put more capital to work designing color equipment for sale to the public at large. The same argument does not apply in connection with theatre television. Only three or four companies are involved in producing the equipment. If the NPA were to probably offer color equipment right now without any additional engineering effort, therefore, the ban could safely be allowed from theatre color equipment.

This official also added, however, that the NPA is of the opinion that operating personnel on strict engineering reasons might not be the same as that reached by top mobilization officials. The NPA also maintains that the competitive situation between home and theatre television pressures, that the NPA can assist the NPA in. Therefore, the ban would be allowed for theatre television only. Pressure from such key Congressmen as Senator Ed Johnson (D., Colo.), who wants the bill lifted all along the line, and other factors.

**Botwick Concession Head for Fla. Circuit**

Jacksonville, Feb. 14.—Harry Botwick has been named head of concession operations for a group of six theatres, Inc., by Gus A. Kenimer, general manager. He will assume the post on Feb. 25.

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL

CECEL B. DILLIE'S

"THE GREATEST SHOW ON EARTH"

Color by Technicolor
With Spectacular Stage Presentation

A GIRL IN EVERY PORT

GROUCHO MARX, MARILYN MILLER; FLO PHILS, OLIVIA DE HAVILLAND

Red Cross

Compo Agenda to Highlight U.S.A. "and COMPO's financial problem, relatively little time will be spent on discussion of subjects carrying less impact. The agenda is expected to be completed early next week.

Allied, at its recent board meeting was urged to come to a decision on an anti-trust program. The board recommended that the COMPO chairman be given the authority to enter into a new agreement with the Federal Tax Commission, but that call for COMPO's activity in the area of the anti-tax fund. The composition of the COMPO administra- tion expects strong pressures will be exerted at next week's meetings to bring about a more flexible COMPO anti-tax fund. However, in other industry quarters here doubt has been expressed at whether it will be advisable for the industry to open a tax drive at this time when the Federal military budget has attained a new peak.

The meetings, which will be separate gatherings of COMPO's board, executive committee, and membership, will be attended by the organization's dues collection structure. While the administration is known to have no particular criticism of the present method of collecting dues, it is held that possible that individual board members may have new ideas. It is also possible that under the present system, contribute one-tenth of one percent of their prior year's rentals, and these contributions are not accompanied by the distribution. The system is said to have proved more effective than the previous one where each month of one percent of the current monthly rentals were given, with corresponding contributions coming from creditors. The program has been mockingly called the "dribble-and-drag" method.

Discussion of the forthcoming "repeal of the U.S.A.," which is expected to be led by Ned E. Depinet, COMPO president, in the absence of Robert J. O'Donnell, "Movietime" national director, who is on a vacation abroad.

Election of officers for the coming year also will be on the agenda. Most "enlightened guessing," at present is that the candidates is that Depinet, Arthur L. Mayer, executive vice-president, and Robert W. Coyne, special counsel, will be elected to succeed Mr. O'Donnell. Their recognition of Depinet's and Mayer's expressed reluctance to serve again, however, it is expected that they will be ruled in this by the COMPO board.

Urges FCC to Limit TV Station Holdings

WASHINGTON, Feb. 14—Allen B. DuMont Laboratories today urged the Federal Communications Commission to limit to 8 the number of very high frequency and ultra high frequency television stations that could be owned by any one company or its subsidiaries. FCC rules now allow any one firm's VHF holdings to five stations. The UHF band has yet to been opened to commercial TV, and consequently there is until now no ground to this reasoning.

The approaching end of the TV freeze makes this question important, and what is more, it is significant. An FCC ruling that such a limit would not be needed might be used as precedent for extending the rule to other frequencies.

Charles S. McCormick, information director of COMPO, was asked by the sub-committee to gather data and information which will be needed be the FCC. McCormick said that the ad series can be submitted for approval through the ad-publicity directors committee of the Trade Bureau.

Charles Simonelli presided at yesterday's meeting. Others in attendance were Charles Einfeld, Si Seal, Joe Labor, Paul Klein, Sid LeSieur, Blumenstock, Alec Moss and Alfred Corwin.

Feeler Is Rejected

LOUISVILLE, Feb. 12—Ray Feeley has been reappointed executive secretary of the Independent Exhibitors of New England, it was announced by Norman Shuman, president of the organization.

Says Family Spends $30 Yearly on Films

Washington, Feb. 14.—Paul Razonni, Paramount Pictures vice-president, estimated at the Federal Communications Commission hearing yesterday that the average family now spends about $30 a year on films and the trend may slow to about $10 in 1916. On the other hand, he said, it is spent abroad for entertainment, with some families spending as much as $200 a year including, of course, overseas outing, plus upkeep and repairs.

Freeman to Follow

(Continued from page 1)

how and why producers acquired theaters in the industry and said that the trade practices which were later enjoined or denounced by the Supreme Court were the outgrowth of a "natural way of doing business.

In both direct questioning by Paramount lawyer and by top Compo- cross-questioning by FCC counsel Frederick Ford and Max Paglin, the entire three-decade history of the industry and its "natural trust" involved was brought out in detail. In question to responding Wiess stressed his point that following the trade practices seemed the "natural thing to do," Asked about the fact that all the producer-distributor companies used the same practices, Wiess replied that "none of us believed that any similarity in our conduct was the result of cooperation.

Woudn't Go Along

He regarded pooling agreements as a restraint, he said, "but I didn't think it was an unreasonable restraint." He recalled that as Paramount's "business was coming along," he did not want the pooling arrangements. Paramount thought it "ought to get rid of them," he said, the Supreme Court ruling eliminating pooling agreements but Paramount's theatre partners wouldn't go along with the idea. Wiess said Paramount's board members knew of the trade practices and considered them "legal and an agreed business."

In a brief reference to the Paramount-Alan B. DuMont Laboratories, In question, Wiess stated that in 1950 the Paramount board agreed to the company's holding at $15,000,000.

Producers from the Department of Justice, who have dropped in on the hearings from time to time, were present again today.

Harold Lloyd Films V. TV Stations

Los Angeles, Feb. 14.—Harold Lloyd, considered a pretender against NBC-NKNB and The Los Angeles Times station KTTV for getting a $30,000 charging copyright infringement for their televising "Safety Last!" Feb. 7 and July 5 respectively. In addition to the Oscar, Lloyd suit asks an injunction against further televising of his picture and accounting of all past and future profits.

(Continued from page 1)
MORE BOX-OFFICE POWER!
from the biggest new star sensation of this generation

Tony Curtis
The exciting star of "The Prince Who Was a Thief" whose acclaim from the motion-picture-going public is the talk of the industry!

NOW

Starring TONY CURTIS • JAN
with WALLACE FORD • CONNIE GILCHRIST

Universal International
1912
40th Anniversary Year 1952
UNIVERSAL-INTERNATIONAL presents

FLESH AND FURY

It took one woman to Tame the Fury of His Fists!...
Another to feed the Naked Hunger in His Heart!

STERLING • MONA FREEMAN

Directed by JOSEPH PEVNEY • Screenplay by BERNARD GORDON • Produced by LEONARD GOLDSTEIN
**Coming Events**


Feb. 20-21 — Council of Motion Picture Organizations annual executive board meeting, Hotel Astor, New York.


Feb. 27 — Cinema Stamp Collectors meeting, Hotel Astor, New York.

March 4-6 — Allied Independent Theatre Owners of Kansas and Missouri and National Drive-in Theatre Owners joint convention, Continental Hotel, Kansas City, Mo.

March 12 — Cinema Stamp Collectors meeting, Hotel Astor, New York.

March 20 — Academy of Motion Picture Arts and Sciences 24th annual awards, Pantages Theatre, Hollywood.

March 23-25 — Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.

**Review**

"Lady Possessed" (Portland Picture-Republic)

JAMES Mason teams up with June Havoc in this Republic release which falls under the psychological drama category, but may be lacking in story content, believable mood and characterization, is partially made up in the apparent marquee value of the names of the co-stars. Another redeeming factor is the "Byronic hero" role once again played by Mason as a worldly, yet strange man, whose life is suddenly changed.

The story, based on a novel by Pamela Kellino, who also plays a chief supporting role in the film, finds Mason left a widower. The wife of a young American businessman in London, June Havoc, crosses paths with Mason's past. Bit by bit she is woven into the delusion that Mason's late wife has communicated with her. Acting under this delusion, Miss Havoc attempts to lift in as Mason's wife. Until the resolution of the story, Mason's role is a crooner in this film. A crooner with a British delivery.

Others in the cast include Stephen Dunne, Fay Compton, Steven Geray, Diana Graves and Odette Myrtil. Mason, the star, also produced, while Roy Kellino is associate producer, and William Sriter and Kellino directed. Screen play credits go to Mason and Pamela Kellino.

Running time, 87 minutes. General audience classification. For February release.

MURRAY HOBWITZ

**Frisch Is Named Lippert Manager**

CINCINNATI, Feb. 14 — Jack Frisch, generally regarded as last in line of founder executors, but more recently office manager for Universal-International in Indianapolis, has been appointed manager of the Lippert exchange here, succeeding Gene Tunic, who resigned to take over the New York franchise of Motion Pictures, an audience-participation game.

The nation's need for copper scrap is saved. SAVE THOSE COPPER DRIP-PINGS.

**Cleveland Theatres Raising Admissions**

CLEVELAND, Feb. 14 — First-run drive-in theatres here are increasing admission prices. A majority of the top neighborhood houses are now charging 35 cents. Warner's Allen and the Hippodrome have advanced evening and weekend prices from 40 cents to 50 cents and 85 cents, respectively. The RKO Palace will adopt the same scale starting Feb. 21. Loew's division manager, Frank Murphy says he is studying the scale and probably will continue it. All of the houses are maintaining the 55-cent morning and 60-cent matinee prices.

**Fight Drive-in Tax Bill**


BOSTON, Feb. 14 — A bill to impose a 5 per cent tax on admissions to theatres showing telecasts of sporting events has been reported adversely to the Massachusetts legislature by its committee on taxation.

**25-Cent Warner Dividend**

At a meeting of the board of directors of Warner Brothers here yesterday, a dividend of 25 cents per share was declared, payable April 4 to stockholders of record on March 5.

**20th-Fox Dividend**

A quarterly cash dividend of 50 cents per share, on common stock of 20th Century-Fox was declared here yesterday by the board of directors, payable on March 29 to stockholders of record on March 14.

**Paramount Dividend**

The executive committee of the board of directors of Paramount Pictures Corp. has voted a quarterly dividend of 50 cents per share on the common stock, payable on March 28, to holders of record on March 17.

**George Stevens**

producer-director of "A Place In The Sun," soon gives your boxoffice his new Paramount hit

**Something to Drive For**

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**Something to Drive For**

**Cleveland Theatres Raising Admissions**

CLEVELAND, Feb. 14 — First-run drive-in theatres here are increasing admission prices. A majority of the top neighborhood houses are now charging 35 cents. Warner's Allen and the Hippodrome have advanced evening and weekend prices from 40 cents to 50 cents and 85 cents, respectively. The RKO Palace will adopt the same scale starting Feb. 21. Loew's division manager, Frank Murphy says he is studying the scale and probably will continue it. All of the houses are maintaining the 55-cent morning and 60-cent matinee prices.

**Fight Drive-in Tax Bill**


BOSTON, Feb. 14 — A bill to impose a 5 per cent tax on admissions to theatres showing telecasts of sporting events has been reported adversely to the Massachusetts legislature by its committee on taxation.

**25-Cent Warner Dividend**

At a meeting of the board of directors of Warner Brothers here yesterday, a dividend of 25 cents per share was declared, payable April 4 to stockholders of record on March 5.

**20th-Fox Dividend**

A quarterly cash dividend of 50 cents per share, on common stock of 20th Century-Fox was declared here yesterday by the board of directors, payable on March 29 to stockholders of record on March 14.

**Paramount Dividend**

The executive committee of the board of directors of Paramount Pictures Corp. has voted a quarterly dividend of 50 cents per share on the common stock, payable on March 28, to holders of record on March 17.
Tradewise... by Sherwin Kane

While much time and thought is being given by a broad segment of the industry to devising machinery for hearing and settling industry grievances, partly in the hope that it might bring about a reduction of costly court actions, hardly a week passes without new anti-trust complaints being entered upon court dockets.

Lately, some of the plaintiffs are repercussions. Their names and, certainly, those of the attorneys involved, many of them remembered from their school days as members of the staff of the United States Attorney General, crop up again and again, in case after case. One begins to wonder just how much justice and the law have to do with the situation. Of late, there has been another of those flurries of suit filings in the Federal court in Chicago. Theatre business in that city, from all reports, has been more dis- tended perhaps than elsewhere. Is there a link between depressed business conditions and the filing of suit trusts that might explain, better than legal complaints and allegations, why this industry is tortured with litigation more than others?

Certainly, an exhibitor, fearful that his theatre is not to be operated profitably, is easily intrigued by visions called up by triple damage figures running to six and seven numerals. Especially when they are recurrent by attorneys willing to work for a share of the spoils.

Nate J. Blumberg, nearing his 14th year as president of Universal and currently observing his 40th anniversary in the industry, is being honored by his company with a world-wide sales drive. Having in mind the recent robust financial reports issued by the company he heads, it is interesting to surmise what new fiscal wonders may materialize with the whole organization in there swinging for him, when they have shown they can perform so well without such special incentive.

The results are sure to be a fine tribute to one who has spent his life in show business and, rising in it, won and held friendships on every level. His countless friends, as well as his loyal organization, will be working to make his 40th anniversary an auspicious one.

'Tolerance' Newsreel Clip Kicks Off 'Brotherhood Week' for Industry

Theatres across the nation are currently participating in "National Brotherhood Week," which started yesterday, featuring a two-minute clip in virtually all newsreels presenting Oscar Hammerstein 2nd, Richard Rodgers and Bill Tabbert in an appeal for tolerance.

Besides exhibition, other branches of the industry are also lending a hand in the 1952 fund-raising campaign in behalf of the National Conference of Christians and Jews. A goal of $150,000 in contributions has been set by the amusement division in the New York area.

Eric Johnston, president of the Motion Picture Association of America, is chairman of the NCCJ's National and World Brotherhood Week observance. George P. Skouros is chairman of the amusement division's participation here.

Sullivan, Mayer, DeMille on Expanded FCC Witness List

Allied-Distributor Arbitration Talks May Start on Wed.

Allied's arbitration committee this week will be in a position to receive first hand reactions of distribution executives to the exhibitor organizations' proposals for the establishment of an industry system of arbitration.

All or most members of the arbitration committee will be in New York on Wednesday and Thursday to attend the annual meetings of the Council of Motion Picture Organizations. That these meetings and distribution executives will confer during COMPO meetings recesses on Allied's proposals is regarded in industry circles as inevitable.

Word was received from Washington at the weekend that Allied's proposals (Continued on page 4)

Lewis Is Named UA Advertising Manager

Roger H. Lewis has been named advertising manager of United Artists. It was announced here at the week end by Francis M. Winikus, UA's national director of advertising, publicity and exploitation. Winikus formerly held the advertising post.

Lewis, who will check into United Artists next Monday, resigned earlier this month as vice-president and creative director of the Monroe Greeting Company after five years with that advertising agency.

Lewis began in the motion picture (Continued on page 5)

Threaten Strike At Pathe's N.Y. 'Lab'

Richard F. Walsh, IATSE international president, at the weekend received from "white collar" employees of Pathe Laboratories here a request for permission to call an immediate strike. An answer to the request is expected this week.

A strike of the 40 members of "I," Motion Picture Home Office Employees Local No. H-63 could cause serious operating difficulty at Pathe with possible interruption in the printing of Warner Pathe News, features slated for United Artists release, United (Continued on page 5)

House Unit Hits Films' "Red" Policy

Un-American Committee Says Clean-Up Lagged

WASHINGTON, Feb. 17.—The House Un-American Activities Committee today sharply criticized the motion picture industry for not taking steps after the committee's 1947 hearings to "check Communism within the industry."

The committee said the failure of the industry to act forced it in 1951 to reopen its Hollywood investigation, and that "the question now is when the true extent of Communist infiltration and manipulation in the Hollywood motion picture industry was adequately examined." The committee's statements came in its annual report, covering its activities last year. A large section of the report was devoted to the Hollywood (Continued on page 5)

Para's 'Good Faith' Defended by Weis1

WASHINGTON, Feb. 17.—Paramount Pictures director Edwin L. Weis1 closed two days of testimony over the week-end on the company's anti-trust history, defending Paramount's "good faith" in following trade practices which were subsequently enjoined by the Supreme Court.

Federal Communications Commission counsel turned the past two days of the catch-all Paramount hearing into a barrage of questions relating to the anti-trust issue, citing suit after suit brought against the industry by (Continued on page 4)

Partmar Refuses to Be FCC Witness

WASHINGTON, Feb. 17.—Partmar Corp. and four other independent exhibitors which are opposed to the merger of United Paramount Theatres with the American Broadcasting Co. will not appear voluntarily as witnesses in the Federal Communications Commission's catch-all Paramount hearings, according to their attorney, Russell Hardy. Hardy said that FCC counsel Fred (Continued on page 4)
Concerns about new wage area planned for the industry in the 1952 fund-raising campaign got underway.

George Skouras, head of Skouras Theatres and NCCJ amusements division chairman, presided at the meeting with Fred J. Schwartz of Century Circuit, Metropolitian New York committee chairman.

Also present were Si Fabian, Joseph Seidman, Lee Selig, Russell Downing, Harry Goldberg, Emanuel Frisch, Harold Rinzler, Bernard Levy, Ed Rugoff, Stanley Kolbert, George Skouras, Jr., Leslie Schwartz and David Katz.

Goldstein Leaves Columbia for TV

Louis Goldstein, until recently managing director in Germany for Columbia Pictures, has resigned to enter the televising field. He will be succeeded by Stanley Goldstein, his brother.

Goldstein, with the company 22 years, had been Columbia chief in Argentina and Brazil, and prior to that served in Latin American operations in a number of other Latin-American territories. He left Germany December 17.

His new enterprise is Hygo Television, Inc., of which Jerry Hyman is president, and Goldstein is vice-president.

Picker Optimistic on Latin America

Arnold M. Picker, United Artists foreign distribution vice-president, who returned here last Thursday from a Latin American tour, said at the Hollywood Athletic Club meeting Tuesday 1952 would be a banner year for the company in that market. He met with UA personnel in Brazil, Chile, Uruguay, Argentina, Mexico, and Peru and other countries.

Vance Heads Ohio Film Buying Group

CINCINNATI, Feb. 17—Willis Vance was elected president of the Vance Burcham Agency, stock buying and theatre service organization for the Ohio, Kentucky and West Florida area, at an annual meeting of stockholders held here.

Other officers elected were: Charles W. Ackerman, first vice-president; Maurice Grace, second vice-president; Louis Withe, treasurer; Herman Hunt, secretary; Rex A. Carr, general manager and assistant secretary-treasurer.

Completing the list of directors are: Joseph Hewett, Betbel, Ohio; Eliston Dodge, Pickerington, Ohio; Mrs. M. M. Weing, Cincinnati; Manny Marcus, Indianapolis; Jerome Kunz, Cincinnati; Sante Macci, Greenville, Ohio.

‘Good Housekeeping' To Recommend Films

Effective with its March issue, Good Housekeeping is extending its motion picture reviewing service to include a new feature titled ‘Recommendations of the Month.'


Ruth Harbert, who conducts "As- Simulated in Hollywood," will handle the new department.
An honor that will echo through the world

CHRISTOPHER AWARDS
for M-G-M's

QUO VADIS

The record-breaking reception by the public confirms the newest tribute that has been bestowed on M-G-M's immortal Technicolor triumph. The 1952 Christopher Medal, together with a $10,000 Award, the largest offered in the world today for a motion picture, is presented to "Quo Vadis" for the inspiration and hope it provides a vast audience and because "this outstanding work is living proof of the power of creative art, under God, to change the world for the better." Sharing this unique honor and receiving the Christopher Medals are Director Mervyn LeRoy, Producer Sam Zimbalist and Screen Play writers John Lee Mahin, S. N. Behrman and Sonya Levien.
Arbitration

(Continued from page 1)

posed arbitration plan will be mailed to distributors "early this week" by Abram F. Myers, Allied general counsel, who makes his headquarters in that city.

The next move, Allied has said, will be up to the distributors—to call an all-industry arbitration conference, meet further with Allied, or just forget about the whole matter.

Myers, a member of the Allied arbitration committee, will be here for the COMPO meetings. Wilbur Snapper, Allied president, who makes his headquarters in New York and who also is a committee member, will be a COMPO delegate. Other Allied committee members who are due to attend the COMPO sessions are True- man T. Rembusch of Indiana, Nathan Yamin of New England, and Jack Kirsch of Illinois.

Painters Local 644

Disbands on Coast

Hollywood, Feb. 17.—Motion Picture Painters Local 644, which spearheaded the 1948 strike, has announced the settlement in its dispute with Painters Brotherhood International Headquarters in Indiana, and disbanded.

John K. Sorrell, business agent since 1937, and leader of the 1948 strike as Conference of Studio Unions head, and whose orderer ordered by the international some time ago Local 644 had refused to accept, will enter the private painting business.

The copper shortage is critical. 

SAVE YOUR COPPER Drippings.

NARTB Appoints

Five-Man Video Code Review Board

Washington, Feb. 17.—The TV board of the National Association of Radio and Television Broadcasters has approved a five-man review board to supervise the new TV station code, which was ratified on Friday, March 1.

Meeting in Bandera, Texas, the board also approved plans for financing administration of the code and a first-year operating budget of $40,000.

The review board, which will act as an advisory body, will take over the job of hearing grievances, and the FCC has charged it with the responsibility of ensuring the enforcement of the code.

Fletcher Chairman

John E. Fletcher, owner of TV station WKZO-TV at Kalama, who will be chairman; J. Leonard Reinsch, vice-president of Wrigley TV stations; Mrs. Scott Bullitt, owner of KING-TV, Seattle; Walter J. Damm, vice-president and general manager of WMAR-TV, Baltimore, and John W. Waddell, each will receive a $350 salary for their work.

The board also approved the following rules:

1) All TV stations will be required to have a written plan of their operations, and a copy of the plan shall be filed with the FCC.

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Partman Refuses

(Continued from page 1)

erick Ford had asked them to appear, but they refused, he pointed out that FCC can subpoena.

The five companies had sought to intervene in the proceeding but the Commission turned them down before the hearing started.

Wanted in the Record

Last week, however, FCC hearing examiner Leo Resnick said he wanted in the record information on the effects of Paramount's pre-1948 trade practices on independent exhibitors. Resnick, who had felt the showing would make it unfair to leave the case, would not compare with the showing they could make as parties and would be "inadequate and incomplete."

Legion Report Pubts

3 in Class C, 2 in B

The latest report of the Legion of Decency places three films in Class C (Recommended) and two in Class B.

The two Class C are: "The Lover's Return" (French); "The Raven" (French); and "Women Without Names" (Korda-Fox). The two Class B are: "Loretta Films. The two in Class B are: "Ambush" (Japanese), RKO. and "The New World's War." Warner.

"Good Faith" (Continued from page 1)

the Federal Trade Commission and the Department of Justice. Weiss explained the reason for the growth of the Paramount's "unfair and anti-competitive practices," which were considered legal up to the time of the Supreme Court decision and declared that the fact that it had been decided in Paramount "don't mean we were racis intentionally breaking the law."

Cited Two Instances

Asked whether the Paramount code was an outgrowth of such acquisitions, Weiss said that the acquisition of particular theaters was "within the knowledge of the officers" and that the exhibitors knew about such acquisitions only "to the extent to which the officers reported them." He explained that Paramount believed it had exercised its right to acquire theaters "with restraint," and cited two instances where the company had not acquired theaters or had acquired them to sell them.

He questioned about selling the company's pictures for use on television. Weiss repeated statements made by previous Paramount witness, to the effect that they had "no intention" to sell television pictures. He would not vote in favor of making Paramount's film library available to all local television stations, stating that if he were an exhibitor he might not buy into the system.

Approached by Zenith Man

He would make films available to a television for an experiment, he said. Weiss, who is also a director of Madison Square Garden, said the board of the Garden had been approached by a Zenith representative, who asked if the board would give rights to Gar- den sports events for subscriber television broadcasts. The Garden "has held off," Weiss said, because it "just wanted to see what would happen" when the television station freeze was lifted.

Y. Franklin, Paramount production head, who was supposed to take the stand today, will be Monday's first witness.

Unemployment Hits Hard at Detroit

Theatre Business

Detroit, Feb. 17.—Unemployment, not television, has been slashing attendance in Detroit theatres.

As employment has dropped out for lack of essential materials, more Detroiters are laid off and fewer show up at the movies.

Much talked about defense contracts are slow to appear on the Detroit scene. What help they will bring to Detroit employment is for the most part in the future because of "lead time," required to get into production. Although there is a flow of dollars is among the first to be cut off, merchants and businessmen of every kind are finding conditions increasingly difficult.

A few name attractions are still doing good despite the general decline, and those are the exceptions to the general trend.

2 Negro Houses Closed

Two Negro houses closed in the past few weeks because of the unemployment. One, operated by the Cohen circuit which has five other houses here and in Lansing, Mich., has been sold for over $200,000 to a Negro who plans to use it as a church. This is the second Negro house sold for church purposes. The other was the Fokker in United Detroit Theatres failed to draw crowds even with its usually reliable stage show policy. They tried cartoon shows, but the public seemed to be in the mood for something else.

A.T. & T. Rushes New Home TV Facilities

Efforts are being made by the American Telephone and Telegraph Co. to expedite extension of network television facilities to provide service to Miami, New Orleans, Houston, Dallas, Fort Worth and Oklahoma City, early in July, in time for the forthcoming national political conventions.

Originally scheduled for the "last half of 1952," the new facilities are being rushed to meet the earlier date.

WF to Distribute Films for Television

World Film Associates, Inc., New York production firm, headed by J. H. Selderman, former head of Universal-International Films, is launching a television distribution service to handle top-quality foreign features for TV.

WFA says in some instances it will premiere new features on TV even prior to theatrical release.
TV Station Bids Increase to 415

WASHINGTON, Feb. 17.—Despite a request by the Federal Communications Commission that all applications for new television stations be held off until the TV freeze is lifted, the number of applications rose from 351 as of June 30, 1950 to 415 as of June 30, 1951.

Annual Report

This was revealed in the Commission’s annual report for the 12 months ending last June 30 when 107 TV stations were on the air, the Commission said. These stations covered 63 cities and metropolitan areas with a population of approximately 87,000,000 people in 43 states. A 108th station started operating Sept. 30, and a 109th station has been authorized but is not yet operating.

Lewis Is Named

(Continued from page 1)

industry in 1939 in the advertising-publicity-exploitation department of Warner Brothers. He joined 20th Century-Fox after completing Army service, becoming special assistant to the director of advertising, publicity and exploitation before moving to the Greenthal Agency.

To Demolish House Here

The City Theatre here, 14th Street house owned by City Theatres Co., will be closed March 1 in preparation for its proposed demolition to make way for a 125-car parking lot.

The report then notes that the 1947 hearings resulted in identifying 10 persons associated with the industry as Party members, and that when these 10 refused to answer questions on the subject, all were cited for contempt and given jail sentences. During the 1951 hearings all 10 were again identified as Party members, the report added.

Committee Hoped

“It was the hope of the committee, after having conducted the 1947 hearings, that the motion picture industry would accept the initiative and take positive and determined steps to check Commnism within the industry,” the lawmakers said. “Unfortunately, however, spokesmen for the industry persisted at that time in painting an unrealistic picture of Communism in Hollywood, and some, at least, would have had the American public believe there was no such thing as organized Communism in the motion picture industry. The committee’s hearings in 1951 resulted in the identification of more than 300 persons associated with the industry as members of the Communist Party. There were varying opinions given by witnesses as to the success of the Communists in influencing the content of motion pictures. The fact was evident that such efforts were made.”

The committee added that if realized that the vast majority of entertainers and workers in the entertainment field were “patriotic and loyal Americans,” but said the “flow of money to Communist coffers which comes from those who are disloyal must be stopped.” It estimated that four Communist-front organizations in California had received approximately $1,000,000 from employees of the film industry.

The committee admitted that the industry had been more cooperative to the 1051 hearings than in the 1947 investigation.

At another point, the committee said that “if the same number of Communists existed in every segment of American life as in the case of the Hollywood picture industry during the last 10 years, the U. S. would be in a precarious position.”

Emphasized Films’ Impact

The report emphasized the important impact of motion pictures on the American public, and said the same was true of television. “The committee hopes that its investigation of Hollywood will have a far-reaching effect and prevent a large-scale future Communist infiltration of the television industry,” the report said. “It is logical to assume that the Communists will endeavor to infiltrate television on a large scale because it is rapidly becoming an important entertainment medium.”

versal productions, a number of films for television and various short sub-jects, including production work by the Army and the Navy. The source of such interdiction would be the refusal of members of the “TA” (Laboratory Technicians Local No. 702) to cross a picket line formed by the “white collar” unionists.

Contract Expired

Russell W. Bellamy, executive vice-president of Local H-63, said a strike is contemplated because the company “failed to bargain in good faith.” Negotiations based on the union’s bid for a 10 to 12 per cent wage increase began last Aug. 31 when the previous contract, which ran for two years, expired. The company has flatly refused to increase wages, has demanded elimination of a union shop, and has stated its intention to bring action under the Taft-Hartley Law, whether or not it is responded to, according to Moss.

Two years ago, prior to the negotiation of the contract which recently expired, the Pathé “white collar” workers struck, forming a picket line which lasted for months and refused to cross. That strike lasted about one hour, the company having decided immediately following the walkout to accede to the union’s contract demands.

Bellamy at ATS Meet

Ralph Bellamy will be guest speaker at the American Theatres Owners Society luncheon on Feb. 28 at New York’s Hotel Roosevelt, Julius F. Seebach, Jr., president has announced.

HITS FILMS’ ‘RED’S’ POLICY

(CONTINUED FROM PAGE 1)

Hit’s Films’ ‘Red’s’ Policy

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Motion Picture Daily Feature Reviews

“The Treasure of Lost Canyon” (Universal-International)

OUT OF Robert Louis Stevenson's story, “Treasure of Frankurd,” produced by Paul Kosland in a satisfying piece of family entertainment. The adventure, about an orphaned boy and a fabulous treasure, is in color by Technicolor with a cast headed by William Powell, Rosemary De Camp and Tommy Ivo.

Powell as a eccentric country gentleman and Jack of all trades. A home- less, taciturn youngster crosses his path, and Powell, with the agreement of his wife, Miss DeCamp, decides to adopt the lad. Quite a history precedes the boy, however, as he is the descendant of phony medicine peddlers, who taught him the refined art of stealing.

One day on an outing the boy crosses a hidden tunnel and inside discovers a fabulous treasure. Such is the reward, Powell goes out on a grand space. The boy, however, takes a previous statement of Powell’s that money corrupts literarily and forthwith dumps the treasure deep into a waterfall. To further aggravate matters, his carelessness causes Powell’s house to catch fire.

The boy then meets a man faced with severe physical and emotional problems. He is, however, a talented artist and has a wonderful talent for making the most of his circumstances. He plays the sly villain whose selfish manipulations caused the boy to go through a series of hardships. By the final moment it is obvious that the “boy” was actually the son of Powell’s brother.

The ending is a happy one and one of the factors leading to it is the retrieving of the treasure from its watery grave. Others in the cast are Charles Drake and Julia Adams, neighbors of Powell. The latter is always pleasant to watch and figures in an engaging role. Tod Tetzlaff directed.

Running time, 81½ minutes. General audience classification. For March release.

MANUEL HERBSTMAN

“Road Agent” (RKO Pictures)

TM HOLT’S usually large-sized Western-film audience will particularly applaud his “Road Agent” production, for its rapid action, brisk gunplay and better than usual tale, well directed, and produced with satisfaction, by Lesley Selander and Herman Schiom, respectively. Norman Houston wrote the story, which makes Holt and his pal, Richard Martin, a pair of "Robin Hoods" who save the settlers of Trail City from Mauritz Hugo, a wily cattle buyer who has purchased surrounding lands in order to place prohibitive tolls on all roads over which the cattleman must drive his herd on their way to market.

Tim and Martin hold up Hugo to get back what they feel is an overcharge on the toll. And inadvertently, they take all of Hugo’s money, which runs into many thousands. They turn it over to the harried cattleman to pay the tolls, thus actually returning the money to Hugo while doing a service to the cattleman. Hugo’s hold on the town later is broken when he moves outside the law to keep the cattleman from getting to market and is nabbed in the process by Tim and Martin’s brother.

The story moves swiftly and logically at all times, building to a gun-blazing climax when the two Robin Hoods are cornered in a mountain cabin by Hugo and his men. It builds with tradition; Holt goes into a clinch with Northern’s daughter of one of the cattlemen, at the finale.

Others in the cast are: Dorothy Patrick, Bob Wilks, Tom Tyler, Guy Edward Hearn, William Tennant, Sam Flint, Forrest Murray and Stan Blakey.


“The Small Back Room” (Archer-Snader)

WITH Britain-at war as background, this film endeavors to demonstrate the effects of war and strain on the family. Parents and children are separated as much as by war as by any other method. The whole is effective and the production values match the story.

David Niven plays a British scientist busy on secret projects. The strain of war is heightened by a psychical disability which doctors meet by prescribing drugs. Sometimes they help and then again they do not whereas Farrar finds antidote and comfort in straight Scotch. Thus, the contrast is between the drugs, which are authorized, and the liquor which is not. It is Kathleen Byron, Farrar’s romance, who does most to keep him away from the liquor and a growing program of self-pity. They quarrel and he goes for the Scotch.

Meanwhile, the Germans have been dropping a mysterious bomb on England. Farrar gets the assignment of disassembling it for study. In carrying off the task successfully, he also finds himself and lacks his emotional difficulties.

The film is based on a novel by Nigel Balchin and a script by Michael Powell and Emeric Pressburger, who also produced and directed. It is an unsatisfying mixture of various story elements, including mystery, psychiatry and suspense. Very good is the long sequence on the lonely beach when Farrar neutralizes the bomb. This outdoes by far the rest of the film with its unexpected shift into a “Lost Weekend” routine. What happens is all part of the same event, but portions are so loosely linked that the relationship becomes strained. The principals are competent and are thoroughly believable when the film allows them to be.

Running time, 90 minutes. Adult audience classification. Release date, not set.

“The Belle of New York” (M-G-M)

THE springboard for this latest and lavish M-G-M musical is thegaslight days—25 years ago. The characters range, women are sly, men be bold and gallant, and Currier and Ives illustrated the scenery and also were part of it. Fred Astaire and Vera-Ellen are the co-stars, singing and dancing an array of tunes by Harold Offinger and John Jenkins.

When the stars are on their agile pins, “The Belle of New York” gets away from its lethargic and dull story, takes on a witty pace and is something of a delight to watch. There is, for instance, Astaire doing an inimitable dance in a convincing routine on top of the arch in Washington Square, and Vera-Ellen doing a perfectly charming song-and-dance number when the story calls for her to try her hand at the feminine fatale business; another in which both of them bring to life a series of Currier and Ives prints which is a real triumph of artistry, and a fourth in which they sing and dance in and around a horse car.

But the story which has the irresponsible Astaire pursue the mission worker and the romantic booby traps which block their path to romantic bliss is droll and dull. In fact, it merely bridges and sets the stage for their routines. No matter how it is approached, any discussion of this musical must get back to those musical numbers which are so good that all else is completely outdistanced. It is a pity of course that the film is to be quite wonderful, but that, for all behind, if indeed she is, is the graceful and personable Vera-Ellen. They make a team which is on the wonderful side of the ledger.

The attraction is based, according to the credits, on a play by Hugh Morton adapted for its current purposes by Chester Erskine. Robert O’Brien and Irving Elinson wrote the screenplay, but the production departments that count in this effort are the individuals like Robert Alton who staged and directed the musical numbers; Warren and Mercer who wrote a pleasing, Gay Paris, the score; Cedric Gibbons, who directed the large-scale sets; Martin Smith, the far behind, if indeed she is, is the graceful and personable Vera-Ellen. They make a team which is on the wonderful side of the ledger.

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‘Red’ Charges By House

Group ‘Unfair’: Johnston

WASHINGTON, Feb. 16.—The House Un-American Activities Committee's criticism of the motion picture industry for what it charged was a failure to take steps “to check Communism within the industry” after the Committee's 1947 hearings, was termed “insincere and unfair” by Eric Johnston, Motion Picture Association president, in a statement issued at the weekend.

Johnston's statement was addressed to two points in the committee's report: one, that the industry “has failed to take positive and determined steps to check Communism in Hollywood,” and that efforts were made by Communists to influence the content of motion pictures.

Terming the first point “untrue,” Johnston said: “As a matter of fact the motion picture industry has taken many positive and determined steps against Communism and Communists. For example the Committee knows that leaders of the industry voluntarily agreed in a statement of policy in 1947 that they would not knowingly employ Communists. This policy has been adhered to since.” (Continued on page 6)

COMPO Sets

A 20-Topic

Parley Agenda

Depinet, Robbins, Mayer

Reports Due Tomorrow

Twenty items of business, including admission taxes, “Movietime” projects and election of officers and financing, have been put on the agenda for the Council of Motion Picture Organizations' two-day annual meeting which will open here tomorrow at the Hotel Astor.

Additionally, there will be presented tomorrow a report by Ned E. Depinet, COMPO president; a treasurer's report which will be read by George Dembrow for COMPO treasurer Herman Robbins who is vacationing in Florida, and a report by Arthur L. Mayer, COMPO executive vice-president.

Tomorrow's meetings of the COM-

(Continued on page 7)

Delay in Theatre

TV Hearings Seen

WASHINGTON, Feb. 18.—Another postponement in the Federal Communications Commission's televising hearings is almost certain, Commission officials believe.

The hearings are now slated to start March 10. That date was based largely on the assumption that the Commission would have time by the end of February to decide whether to freeze the television freeze and making city-by-city hearings mandatory. (Continued on page 7)

Foreign Topics Top

‘51 Reel Coverage

Nearly half of the newsreel topics presented on the nation's screens in 1951 dealt with various aspects of the foreign scene, thereby reflecting the growing impact of international events on the lives of Americans, the Motion Picture Association of America declared. A recent department an-

‘Greatest’ at Hall

Sparks NY Grosses

Bad weekend weather deflated Broadway grosses somewhat this week, but such attractions as “The Greatest Show on Earth,” “A Girl in Every Port,” “Phone Call From A Stranger,” and “Quo Vadis” did well.

Another fairly good grosser is “Viva Zapata” at the Rivoli which expected to hit a nice $36,000 for its second week.

At the Radio City Music Hall, an

(Continued on page 3)

Edit U.K. Films Here

To U. S. Tastes

Final versions of many J. Arthur Rank productions being released in the U. S. are being determined by American preview audiences in New York; Michael Truman, Rank producer, reported here yesterday upon his arrival from England. He will edit while here “Ivy,” Universal - Interna-

(Continued on page 3)

WB Reports

Quarter Net

Of $2,605,000

Increase of $792,000

Over 1951 Report

Warner Brothers Pictures, Inc. and subsidiary companies report for the three months ending Dec. 1, 1951 a net profit of $2,605,000, after provision of $2,500,000 for Federal income taxes.

The net for the three months ending Nov. 25, 1950 amounted to $1,835,000, after provision of $2,000,000 for Federal taxes and after provision of $200,000 for contingent liabilities.

Included in the operating profit for the three months ending Dec. 1, 1951 is a profit of $935,000 from sales of capital assets, before provision for Federal taxes, which compares with a corresponding profit of $676,000 for the three months ending Nov. 25, 1950.

The net for the 1951 three months

(Continued on page 3)

TV Effect on UK

Grosses Nil; Eckman

Although 70 per cent of England is now covered by television, it has had practically no effect on theatre business, Sam Eckman, chairman and managing director of Metro-Goldwyn-Mayer Pictures, Ltd., declared yesterday.

Eckman, who is here on a visit from England, explained that worthwhile pictures were doing as well as before, but lesser films are suffering.

Gross box-office receipts for the year of April 1950 to April 1951 were $5,200,000, compared to $5,920,000 for the same period in the previous year, he said.

M-G-M production in England this

(Continued on page 7)

Finske Joins UPT's

Florida State Unit

JACKSONVILLE, Fla., Feb. 18.—The appointment of Louis Finske, former president of Paramount Corp., a United Paramount Theatres affiliate at Wilkes-Barre, to Florida State Theatres, another UPT affiliate, was announced yesterday by Leon Nettler, Florida State head.

(Continued on page 3)

Fabian Toastmaster

At Variety Luncheon

S. H., Fabian, head of Fabian Theatres, will be toastmaster at the annual induction luncheon today of the Variety Club of New York, Tent No. 35, at the Hotel Astor. Industry leaders from all over the country will be on hand for the event which will honor

(Continued on page 7)
**Personal Mention**

B. G. KRANZE, executive assistant to United Artists vice-president William J. Heineman, became a candidate last Sunday when his daughter-in-law, Mrs. Donald Kranye, gave birth to a girl at Woman's Hospital here.

ELLIS G. ARNALL, SIMPE president, who has been named U. S. Price Saturday, will appear next Monday on NBC-TV's "Meet the Press." Air travel difficulties between Atlanta and Washington made it impossible for him to appear on the program as originally scheduled.

WALTER BRANSON, Western division sales manager for RKO Radio, has returned to his office here from Zinkerman's vacation, left here yesterday by train for Chicago.

HENRY HENIGSON, who has been on special assignment for M-G-M, has returned here from England and will head for the coast.

**Amend Para. Decree For Fla. Situation**

WASHINGTON, Feb. 18.—The Paramount consent decree has been amended to cover a changed situation in St. Augustine, Fla., Justice Department officials said.

Under the original decree, United Paramount Theatres was to sell one of its two theatres in St. Augustine. Under the amendment, one theatre can be torn down or converted to non-theatrical use, instead of being sold. With respect to the other theatre, UPT must for five years take a product limitation if there is the city independent with a suitable theatre who wants first-run pictures.

Justice officials emphasized that unlike the situation with the Warner consent decree, there does not have to be a finding that the independent tried to get the pictures but could not; the only conditions are that he have a suitable theatre and want the pictures. Officials indicated a drive-in would be considered "suitable."

**Events to Highlight 'Face About' Opening**

NASHVILLE, Feb. 18.—The personal appearances of Eddie Bracken, Dick Wesselman, William Tabbert, and Phyllis Kirk and the world premiere of Warner Brothers' color in Technicolor musical, "About Face," in which they star, will highlight the opening ceremonies of the new Tennessee Theatre here on Feb. 28.

A series of special events will precede the premiere. Involved in the events will be the governor and many other dignitaries.

FRANK R. HEIDERICH

**New Orleans, Feb. 18.—Frank R. Heiderich, well-known New Orleans theatre owner, died at Baptists Hospital on Feb. 14. He had been ill for several years, and he is survived by his widow, a brother, Henry F. and a sister, Augusta, all of New Orleans.**

The need for copper scrap is urgent. SAVE THE COOPER, PLEASE.

**J. H. Corwin Services On Coast Today**

LOS ANGELES, Feb. 18.—Funeral services will be held tomorrow, at 1:15, at Memorial, Hollywood, for J. H. Corwin, 65, veteran exhibitor, who died unexpectedly yesterday.

Surviving are his wife, Edith; two of his children, Sherrell and Corwin, and active in the latter's Metropolitan Theatres circuit, is survived also by two grandchildren.

**Louisville Exhibitors See 1952 Upswing**

Louisville, Feb. 18.—An informal survey among Louisville exhibitors and those out in the state indicates a general optimistic feeling that theatre business will return to normal during the current year. Business since the first of the year seems to be going fairly well, with the feeling here that it should steadily increase.

**Waugh Elected Head Of 'IA' Local 702**

George Waugh has been elected president of IASTATE Laboratory Technicians Local No. 702 here in ballotting that swept the entire administration slate into office. Waugh, who defeated Charles Voepel, presidential candidate for an independent faction, succeeds John F. Francavilla whom Richard F. Walsh, "IA" international president, drafted for the newly-created post of international representative of the IASTATE's new radio-television department.

Other officers elected were Paul Press, secretary-treasurer, and Jack Eynor, executive board member. Waugh previously was secretary-treasurer.

Some 65 per cent of the votes cast in the contest for president were for Waugh, it was reported.

Francavilla was among the 18 administration candidates elected delegates at the IASTATE international convention in Minneapolis on Aug. 4-8.

**Release MOT One-Reeler**

For the first time in 16 years, March of Time will release its first one-reeler subject next year under the title, "Baptism of Fire." Phil Wiliams, March of Time theatrical sales manager, said the subject, ordered by March of Time, with "physical distribution" going through National Sales, will be an "effective" subject.

**New York Theatres**

**Radio City Music Hall**

Rockefeller Center

**Deel D. Dullin's**

"The Greatest Show on Earth"

Color by Technicolor

SPECTACULAR STAGE PRESENTATION

**A Girl in Every Port**

In the role of Gene Krupa, Edward G. Robinson, as Groucho Marx and the Marx Brothers in "A Girl in Every Port" are the newsmakers seen here in the course of a photo session at Paramount Pictures Corporation. The photo was made recently in a scene in the film directed by Howard Hawks, which was presented to the press on Jan. 28.
Motion Picture Daily

Tuesday, February 19, 1952

NATIONAL

Pre-Selling

A FAR-REACHING trip has been made by Groucho Marx and Red Skelton, Paramount's DeSoto dealers have been made for the comedian's latest film, RKO Radio's "Death of a Slow Horse," which he co-stars with Marie Wil- liam and Benjamin Kendall. Mention of the film will be made on every show, and in the magazine circuit full-page ads calling attention to the co-starring vehicle, with Groucho leer- ing appropriately at his feminine feud.

Worthy of welcome by the film industry is a special promotion presentation of the current "American Number" of Vogue, entitled "13 of Hollywood's Creative Minds," written by Allen Talmy and illustrating the honors de- served by George Stevens, the director of "A Place in the Sun," Loren Keith, head of the U.S. Army Department, George Antheil, composer of the music for "The Swiper," Barbara Stanwyck, an "About Eve," Alfred and Emile Mil- lot, photographers of "Beaver Valley," Harold Stradling, photographer of "The Red Skies of Montana," and The North, composer of music for "Death of A Salesman," and Stephen Bus ton, Robert Patterson, Ray Sher son and T. Hec, the four who made "Ger- ald McBoing-Boing.

Collie's for Feb. 23mails Mitzi Gaynor as a "merry madcap" in a feature article written by Ezra Good man, who is Collier's new correspon- dent in Hollywood. The Collier's ar- ticle tells how the Chicago-born ballet dancer broke into the entertainment business and says the "I Don't Care!" of films is well-nigh "irresponsible as the star of the new George Jessel production. The magazine features a publication of color from the young artist. "Steel Town," Universal-Interna-
tional's exciting melodrama with color in Technicolor, which was filmed against the background of the Kaiser Steel Works in Cal, will open at the Palms Theatre in Detroit on March 18, launching one of the most conspicuous, national promotions between a large industrial concern and a film company. WALTER BROOKS

REVIEW

"The Woman in Question" (Rank-Columbia)

A MYSTERY THRILLER this British importation is mixture of sharp characterization and imaginative plot development presented in a mode which is a decided departure from the selective film-gor- flickers. It is a known fact that one person can be seen in the eyes of different peo-

ple in conflicting outlines. This angle is worked out with entertaining clever-

ness in the film.

In the screenplay by John Cresswell, Jean Kent is found murdered. As the detective in charge of the case Duncan Macrae interrogates several people who were close to her and by flashback there come versions of Miss Kent's story. Each flashback contains a little subject in itself and director Anthony Asquith has kept the narrative development fluent.

Quite naturally, since Miss Kent is seen in various roles, she runs a full gamut of emotions and she comes off quite well. Her performance is matched by that of her co-star, and through the webler of evidence and possibilities until with almost an inevi-
tability he pins down the guilty stranger. His progression of movements, puzzle, makes an interesting adventure in melodrama. A. J. Arthur Rank presentation, it was produced by Teddy Fair. Others in supporting roles are Dick Bogarde, Susan Shaw and John McCullum.


MANUEL HERBSTMAN

To Present RC Plea In Five Newsreels

Featuring a one and a half minute Red Cross Crosses, the theme of neighbor helpful neighbor, the five major newsreels will present Feb. 26 in Red Cross campaign for $85,000,000 in the nation's theaters.

Through the cooperation of the Committee of Motion Pictures Organization, the campaign trailer was pro-
duced at 20th Century Fox studios in New York, and will be shown as a post-credit Saturday presentations. The trailer is a capsule report of actual Red Cross activities as portrayed by a cast of Red Cross volunteers.

ARNALL IS CONFIRMED: JOHNSTON SWORN IN

WASHINGTON, Feb. 18.—Elia Ar-
nall, president of the Society of Inde-
pendent Motion Picture Producers, was confirmed by the Senate today as a special aid in the War Department. Secretary of War, Robert A. Johnston, was sworn in as chair-
man of the nation's new Industrial Devel-
opment Advisory Board.

NY Arts High School Begins Film Studies

The opening session of a 15-week course, "The Motion Pictures: Edu-
cational Potential in the School and Community," will be held today in the New York High School for Per-
forming Arts here. Dr. Franklin J. Keller, principal of the school, Miss Rita Hochheimer, assistant director in charge of visual education, will serve as co-ordinators.

Prof. Robert Gesner, chairman of the "Theatre and Society" course at New York University, will discuss "The Motion Picture As the 20th Cen-
tury Art Form." Russell Downing, execu-
tive director of Radio City Music Hall, will represent the Organization of the Motion Picture Industry under whose auspices the lectures are being con-
ducted.

W. B. Quarter Net

is equivalent to 46 cents per share on $619,788 shares of common stock outstanding for the corre-
sponding period last year by being eval-
uated to 26 cents per share on $624,000

shares.

Dollar, theater admissions, sales, etc., after eliminating intercom-
pany transactions, for the three months in 1951 amounted to $29,558,000, compared with $27,926,000 for the corresponding period last year.

Based on the operations for De-
cember and January, it is estimated that the net for the second quarter, which ends March 1, 1952, will be substantially less than the net profit of $2,014,000 earned during the cor-
responding quarter last year.

As of last Dec. 1, the company had total cash including some $60,056,315, against current liabilities of $36,033,513. Cash on hand totaled $25,068,502. Fixed assets were valued at $84,733,846, and total as-
tacts reached $164,339,768.

Change Hearing Date

CHICAGO, Feb. 18.—The Illinois drive-in anti-tax suit scheduled for hearing in Federal District Court here on April 28 has been put over to Sept. 29.

N. Y. Grosses

(Continued from page 1)

excellent $12,000 is seen for the sixth week of "Blackboard Jungle" at the Roxy. While at the Paramount, which headlines Gene Krupa on stage, a healthy $21,000 is expected for the opening week of "A Girl in Every Port.

The third and final inning of "Phone Pals" at the Roxy is expected to hit a very satisfactory $60,000. "Five Fingers" bows this week at the Dorothy Lamour heading the stage bill.

Still doing excellent business is "Quo Vadis" at the Astor with $24,000 seen in the current picture. Opening a good $33,000 is expected for the third week of "Sailor Beware.

disappearance of the opera's union which has kept the theatre dark.

Pull 'Red Skies' Loop Run

CHICAGO, Feb. 18.—"Red Skies of Montana," which was scheduled for a first Chicago showing at the RKO Palladium, be-released to drive-in theatres without having had a first Loop run as a result of the Palace's "The Wizard of Oz" which has kept the theatre dark.

SWG Will Present Award to Buckner

HOLLYWOOD, Feb. 18.—Screen Writ-
ers Guild will present its coveted Robert Meltzer Award, for the film most dedicated to the American scene, to Robert Buckner for his "Bright Vic-
tory," at the Guild's annual awards banquet next Monday night at the Hollywood Palladium. Other awards are:

Albert Hackett and Frances Good-


Samuel Fuller for the best story and screenplay produced for less than $400,000, "Steel Helmet."
THE BIGGEST PREM
CITY AFTER CITY FROM

OKLAHOMA CITY
OMAHA
WASHINGTON
SAN FRANCISCO

....BANDS!

BOSTON

....PERSONALITIES!

WICHITA

ATLANTA

DETROIT

THE WILD B

WENDELL COREY
VERA RALSTON

starring

with WALTER BRENNAN • WILLIAM CHING • RUTH DONNEL

Screen Play By RICHARD TREGASKIS • Story By AN

HERBERT J.
IERES IN YEARS IN
M COAST TO COAST

****CROWDS!****

****FESTIVITIES!****

ATES PRESENTS

LUE YONDER

9 Superfortress

FORREST TUCKER • PHIL HARRIS

• HARRY CAREY, JR. • PENNY EDWARDS A REPUBLIC PICTURE

EW GEER and CHARLES GRAYSON • Directed By ALLAN DWAN

The Group's Industry Criticism

THE criticism of the industry by the House Un-American Activities Committee for alleged failure to act promptly and effectively against Communists on Hollywood's payroll after the committee's 1947 hearings is unfounded, unfair, a diversion to the public and an injury to the industry, the motion picture industry, made in the committee's report for 1951, completely ignores the policy of refusing employment to known Communists which was adopted by major companies and which was enforced against the so-called "Unfriendly 10" in 1947.

It wholly ignores the fact that some companies even now are defending themselves in court against actions for millions of dollars in damages claimed by some members of that group as a result of the employment of Communists.

It completely ignores the fact that in pursuing that policy against known Communists the individual companies, M-G-M, RKO, 20th-Fox and RKO, had been consistently adopted by the Federal government with respect to employment of Communists.

It ignores, too, the absence of evidence in the committee's own records of any success achieved by Communists in influencing the content of films.

Whatever the reason for the committee's continued criticism of the industry's action against known Communists in its ranks, that criticism urgently needs to be challenged forthwith, and the record set straight.

With the Council of Motion Picture Organizations scheduled to meet here this week, a first order of business could well be a firm protest and forthright rejection of the committee's criticism, together with a public statement re-asserting its baseless contents.
National Sales Set for UA TV

During the next two months, United Artists Television will complete plans for sales representation through company-controlled employees in every key television market in the country, it was disclosed here yesterday by John H. Mitchell, director of UA-TV who has left on a cross-country tour of television markets. By March 1, Mitchell stated, the company will have sales representatives, on a city-by-city basis, in 30 top television markets. Each representative will cover a single market only, thereby providing film producers releasing through UA-TV with a sales concentration. The company’s president, Mitchell said, will necessitate a reorganization of the company’s sales operations. The program also calls for the addition of a few program series for release through the company. Toward this end, Mitchell will arrive in Hollywood about March 10 to conclude producer-distributor agreements with television producers for the release of new TV film properties.

TV for Three Years

Pictures general counsel, will take the stand. Keough will doubtless be subjected to prolonged questioning on the company’s trade practices and theatre acquisitions and sales, since almost all previous Paramount witnesses have been permitted to make pictures—no matter for what.

Paramount is endeavoring to “bring up its new stars with a sense of responsibility to the industry,” he declared at another point, adding that the company is trying to teach them that their conduct reflects not only on themselves but on the industry.

Eckman on TV

year will reach six or seven films compared to two last year, Eckman disclosed.

U. K. business for M-G-M is up, he asserted, and pointed out that “Quo Vadis” in openings in London did better than “Gone with the Wind.”

While here Eckman will confer with Eric Johnston, president of the Motion Picture Association of America, on conditions in England.

Tennessee Houses Burn

NASHVILLE, Feb. 18—A 19-year-old youth has confessed to three fires in the past three weeks in which two of three houses in Harrenman, Tenn., were destroyed.

COMPO Sets An Agenda

PO board and executive committee also will feature discussion of the “Movietime” star tours, “Movietime” advertising, speakers bureau, information, library, exhibition proposals, round-up ideas, cooperation with the U. S. Government in civil defense, cooperation with the U.S.A.F. for the Armed Forces and the industry’s brief for an “essential” rating by the government.

Topics on the program for Thursday’s meeting are: admission taxes, industry survey and research program, industry short subjects, financing of COMPO (dues - raising methods), election of officers, election of executive committee, admission to the membership of the Theatre Equipment Supply Manufacturers and Theatre Equipment Dealers associations.

The last item, COMPO reported, was “suggested by a New England exhibitor.” Each day’s sessions will begin at 10 A.M.

Mayer Champions Industry in Editorial in Hartford Paper

Publication by The Hartford Times of a guest editorial written by Arthur L. Mayer, executive vice president of the Council of Motion Picture Organizations, is one of the results of the recent conference held in Hartford by representatives of the motion picture industry and executives of the Times.

The editorial written at the invitation of Francis S. Murphy, editor and publisher of the Times, was published under a two-column headline as a feature of an editorial page. A two-column box on the paper’s first page with a photograph of Mayer called attention to the editorial which pointed out that behind every film theatre is “the greatest aggregation of talent the world has ever seen.”

No Theatre TV of Music Hall Show

Reports that deals have been set by Theatre Network Television for the broadcast of the garden parties and Easter shows of Hall Easter show and the “Carmen” performance of the Metropolitan Opera are denied here yesterday.

The denial of the “Carmen” show came from a spokesman for the Metropolitan Opera Co., said that there have been negotiations but no final deal. This was underscored by a spokesman for the American Federation of Musicians, which would have to clear such a performance. He, too, said that the AFM had been approached and that it had the possible interest under its constitution, but no AFM approval had been given to the project as yet.

Russell V. Downing, executive vice-president of the Hall, said the Easter show would not be offered for theatre telecasting. TNT asked to comment on reports that it is offering eight attractions, including those above, a Broadway show and Garden sports events, would only say that it has several programs under active consideration. There is nothing definite and final on some programs, TNT added, and in some instances union clearance and theatre distribution are needed.

TNT asked to comment on the report it had booked the Broadway show “Two on the Aisle,” would not go beyond its prepared statement. The producer of the show could not be reached for comment.

As announced here previously, TNT has been negotiating with rights to Garden events, among them the National Invitation Tournament basketball finals, and has been negotiating for the three or four Robison-Olen bouts on the Coast.

Pitts to Tax Cut Signing

Dick Pitts, assistant to Gaal Sulli- van, executive director of the Theatre Owners of America, left here yesterday by plane for Jackson, Miss., where he will represent the national organization at ceremonies to be held today at the capitol when the governor signs the bill cutting the state’s amusement tax from 10 to two per cent. T. E. Williams, head of the Mississippi unit of the TOA, will represent that group, which instituted the drive against the tax.

TV Hearings

TV channel allocations. It is believed that the Commission must get this out of the way before it can turn to the theatre TV hearings.

In Fort Wayne

Speaking in Fort Wayne today, FCC chairman Wayne Coy said it now looked like the “middle of March” before the allocation order is issued, and some observers think it will be closer to the end of next month. That means the theatre TV hearings cannot start until the end of March or early April.

Coy’s Speech

In his speech, Coy also said that assuming the freeze is lifted in mid-March, it is unlikely there will be more than 20 to 30 new TV stations on the air this year. He pointed out that after lifting the freeze, the Commission would have to wait two to three months for new applications to come in before it could start processing requests for licenses. In most Metropolitan areas, he commented, there will be more applications than frequencies available, necessitating lengthy hearings in each case. Finally, after the Commission makes a grant, the licensees have two more months to start construction and another six months to finish and get on the air.

Meanwhile, American Broadcasting Co. and National Broadcasting Co. notified the FCC of their intentions to take part in the theatre television hearings.

A Place In The Sun

was a great picture of young love.

Now the same producer-director has made a great picture of adult love . . .

George Stevens

Something To Live For

A Paramount Picture
STANDEES...

SHOWMANSHIP that speaks for itself!

Depend on these colorful, cut-out beauties to do a job of selling for your attractions! They're packed with SHOWMANSHIP . . . splashed with COLOR . . . and brilliantly presented in their fluorescent-lighted bases. You can use them anywhere . . . in your lobby, foyer, or out in front of your theatre . . . and the job they do in exploiting your attractions . . . speaks for itself . . . at your BOX-OFFICE!
Plan Quantity Production Of Eidophor

Sponable Confers with GE and Swiss Engineers

Plans for quantity production of 20th Century-Fox's CBS color theater television system are now underway both here and in Zurich, Switzerland. Earl Sponable has disclosed following his recent return from Zurich. Sponable, who is research director of 20th-Fox, said that mass-production plans for Eidophor are in the blue-print stage with engineers in Switzerland and the United States now working.

(Continued on page 7)

Warner Directors Are Re-elected

At the annual meeting of the stockholders of Warner Brothers Pictures, Inc., held in Wilmington yesterday, stockholders re-elected the following directors for a period of two years: John E. Bircwirth, Waddill Catchings, Robert W. Perkins, Albert Warner, Harry M. Warner and Jack L. Warner.

The stockholders also authorized the cancellation of 1,152,215 shares of

(Continued on page 5)

Theatre Taxes Hit By Miss. Governor

JACKSON, Miss., Feb. 19.—Gov. Hugh L. White of Mississippi today declared that "it is economically bad to add unfairly to the tax burden of the motion picture industry which already is groaning under the weight of general Federal and State personal and corporate tax legislation and the Federal tax on admissions of 20 per cent."

The governor issued this statement on the occasion of his signing of the

(Continued on page 4)

See More Than 100% Rise in UA Income in S. America

A forecast that United Artists revenue from the South American and Latin American markets will be more than double that of last year was made here yesterday by Arnold Picker, vice-president in charge of UA's foreign distribution.

Picker, who recently returned from a four-week tour of the South American Continent, based his prediction on what he described as the thriving vitality of the market, with economics (Continued on page 4)

Brotherhood Awards To Fabian, Walsh

Simon H. Fabian, head of Fabian Theatres; Richard E. Walsh, president of the IATSE and actress Celeste Holm will receive the annual "Brotherhood Awards" of the National Conference of Christians and Jews at a dinner at the Hotel Waldorf-Astoria.

(Continued on page 5)

N.Y. Variety Club Selects PAL as Its Main Charity

The Police Athletic League of New York City has been selected as the principal charity of the Variety Club of New York, Tent No. 35, it was revealed here yesterday at the tent's annual induction luncheon at the Hotel Astor. The luncheon featured the induction into office of

William J. German as the tent's chief Barker, and served as a farewell tribute to Fred J. Schwartz whom German succeeded.

Mayor Vincent R. Impellitteri and Police Commissioner George P. Monaghan accepted the tent's support of PAL in addresses that emphasized their appreciation of the industry's "civic consciousness." The

Mayor assured the hundreds who were present at the luncheon that the tent "has the undying gratitude of the people of the City of New York" for the contributions it has promised to make to PAL, which dedicates itself to improving the lot of the city's underprivileged children.

The disclosure that PAL was selected as the charity on which the New York Variety Club will contribute was made by Harry Brandt, who was one of several speakers introduced at the luncheon by toastmaster S. H. Fabian.

Fabian reported that Schwartz left the office of chief Barker with the tent free of debt for the first time

(Continued on page 4)

FPC Business Good, Pays Extra Dividend

Toronto, Feb. 19.—Famous Players Canadian Corp. has declared a 30-cent quarterly dividend payable March 22 to shareholders of record on March 2 plus a 20-cent per share extra dividend resulting from a good year in 1951.

A. L. Mayer Declines New COMPO Term

Arthur L. Mayer, executive vice-president of COMPO since its founding in 1949, said yesterday he would decline to serve another term, having definitely decided to retire from the post.

Neil E. Deinert, COMPO president and president of RKO Pictures, although desirous of re-igniting the COMPO post, has indicated he will consent to serve again if no nominee acceptable to all segments of COMPO can be agreed

(Continued on page 4)

COMPO Reply To House Unit Put on Agenda

Made First Order of Business for Meeting

The previously prepared agenda for the Council of Motion Picture Organizations' meetings starting here today was revised yesterday by Arthur L. Mayer, executive vice-president of COMPO, to include as a first order of business consideration of an all-industry reply to the annual report of the House Committee on Un-American Activities, which criticized the industry for alleged dilatory action in eliminating Communists from the industry following the committee's 1947 hearings.

The action was taken in response to industry's resentment of the committee's criticism, regarded in the industry as unfair and unfounded. It is also felt throughout the industry and within COMPO that the injury done the industry by the report should be answered and countered by the all-industry organization rather than by

(Continued on page 4)

Propose Wide Use of NY Teaching Project

A proposal that the New York Board of Education's course on motion pictures, aimed at acquainting teachers and pupils with phases of the industry, be duplicated on a regional basis throughout the country has been made by the Organization of the Motion Picture Industry of the City of New York.

The New York exhibitor group has forwarded the suggestion to the Council of Motion Picture Organizations.

(Continued on page 5)

DuMont Move for Severance Is Hit

WASHINGTON, Feb. 19.—The Federal Communications Commission's broadcast bureau today opposed a motion by Allen B. Du Mont Laboratories for severance from the "catch-all" Paramount hearings.

United Paramount Theatres and Balaban and Katz, however, filed in support of the Du Mont motion.

The question of whether Paramount Pictures controls Du Mont and the status of Du Mont TV station license

(Continued on page 6)
Personal Mention

PHIL REISMAN, RKO Radio vice-president in charge of foreign distribution, has returned here from a tour of the company’s Latin American offices.

M. L. SIMONS, home office assistant to H. M. Riches, exhibitor relations head for M-G-M, will be in Wausau, Wis., Monday for talks in the morning before a joint meeting of the Rotary-Kiwans and in the afternoon with the Wausau Women’s Club Better Films group.

JOHN BURROWS, president of the Motion Picture Editor, has returned to Hollywood from the studio’s production department in Hollywood, is due to be released from Cedars of Lebanon Hospital within 10 days.

HAROLD WURTHWEIN, Monogram-Alfred Green, production manager, has returned to Hollywood from Kansas City and St. Louis.

LOU FORMATO, M-G-M Philadelphia branch manager, and BENV H. ROSENBLUM, Boston manager, were home office visitors yesterday.

H. M. Richey, M-G-M exhibitor relations head, is scheduled to arrive at Ft. Lauderdale, Fla., from here for a vacation next Wednesday.

MAYN MARVIN, head of Wise, is due to return to the studio from New York City any time this week.

CHARLES BRASSING, RKO Radio’s North-South division sales manager, left here for Toronto last night.

HOWARD E. KONN, ad-publicity head of Picture Films Corp., has returned here from the Coast.

DOUGLAS FAHRINZ, Jr., will leave here today by plane for Boston.

JACK SCHLAFER, vice-president and general manager of Reodart and Jack Broder Productions has left here for Chicago.

ARTHUR E. ELLIOTT, RKO Radio’s branch manager in Calgary, Canada, and MRS. ELLIOTT announce the birth of a son, Arthur Kirk, their first child.

ROGER ROGERS, M-G-M radio contact, has returned here from Jamaica, B. W. I.

MAURICE (Bucky) HARRIS, Universal home office exploitation representative, has returned here from St. Louis.

DAVID CANTOR, RKO field man, is in Atlanta from New York.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Review

"With A Song in My Heart"

(20th Century-Fox)

T HE MARK of solid commercialism is stamped all over "With A Song in My Heart." It is the story of the life of Jane Froman, and as such the theme naturally becomes a heartwarming one of triumph over defeat and deserve. Colorful, M-G-M has cut from its own screen a film that has been notably generous in production values, including color by Technicolor.

Susan Hayward does an excellent portrayal as Miss Froman. There are certain popular songs here, the picture will vie with Miss Froman dubbed in for them. Miss Hayward is credited with magnificent mannerisms and gestures of Miss Froman. It frequently brings to mind Larry Park’s celebrated Al Jolson.

The showy Technicolor used to relate the story which begins with Miss Froman meeting entertainer David Wayne at a radio audition. He is rejected but she is accepted, and gets her first break singing a toasted peanuts comedy. Miss Froman does develop, always making a hit professionally and he flop. Wayne, playing Don Ross, marries Miss Froman and at first seems content to remain in the shadows as husband-manager.

In the meantime a new romance enters her life in the form of Romy Calhoun, and love and heart until a crash. Quite a problem of conscience is faced by Miss Froman in the light of her dying love for Wayne and new attraction for Calhoun. It is all cleared up successfully, however, when Wayne nobly steps out of the picture.

Miss Froman’s return overseas to finish the interrupted joy of entertaining wounded troops will win the heart of audiences everywhere. The picture is colorful, complete and bright and a kiss at the box office. Performances are splendid all around, with Thelma Ritter, as a nurse-companion to Miss Hayward contributing superb support.


Walter Lang directed with customary know-how. The film runs 117 minutes and is packed with entertainment values all the way. Running time, 117 minutes. General audience classification. For April release.

Mandel Herrstman

Anderson to ‘Sub’ for Hall Walsh

Arthur Anderson, Warner Brothers’ branch manager in Minneapolis, has been appointed acting district manager for Michigan, Wisconsin, and the 430-theatre circuit network tomorrow, speaking directly to Mutual executives from Coast-to-Coast in connection with the formation of "The Green Glove," which is the network’s selection as "Movie Mystery of the Month."

Sullivan at Board Meeting

A luncheon-meeting of the New York Film Board of Trade to be held today will hear God Sullivan, executive director of the Theatre Owners of America, discuss plans for an industry scientific research institute and the forthcoming screening TV hearings before the Federal Communications Commission in Washington.

Exhibitors Talk Merger

S AN FRANCISCO, Feb. 19.—Committees representing the membership of the National Association of Theatre Owners and the Independent Theatre Owners of Northern California are said to have been engaged in a series of conferences looking to a merger of the two organizations. Rosy Harvey is president of the ITO, L. S. Hamm head of the CTA.

Palace Boxes Kaly

Chandra Kaly and his dancers have been added to the new RKO Palace two-a-day show opening Feb. 26. for a three-week engagement. Other acts already signed include Lauritz Melchior, Ben Blue, Jean Carroll and the Romeo and Juliet of Across the Channel, and others.

NCA Board Meets

MINNEAPOLIS, Feb. 19.—Board members of North Central Allied attended their semi-annual meeting here to discuss the Minneapolis branch unit’s film program for the 1952 convention. Tentative dates for the meeting are May 2-12 at the Nicollet Hotel.

The copper shortage is critical. SAVE YOUR COPPER DRIPPIE.

Newsreel Parade

THE funeral of King George and fighting for Korea are current newscast highlights. Other items include the Winter Olympics and baseball.

MOVIEPOTE NEWS, No. 16—King George laid to rest in Windsor Castle. Willie Sutton captured. Winter Olympics.


TELENEWS DIGEST, No. 5A—Rites for King George. Big League ball players in gold context.

UNIVERSAL NEWS, No. 111—Winter Olympics.

WARNER PATHE NEWS, No. 9—Funeral of King George. Winter Olympics.

Rosenberg to Head Penn Para. Circuit

Ben Rosenberg, in charge of New England Theatres, operating in New Haven, Hartford and other Connecticut cities, will replace Louis Finske as head of the Northwest Circuit, when he was discwised here yesterday. Both are affiliates of United Paramount Theatres.

Finske will join another UPT affiliate, Florida State Theatres, with headquarters in Jacksonville, and vice-president. Finske will remain for a while in Wilkes-Barre, headquarters of the Penn Paramount Corp., to brief the staff of the new circuit. He is expected to leave for Florida in a few weeks.

Harry W. Havanick, former city manager of the three UPT theatres in Philadelphia, who has been appointed to Florida State Theatres as director of circulation, and sending man for merchandising, was replaced in Philadelphia by Jay Wren.

De Coster Quit for His Own Business

Gabriel C. DeCoster, manager of Skouras Theatres here, has resigned as of March 1 to open his own real estate office in New York. He will dwell in that city.

DeCoster has been with the Skouras interests for over 21 years; previously he handled real estate for Fox Theatres in Detroit.

DeCoster’s duties will be handled by Lou Weber, general counsel for the circuit.

"Stromboli" at Museum

"Stromboli," in an extended 11,000-foot version, is being screened at the Museum of Modern Art here yesterday for trustees of the museum and a special group of members interested in theaters. The extended version of "Stromboli" ran about 8,100 feet.

The showing was prepared by Richard Griffith, curator of the museum’s film department. The print has subtiles in French and was made available to the museum by the Consul General of France.
FACTS ABOUT M-G-M’s GOLDMINE
“LONE STAR”!

It is called by critics another “Honky Tonk,” the kind of “treat ’em rough” love drama that the Gable fans adore him in! It is doing smash business from Coast to Coast.

PHILADELPHIA—Biggest M-G-M five-day gross since July 1949.

LITTLE ROCK—Best first two days since November 1949.

FORT WORTH—M-G-M’s top five-day gross in three years.

CORPUS CHRISTI—First week tops all M-G-M pictures since May 1947.

DALLAS—Running ahead of everything except “Show Boat” in past two years.

SAN ANTONIO—Second highest six-day gross since June 1949.

AUSTIN—Second highest six-day gross since June 1949.

And imagine this! In Knoxville, Peoria, Los Angeles, it’s only a few dollars less than famed “Show Boat”.

Hitch Your Box-office to a “LONE STAR”!

Clark fights the battle of Texas!

Ava fights the battle of the sexes!
Mayer Declines

(Continued from page 1)

upon. Mayer said that while he would like to relinquish his duties at once, if the COMPO membership cannot agree on his successor he would remain a very limited time until a successor is chosen. The maximum period he would remain in the post would be a matter of weeks, he indicated.

Alicoate Chairman

The COMPO nominating committee, of which Jack Alicoate is chairman, met yesterday to draw up a slate of nominees to submit to the membership meeting which opens here today. Mayer was called into the committee's meeting and urged to remain in the post but reportedly continued adamant in his decision to withdraw.

In consequence, it was reported, the nominating committee was unable to round out a complete slate and presumably will meet again to canvass other candidates for the post being relinquished by Mayer.

Urge New Plan

In some COMPO quarters yesterday, however, it was being urged that maintaining a functioning executive vice-president should be delegated to the president, subject to the approval of COMPO's membership. Under that plan, Depinet, who is expected to be recalled, would choose his own administrative aide and submit the name to the COMPO membership for approval.

It is expected that Robert W. Crawford, a COMPO special counsel, and Charles McCarthy, public relations director, will continue in their posts.

Variety Club Induction

New York's Mayor Vincent Impellitteri addressing members of the Variety Club yesterday evening for new officers in the Hotel Astor here yesterday. At the Mayor's left, seated, is William German, new chief barker of the local Tent. At the right, Police Commissioner George F. Monohan; Fred Schwartz, retiring chief barker, and Adolph Zukor, Paramount Pictures board chairman.

N.Y. Tent Selects PAL

(Continued from page 1)


UA Foreign Income

(Continued from page 1)

booming in many countries and many new theatres being built. Commenting on the various countries which he visited with Sam Becker, UA Latin American supervisor, Picker welcomed the changed situation in Brazil. Effective Feb. 1, Picker continued, the admission price ceiling was increased 35 per cent with the exception of the city of San Paulo, where prices already have been hiked.

Regarding UA's sales convention in Brazil, the first which the company has ever held in that country, Picker said the line-up of UA product won an enthusiastic reception.

In Bolivia, Picker disclosed that UA is now in the process of closing a deal with circuit owner Calero Paz. UA's first such deal in that country in a message. While in Chile, Picker paid a courtesy call on Gabriela Gonzales Videla, Chilian President, to thank her for the free market for American films. In reference to Chile, Picker also said UA is now closing a deal with one of that country's large circuits.

Theatre Taxes Hit

(Continued from page 1)

state's theatre tax reduction bill. The bill's signing climaxcd a concentrated anti-tax campaign carried on by the Mississippi Theatre Owners with the cooperation of TOA. Effective July 1, the measure calls for a two per cent tax on each gross revenue dollar for individual theatres and small circuits up to 10 theatres, and an additional three per cent, or a total of five per cent, for circuits of more than 10 houses. The law will replace and which has been in existence since 1932, levied a tax of from 10 to 13 per cent.

Gov. White said Mississippi by virtue of the new bill "recognizes the fact that the theatre has long since ceased to be solely a place of entertainment. It has become a community institution of first rank . . . and it should not be unduly taxed.

Film theatres, White said, "seek no government subsidy or price supports. They merely ask that, in common with other necessities of communication, such as newspapers, radio, and magazines, they be relieved of any special form of taxation."
NY Project

(Continued from page 1)

cil of Motion Picture Organizations and the Theatre Owners of America, it was learned here yesterday. The disclosure came following the first lecture in the 13-season course at the High School of Performing Arts, attended by over 300 junior and high school teachers. Among those addressing the group was professor Robert Gessner of New York University, who delivered an address on the "Motion Picture as an Art Form." Russell Downing, vice-president and executive director of the Radio City Music Hall, in his short welcoming address to the teachers said, in part, "It is our hope that in this course we will be able to give you an honest account of how pictures are made and some of the problems we face in showing them."

Bulletin Bows

The inauguration of the course also marked the bow of a bulletin for teachers titled "Views and Previews," which is being distributed throughout the New York school system. The bulletin carries a forward by David H. Moskowitz, assistant superintendent of the city's high school division, which reads in part: "The motion picture is an instrument for dramatizing the continuing struggle for freedom and maintaining our democratic institutions, and for making meaningful the worth and dignity of human personality."

In addition, the bulletin favorably reviews such films as "Viva Zapata," "The Olympic Elk," "The Greatest Show on Earth," and "Cry, The Beloved Country." It is published by the New York exhibitor group with Esther L. Berg, as consultant.

Following the lecture there was a reception at the South Lounge of Radio City Music Hall attended by public relations counsellor Lynn Farnol, Gessner, Dr. Jacob Greenberg, of the Board of Education, Fred Schwartz, Century Circuit vice-president.

It was also announced that besides the fifteen lectures, there will be screenings of four films, two of which will be "My Six Convicts" and "With A Song in My Heart."

First 'Road' in Color

Hollywood, Feb. 19—"Road to Bali," the first Bing Crosby-Bob Hope "Road" picture with color in Technicolor, will go into production on April 14, Paramount has disclosed. Harry Tugend will produce.

Brotherhood Awards

(Continued from page 1)

Here on Thursday evening, Feb. 28, highlighting the participation of the amusement division in National Brotherhood Week observance.

Louis Nizer is chairman of the Brotherhood dinner committee; J. Robert Rubin is general chairman of the amusement division and George P. Sloora is national chairman of Brotherhood Week committee and chairman of the amusement division.

Final plans have not yet been set for the dinner which will bring entertainment industry leaders of all faiths to the dais of the Waldorf.

Harker Joins Farnol

Marjorie Harker, former publicist with the March of Time here, has joined the staff of Lynn Farnol.

Baptism of Fire

...it will Supercharge your Box Office

BUY IT NOW!

released by
write: Phil Williams, Theatrical Sales Mgr.
MARCH OF TIME, 369 LEXINGTON AVE., N. Y.
RUNNING TIME 13 MIN.
New England Storm Barely Hits 'Dwarfs'

New England’s blizzard and low temperatures have not seriously up-dated Disney's “Snow White and the Seven Dwarfs” grosses. The picture, distributed by RKO Radio, is said to be doing very well at a recorded in months in most New England situations and is running only 10 per cent behind 1940’s high-grossing “Cinderella,” the Disney office here reports.

Sparked by an exploitation campaign by RKO Radio's director of exploitation, figures are said to compare favorably with the previous Disney releases. Disney officials state that the first 10 New England theatres from which comparative figures could be shown, “Snow White and the Seven Dwarfs,” averaged $35,692, compared to $37,092 for “Cinderella,” or just under 10 per cent less. At Keith's Memorial in Boston, “Snow White” grossed $36,000 for the week, compared to $35,000 for “Cinderella.”

Storm Slows Film Delivery in Boston

Boston, Feb. 19.—Several Boston film distributors were hit due to the heavy snow storms on Sunday night and yesterday morning picture film delivery trucks were unable to reach Boston theatre houses which were locked to play theatres in the Boston area.

The Boston and Maine Railroad as well as the Maine Central Railroad which also carries film to and from points in Maine failed to make any trip to Boston yesterday.

16 Openings in 10 Days for ‘Greatest’

Yesterday Cecil B. DeMille’s color in Technicolor “The Greatest Show on Earth” began its first two of 16 extensive road-show engagements, a 10-day period at the Centre Theatre, Buffalo, and at the St. Francis Theatre, San Francisco, and today will open at the Madison Theatre, Detroit; Paramount, Atlanta; Keith’s and Metropolitan, Baltimore; and Hammond, Indiana. During the rest of the 10-day period it will open at the Orpheum and Warner Theatre, Seattle; Winter Garden, Omaha; Capitol, Cincinnati; Boyd, Philadelphia; Paramount, Kansas City; Kentucky, Lexington; Liberty, Zanesville; Circle, Indianapolis.

Meanwhile, the film has been selected as the Picture-of-the-Month by the California State Congress of Parents and Teachers.

The need for copper scrap is urgent. SAVE THOSE COPPER Drippings.

Combined Film Ads Boost Business

New Orleans, Feb. 19.—Drive-in theaters in New Orleans this week have been combined to handle their local newspaper advertising. By running each ad eight times a week in a directory-type ad expense have been cut and results are said to be far excelling previous expectations. Theaters reported the best January on record. In the combine are the Allen Drive-in, Englebrights in Movies, Skyvue and St. Bernard Drive-in.

Newspaper Cuts Ad Rates for Theatres

In cooperation with the Organization of the Motion Picture Industry of the City of New York, the New York Daily Mirror today will inaugur-ate as a reader service a directory of suburban movie theatres for its patrons. The directory, which will be published twice weekly, on Wednesdays and in the Sunday Mirror magazine section, “will be for the time issue cap-able of pictures playing not only in first-run Broad-ways but in neighborhood houses as well,” according to the statement by the industry organization.

OMPI is Urging

The OMPI is urging its 700 exhibitor members to support the promotion with “every means of exploita-tion including trailer announcements, theatre lobby displays, reprint mailings to patrons, blow-up displays in local food chains and newstand posters.”

Kamern and Feldun

In New MGM Posts

Lee Kamern, manager in India for M-G-M, will be transferred to the top sales post in Italy. This position has been vacant since the death of Ar-management Massimelli last November. Kamern, one-time manager of the Astor Theatre on Broadway, has been a member of M-G-M’s international a. 1945. Morton A. Spring, first vice-president of Loew’s International, reported the Kamern promotion here yesterday. At the same time he said that Kamern’s suc-cessor will be Leon Feldun, currently manager of the New Theatre in London. Feldun will be filled by Bronislaw Landau, who before World War II was manager for M-G-M in Poland. His most recent position was as a branch manager in North Africa.

Memphis Theatres Unite, Cut Prices

Memphis, Feb. 19.—Eighteen Mem-phis theatres today banded together and announced a reduced admission price for students.

The slash was about 40 per cent and varies according to price scales of individual houses. The ﬂow where the adult admission price is 50 cents, the new student price will be 30 or 35 cents.

Student identification cards will be used, 15,000 such cards having been mailed to students from 12 years of age and all those who are seniors in high school.

Theatres joining in this movement are the Lucian, Madison, Malco, Memphian, Normal, Rosemary, Rocky, Skyvue Drive-in, Summer Drive-in, Airways, Belair Drive-in, Bristol, Centennial, Hollywood Square, Lam-mar, Lamar Drive-in and the Linden Circle.

The cards expire on May 31 but may be renewed at that time at any of the theatres. The same card may be used at any of the 18 houses.

PSI Offers Film Packages to TV

A group of TV film packages is being made available by Proctor Syndications International, Paul White, president, disclosed here yesterday.

Among the projected films for television will be “Perry Mason,” a half-hour serial, which will be sold to CBS-TV. Available properties include 68 fea-ture films; six TV film program packages, PSI claimed.

White also claimed that a syndicate of private financiers has been set up to support the production output of several unnamed top producers.

DuMont Move

(Continued from page 1)

applications are among the many is-sues that will be discussed, White said, as he1...10 going on before FCC hearing exam-iner Leo Resnick. Du Mont last week asked the Commission to sever its issues from the hearings imme-diately.

Today, Curtis Plummer, chief of FCC’s broadcast bureau, filed a state-ment opposing the motion as “prema-ture.” Moreover, he said, the Com-mission’s findings did not make him time to prepare findings on this point.

UPT and B. and K. said they thought that Du Mont motion would expedite the Paramount hearings and would be in the public interest.

The hearings, in recess today, will resume tomorrow, with Paramount Pictures general counsel, Austin C. Keough, slated to testify.

See $70,000 for ‘Vadis’

Chicago, Feb. 19.—“Quo Vadis,” which opened at the Oriental theatre February 17th, is now running to the peak of capacity crowds Saturday and Sunday nights with an un-named “small talk” at the start of the last. Sunday of the week ending the management to reshow the first reel after the last complete show. The new price of $70,000 first week’s gross.

Reviews

“Hoodlum Empire” (Republic)

H OODLUM EMPIRE is satisfactory entertainment, with a cast of solid names and able performers, placed in a story that is as timely and interesting as today’s newspaper headlines which for weeks have been socializing with crimes, syndicates, and crime investigations clear across the country, with particular attention being given to the subject in the very heart of the Federal Government, in Washington.

Basically, the tale talks about the result of the public exposure of the ma-chinations of a crime syndicate, a vicious ring. Bob Consine's story was molded dramatically and convincingly by associate producer-director Joseph Kane. Conside=

in collabora-

tion with Bruce Manning in writing the script which, in the light of past revelations, is completely believable. The message is effective, the story is more often than not, exposed, can no longer go about their dirty business without fear, and also that they cannot operate unless a gullible public supports them.

The cast is headed by Brian Donlevy, playing the Senator who heads the investigation committee; Luther Adler, king-pin of the “hoodlum empire”; Claire Trevor, an underworld beauty; Forrest Tucker, a thug with a killer instinct; John Russell, as the boy who breaks with his racket past, and Vera Ralston as a French girl who marries Russell.

When Russell returns from the army, he decides to go straight, but Adler and his gang keep re-counting his past associations. When the Senate com-mittie goes after the gang, the mobsters try to implicate Russell, who is the way the suspicion. In the end, the gang destroys itself and Russell is cleared publicly.

Others in the cast are Gene Lockhart, Grant Withers, Taylor Holmes, Roy Barcroft, William Murphy, Richard Jacek, Don Beddoe, Roy Roberts and Richard Benedict.


Morton Picture Operators, Local 162 will con-continue pact negotiations with local ex-hibitors at a meeting tomorrow. The meeting was set after copies of the union contract were sent to all local theatre managers. Exhibitors de-cided to hold one big meeting with the operators and agreed that what-ever was resolved at the meeting will be used to effect in the San Francisco Theatres.
A. T. & T. Seeks to Add Lines for Western Service

The long lines department of the American Telephone and Telegraph Company filed an application yesterday with the Federal Communications Commission for authority to provide additional channels for television service in Chicago and San Francisco, it was announced here.

The additional channels will operate on the same frequencies and use micro-wave radio-relay system that now carries both telephone and television circuits and which was in service last year.

At present there are two channels for television, one in each direction, between Chicago and San Francisco, and an additional westbound channel in the Chicago-Omaha section. Of the three new channels planned, one will be placed in service late this year and will operate from Chicago to San Francisco. The other two channels will be placed in service in 1953 and one from San Francisco to Chicago and one from Omaha to San Francisco. Upon completion of this project there will be five channels between Chicago and San Francisco available for full time television service. These channels are being constructed from Kansas City to San Antonio.

Television--Radio

Comment and Opinion

THE television board of the National Association of Radio and Television Broadcasters has approved $40,000 to cover the first year's administration of the new television code which goes into effect March 1. Mr. Myron E. Skouras, chairman of the board and head of the board, heads the review board which consists of five members. Stations subscribing to the code will display on the air a seal to indicate their support of the code's standards. They cannot be applied too soon. Despite all the talk of a "clean up" of program content, off-color jokes and gags are still delight in offensive characterization. Fetzer's board has its job cut out for it.

Six new cities in the South and Southwest—Miami, New Orleans, Houston, Ft. Worth and Oklahoma City—are to be added to the five television network in time to receive the national political convention telecasts from Chicago. The A. T. & T. is speeding expansion of its facilities to make a one-channel link available to those cities. Univ. and San Antonio will join the network in time for Election Night.

One of the few programs on the air are celebrating anniversaries. NBC-TV threw a big party last week when the "Howdy Doody" show marked its 1,000th telecast. Credit must go to producer Roger Muir who made the three originating points blend smoothly into a gay occasion. Sections of the program came from New York, Hollywood and Chicago... Also on NBC-TV, the "Original Amateur" show... came up for its 900th to last night. 1952 marks the program's fifth consecutive TV year and its 18th year on radio. It was quite a sentimental occasion Monday night when the 25th anniversary broadcats of Cities Service went on the air from Carnegie Hall. Edwin Franko Goldman directed the first show back in 1927... The Camel News Caravan will celebrate its fourth anniversary on NBC-TV Friday, and on ABC-Radio, "Stop the Music" starts its fifth year of successive broadcasts... The Voice of America is 10 years old this week.

It has taken some months for the Ezio Pinza Show over NBC-TV to get organized and establish a format to fit the talents of its star performer. Pinza now obviously has found his bearings, for his program last week was well organized and a delight to the ear. As his guest, Patrice Munsel is charming. Since Pinza hails from opera, and Miss Munsel is a star of the Met, their duets from Don Giovanni hit the spot. The show now has a pleasant pace and last Friday was mixed in a few chuckles with the musical enjoyment.

In that same vein, NBC-TV's opera program last week, presenting Puccini's "The Cuckoo," was a gem in its own way. It was undoubtedly the best presentation in the series so far and suffered only from one flaw: it came up for its 900th to last night. 1952 marks the program's fifth consecutive year and its 18th year on radio. It was quite a sentimental occasion Monday night when the 25th anniversary broadcats of Cities Service went on the air from Carnegie Hall. Edwin Franko Goldman directed the first show back in 1927... The Camel News Caravan will celebrate its fourth anniversary on NBC-TV Friday, and on ABC-Radio, "Stop the Music" starts its fifth year of successive broadcasts... The Voice of America is 10 years old this week.

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Radio show: Many of the top radio stars may be deserting the medium next year, but meanwhile AM is still going strong. Edgar Bergen's show "The Great Gildersleeves" has been on the air for 10 years and that these operatic shows are scheduled for so late an evening hour.

People in the News: Mort Weinbach named national director of television operations for the American BroadCast Co. He has been with the network since January, 1931... President Truman to open the 1952 American Red Cross Fund Campaign for 1952 with a message that will climax a half-hour show over the radio and TV networks... Robert Leder is the new national radio spot sales manager for NBC.

Radio Row: Many of the top radio stars may be deserting the medium next year, but meanwhile AM is still going strong. Edgar Bergen's show "The Great Gildersleeves" has been on the air for 10 years and that these operatic shows are scheduled for so late an evening hour.

Television: The FCC now says it will lift its freeze on new TV stations during the month of next month. In cities where there is no contest, channel allocations could be made by July.

Eidophor Plans (Continued from page 1)

on separate production phases of the system. The projection equipment will be built by Stromberg-Carlson. The electronic equipment will be made in the U. S. by General Electric, under 20th-Fox contract.

Says Mr. Sours, 20th-Fox president, who is en route to Zurich, is expected to give a final okay before the equipment is shipped by air. The project is scheduled for completion by end of the month. The demonstration of Eidophor in 20th-Fox's home office is now set for mid-March.

Sponable, expressing optimism that the National Production Authority would lift the color telecasting ban, indicated that the prohibition has not affected current Eidophor plans, which are proceeding as scheduled. Regarding the many delays in the Eidophor demonstration, Sponable explained that they were caused by 20th-Fox's determination to convert the system's power supply from the European 30-cycle standard to the American 60-cycle standard of the United States. They have not yet been able to ship the equipment to the U. S.

Fox-Movietone studios here will be utilized as the stage location for the forthcoming Eidophor demonstration, adding that both camera equipment and projection booth of the home office are now ready for the planned telecasting of a three-quarters of an hour show. Talent, he explained, is being lined up.

Sponable said the demonstration would not include a remote pick-up, pointing out the emphasis which Sours places on studio shows as the correct theatre television programming fare.

TV Academy 'Emmy Awards' to TV's Best

Hollywood, Feb. 19.—In ceremonies telecast locally over ABC-TV, the National Academy of Television Arts and Sciences voted "Emmy awards" to "Your Show of Shows" and to I莫o Tanaka as the best actress and Edward "Ed" Caesar as the best actor in "Your Show of Shows." Red Skelton was voted the best comedian and his show the best comedy show. "Studio One" was voted the best dramatic program.

Special achievement awards went to A. T. & T. for the microwave relay, to Senator Kefauver for outstanding public service, and to NBC's Jack Burrell for his battery-powered mobile pick-up unit.

Fred Hiest
Nat Holt's standout outdoor hit with something different added. Danger-defying camera crews scaled precipitous canyons to film its exciting story of the pioneer heroes who subdued the last savage Arizona cliff tribes...

Trade boys so impressed they tag it:

"STRONG BOXOFFICE!"  
— Showmen’s T. R.

"TOP BUSINESS!"  
— Boxoffice

"RATES HIGH!"  
— Film Daily

"RICHLY SATISFYING!"  
— M. P. Herald

STARRING

STERLING HAYDEN • FORREST TUCKER • ARLEEN WHelan • BARBARA RUSH • VICTOR JORY • RICHARD ARLEN

with EDGAR BUCHANAN • Directed by RAY ENRIGHT

Story and Screenplay by GERALD DRAYSON ADAMS
Additional Dialogue by FRANK GRUBER • Produced by NAT HOLT
Insider’s Outlook
By RED KANN

The industry has survived greater outrages than the one set in motion by the report of the House Un-American Activities Committee. It will survive this one, too, because its strength—incontestable, irrefutable and unchallengeable—is in the clear measure of its performance.

The House Committee finds efforts were made by Communists to influence film content. But no matter what dialectic plots may have been brewed in Hollywood, they collapse unless the net result ultimately reveals itself on the screen.

Eric Johnston, speaking for the industry, does not deny the attempt was made. But he denies it got places, and the record of performance bears him out. It is well to note again what he has to say in this defiant language:

"...no where in the report is there a shred of evidence that Communists ever succeeded in influencing the content of a single motion picture made by any of our members [of the Motion Picture Association]. We have offered to show the committee any film it wanted to see. The committee in 1947 reported not a single picture of ours that contained Communist propaganda. It has reported none since. As there is no anti-Americanism in our pictures, the committee should do the fair and honorable thing and stop this accusation.

Are we beginning to learn how to fight back?

UPBEAT note, courtesy of the news columns: Twin Cities and Minnesota business "absolutely amazing" in recent weeks, reports Charlie Winchell of Minnesota Amusement whose holdings are widespread enough to recognize a trend when they find one. Kentucky exhibitors cheer as all get-out-on prospects for '52. Across the line in Canada, Famous Players Canadian declares an extra 20-cent dividend, so good was '51.

Damage Suits
Vs. Para. Total
$292,000,000

WASHINGTON, Feb. 20. — One hundred and forty-one anti-trust cases, involving damage claims of $292,842,834, were pending against Paramount Pictures at the end of 1951, a Federal Communications Commission hearing was told today. Paramount general counsel Austin C. Keough, taking the stand before hearing examiner Leo Resnick in the FCC's catch-all Paramount hearings, gave a detailed description of all past and present anti-trust actions against the company. From 1920 through the end of 1951, he declared, 531 government and private anti-trust suits were filed against Paramount, its subsidiaries, or local management. These also include suits in which other distri- butors were co-defendants with Paramount, he said.

Keough broke the suits down into

Republic's '51 Net Down to $646,404;
Gross Revenue Up

A consolidated net income balance of $646,404 was reported yesterday by Republic Pictures for the fiscal year ended last Oct. 27. The result com- pares with net income of $760,574 for the preceding fiscal year.

Gross revenue for the fiscal year 1951 amounted to $33,409,412, com- pared with $30,310,748 in the previous year. Total current assets at the end of the last fiscal year amounted to $14,483,620, and total current liabil- ities were $5,842,422.

In his annual report to stockholders, Re-elect Columbia's Board of Directors

A nine-man board of directors was re-elected at yesterday's annual meeting of Columbia Pictures Corp. stockholders, held at the company's home office here.

They are: Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancbe, N. B. Spingold, A. Montague, Donald S.

COMPO REPLY TO 'RED' CHARGE DUE

Compo Committee to Weigh Tax Fight

 Ned E. Depinet, COMPO president, yesterday indicated that the COMPO board meeting here that he will name a com- mittee to work out an industry program for fighting ad- mission taxes.

This met with the approval of Gael Sullivan of TOA, and Wilbur Snaver of Allied, both of whom outlined the anti-tax positions of their respective organizations. Sullivan said TOA will not name its own anti-tax committee until after the COMPO committee re- ports.

Cost of New COMPO Projects Estimated At About $900,000

The Council of Motion Picture Organizations has budgeted $200,000 cash on hand, according to a report prepared for the annual COMPO board meeting here yesterday by Herman Robins, treasurer.

Arthur L. Mayer, retiring execu- tive vice-president of COMPO, estimated the cost of proposed future COMPO proj- ects at approximately $900,000, some of which would be de-

9 TOA Units, 18 Allied, in COMPO

Theatre Owners of America, which is made up of some 28 regional organi- zations, compared with 20 Allied States Units, has nine members in the Council of Motion Picture Organiza- tions against Allied's 18 it was brought out yesterday at the opening session of its two-day annual COM- PO meetings here.

There are a total of 28 organiza-

Committee Is Drafting Answer; May Circulate It Via Theatre Screens

The Council of Motion Picture Organizations board yesterday took its first step toward issuing a public attack on the recent report of the House Un-American Activities Committee that the industry has not taken pains to check Communist within its ranks.

A committee, headed by Leonard Spigelgass, and including Eric Johnston, Gael Sullivan and Truman Rembusch, was named by COMPO president Ned E. Depinet to draft a resolution assailing the House group's indictment. The resolution is due to be submitted today for the approval of the board.

Apart from this, the board received from Sullivan the sug- gestion that COMPO sponsor the production of a trailer which would bring to theatre- goers across the country a mes- sage emphasizing that the House Committee's report was "misleading and unfair." Action on the suggestion may be taken today in conjunction with the discussion of the resolution which the Spigelgass committee will present.

Naming of the committee by Depi- net followed an appeal by Spigelgass that "we in Hollywood need your help" in consequence of the "damage"

Myers Calls House Report 'Unfair'

Washington, Feb. 28. — Allied States Association gen- eral counsel Abram F. Myers attacked the recent House Un-American Activities Com- mittee report on Hollywood as "grossly unfair," but added that the motion picture in- dustry is partly responsible in that it did not do a better job of publicizing its actions to free Hollywood of Com- munist influence.

ALL HAIL "THE QUEEN!
Greatest Reviews Ever!
Another BIG ONE thru UA
Indicates Britain Would Like Film Financing Continued

**NEWS in Brief**

ALBANY, N. Y., Feb. 20.—Chris Pope, Schine booker, who will be transferred to Buffalo next week as successor to Myron Gross, was given a dinner by exchange managers and bookers. Specials were: Raymond Smith, Warner manager, Alfred Marchetti, Universal booker, and Pope. His successor, Ray Pollack, at present assistant booker, was introduced.

Gross resigned to take a position with a Buffalo film buying-booking organization.

Nick Trombone, for 15 years vice-president of United Artists, will return to New York tonight by plane from Hollywood after a 10-day visit during which he handled “Saturday Island,” “High Noon,” “The Fighter” and other forthcoming UA releases.

The importance of theatre television, third dimensional pictures and scientific research to the industry was emphasized in an address yesterday by Gae Sullivan, executive director of the Theatre Owners of America, at a meeting of the New York Film Board of Trade.

WASHINGTON, Feb. 20.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, will be sworn in tomorrow in Atlanta as head of the Office of Price Stabilization. Arnall is slated to report for work on his new job here on Monday.

ALBANY, N. Y., Feb. 20.—In a statement to the House of Commons today, Peter Thorneycroft, president of the Board of Trade, the government would like to see the National Film Finance Corp. continued, and will consider proposals for it that purpose, but apparently has no funds earmarked for it.

Replying to a question put by Tom O'Brien, M.P., for the National Association of Theatrical and Kin Emploes, Thorneycroft said: “The government has decided to introduce the 1952 Act to the tune of £20,000,000 ($56,000,000) to be borrowed from non-governmental sources. Meanwhile, the corporation is doing good work in the work of the corporation.”

Since banks and other financing houses here still are largely reluctant to finance small independent companies, the government seems to imply that some form of governmental guarantee will be required if NFPC is to raise the new funds with which to continue.

**WARNERS TO SELL NON-DEGREE HOUSES**

In addition to Warner theatres which must be divested under the consent decree, the company is negotiating for the sale of a substantial number of other theatres, stockholders were told at their annual meeting in Wilmington this week.

Eleven Warner theatres have been disposed of to date under the decree and contracts have been entered into for the disposition of seven more. The Warner decree requires the divestiture of 94 theatres within two years. Since Dec. 31, 1951, contracts have been entered into for the sale of six theatres, including two subject to divestiture, referred to above.

**REALIART SALES MEET HERE ON MARCH 1-3**

A sales meeting of Realart Pictures franchise holders will be held here at the Warwick Hotel on March 1-3. Presiding will be Jack Broder, president and chairman of the board of Realart and Broder Productions, who will arrive here from the Coast next Thursday.

The agenda calls for sales discussions on the four Broder pictures now in release, as well as the announcement of new product to be made for 1952. Assisting Broder will be Bud Rogers, executive vice-president; Jack Schlaifer, vice-president in charge of sales, and Carroll Piacenti, vice-president in charge of exchange operations.

**APL Film Council to Strike ATFP Plants**

HOLLYWOOD, Feb. 20.—An alliance of Television Film Producers, comprising 10 leading producing companies, ran into double labor trouble today. The first trouble came when the AFL Film Council, which includes LATVE, called last midnight to strike ATFP plants this morning over the organization’s refusal to sign a contract binding television producers to pay the same labor rates as charged theatrical film producers. The strike, dubbed service-withholding, was lifted early today when ATFP agreed to meet the principal wage demand and negotiate a minimum basic agreement covering compensation and working conditions for writers. SWG had requested such negotiations Jan. 16 and set a Feb. 15 deadline.

The need for copper scrap is urgent.

SAFETY CORPORATION

The HERALD INSTITUTE OF INDUSTRY OPINION

The February Report of The HERALD INSTITUTE of Industry Opinion will appear in this week’s issue of MOTION PICTURE HERALD.
You'll hear the sound of a new triumph in showmanship when Warner Bros. open

**Bugles in the Afternoon**

with the loudest fanfare in the Salt Lake territory's history on February 28th!
Cost of New Projects

(Continued from page 1)

frayed by the Motion Picture Association of America in- dependent of its regular COMPO-dues and by the earnings of a proposed new series of industry goodwill short subjects.

The treasurer's report, which cov- ered the period from Aug., 1951, to Feb., 1952, listed receipts totaling $205,625 and disbursements amount- ing to $182,095.

Last Appearance

In his annual report, the delivery of which he described as "my last appearance before you as COMPO's executive vice-president," Mayer es- timated that preliminary research by COMPO into the industry's present difficulties, economic and otherwise, would require $30,000. He said the maintenance of a national speakers bureau would cost $25,000, and that a multi-nledged COMPO library em- bodying a cross-filing bureau and pub- licity aides would mean the expendi- ture of $20,000 yearly.

Mayer proposed again the produc- tion of a series of industry goodwill short subjects. "We asked the trust- ees of the industry's previous short subject project, through their treasurer, that we be entrusted with the $40,000 left over from that eminently successful venture— to use it as a egg to start the production of a new series of this nature," Mayer ex- plained.

"Apparelnly," he continued, "there has been some misunderstanding that COMPO is asking for this money for itself. On the contrary, the $40,000 belongs to every exhibitor who played a part in previous short subjects and should be maintained as a revoliving fund for their benefit. All that we ask is that any profits accruing from making series of this nature be applied to maintaining our other public relations activities. If my figures are correct, 12 shorts could yield a profit of $24,000, enough to pay for research, speakers bureau, library, round table, admission tax fight and all of COMPO's operating expenses. We would kill two birds with one stone— we could use our screens, and I trust this time television, and schools and churches to sell ourselves to the public and at the same time secure the necessary funds for a COMPO program in the most painless possible manner."

Long Term Project

Mayer added that "at best" this would be a long term project and "if the program I have proposed seems to be the most practical and effective, we would implement it: $100,000 from exhibitors, $100,000 from distributors: certain- ly a staggering sum for the motion picture industry."

Later, following a long dis- cussion of Mayer's proposal for a short subjects program, the board passed a resolution requesting the 30 trustees of the $40,000 earned previously to make that sum available for the production of a new series of industry shorts which would resemble those made two years ago and would be played by ex- hibitors on the same basis as before.

Mayer said he had discussed with the MPAA sales managers commit- tee COMPO dues collections, and that the latter suggested that the one- tenth of one per cent charge should be replaced by dues varying with the size and location of each theatre. He asked that a new finance committee be named to work with Ben Kahlen- son of the MPAA group in exploring this idea.

Mayer indicated also that it would take $250,000 to finance an industry exhibition of production operations in various U. S. cities, as has been sug- gested by the exhibitors on March 31, City. The latter, Mayer said, have put up $7,000 as a deposit to reserve space for such an exhibition in the Grand Central Palace here.

Over $300,000 was raised by ex- hibitors to handle the local expenses of the "Movietime U. S. A. drive last year, Mayer reported. Meanwhile, he added, the MPAA has pledged $150,000 for new "Movietime" vis- itors, and $350,000 to finance another industry advertising campaign in con- nection therewith. He said "com- pany presidents recently voted to transfer to COMPO all funds not ex- pended on the "Movietime" campaign. "They have already amounted to $24,827 and there may be approximately $18,000 more," Mayer told the meeting.


Colonial Board

(Continued from page 1)

Stalem, Henry Crown and Arnold M. Grant.

Stockholders also approved the stock option of Irving Briskin, Colum- bia studio production head; the amendment the existing option for common stock to A. Schneider, vice- president and treasurer; a similar amendment for Joseph A. McConnell, president of Columbia Pictures Inter- national Corp.; and an amendment to the employment contract of Nate B. Springer, vice-president in charge of advertising and publicity.

In response to a query from the floor regarding future earnings of the company, vice-president and treasurer Schneider estimated that earnings in the second quarter of this year will double that of the first, but total earn-ings for the six month period ending last December would be less than last year. Second quarter earnings were estimated at 30 cents per share of common stock outstanding or $201,180, compared to 15 cents per share earned in the first quarter.

Executive vice-president Jack Cohn, commenting on the government anti-trust suits, stated that the effect broadened the U. S. market for Col- umbia Pictures.

Responding to another question, Schneider said that Columbia would not eliminate low-budgeted pictures, described by him as necessary to sup- plement theatre programmes. He pointed out that some low-budgeted pictures realize big grosses in comparison to the months invested in them. Both Schneider and Cohn emphasized the line-up of big pictures which they saw brightening company receipts by the end of the fiscal year.
**9 TOA Units**

(Continued from page 1)


tions represented on the COMPO board. These include the original 19 charter member organizations and groups, the Allied and TOA units and the two units of the Western Theatre Owners, formerly the Pacific Coast Conference of Independent Theatre Owners.

Allied and TOA, under the revised COMPO by-laws, each have seven additional COMPO board members, all of whom were represented at yesterday's meeting either in person or by proxy. The seven members-at-large, which were to be named from among virtually all COMPO member groups, have not yet been designated, but are expected to be named at another COMPO board meeting in the near future, it was reported.

It was reported also that Ben Kalmenon of Warner was named by MPAA to represent it on the COMPO board in place of William R. Rodgers.

**Allied Arbitration Plan to Co. Heads**

WASHINGTON, Feb. 20. — Allied States Association's proposed arbitration plan is now in the hands of distributor company presidents and other top distribution officials.

General counsel Abram F. Myers revealed that copies of the plan were sent in the mail last night, with a request that the company presidents appoint a committee promptly to call an arbitration conference with Allied and other interested industry groups.

brought by the Un-American Activities group. Johnston also addressed the board on the Un-American report, hitting the document as "unfair and misleading," as he did in a public statement recently. The MPAA president encouraged the COMPO board to take action against the report, and pointed out that the legislative group failed to offer proof that "red" propaganda has appeared in films from Hollywood.

The board discussed pending proposals for the holding of an industry exposition, round-table conferences, business-building contests, cooperation with the government in civil defense, a possible admissions tax light and possible production of a new series of industry goodwill short subjects.

The trade press was barred from the board meeting after Depinet and Arthur L. Mayer, COMPO executive vice-president, both of whom evidenced willingness to admit the newsmen, received a negative reaction from other board members.

It was "generally agreed" at the meeting that another industry roundtable conference should be held next July 23 in Hollywood, with distribution participating, as well as exhibition and production, H. V. (Rotus) Harvey, chairman of the round-table committee, was instructed to make plans for the seminar.

Depinet noted that there was a large body of opinion which believed that the holding of an exposition would be too challenging a task. Action was reserved on that subject.

The board approved the suggestion of Robert W. Coyne, COMPO special counsel, that the industry refrain from pressing for a government "essential" rating at this time, since newspapers, radio and television still are "in the same boat" with motion pictures, thus signifying that there is no discrimination against the film industry in this recommendation.

"Movietime" Plans Discussed

"Movietime U. S. A." plans in general also were discussed, but no board action was necessary since arrangements for the coming star tours and for advertising program are progressing under the supervision of COMPO administrators.

Depinet pointed out that the industry appears to have "lost touch" since the last war with ways and means of cooperating in civil defense. He urged that steps be taken by COMPO to correct this.

In his report to the meeting, Mayer observed that concerning COMPO "everybody paid and still gives us help necessary for unity. Very few pay more."

He reviewed the organization's activities of the past year, including its refutations of the Life magazine attack on the industry, its success in promoting favorable articles in Look, Coronet, Cue, American, People Today, and other periodicals.

After citing these and other COMPO achievements and presenting a program for the future, Mayer said:

"The future is in your hands. It will be decided at this meeting, today and tomorrow. If you don't really believe in the benefits of united action, let's call it off and call it off at once. Call it off forever. We have more than enough money in the treasury to pay off everything we own and still to settle COMPO. Personally, I think that would be a colossal blunder and terrible commentary for all the world to read, testament of the leadership and our lack of statesmanship, but it would be less of a disaster to all of us than to maintain an industry organization ineffective and insignificant, hat in hand, constantly begging for support, neither honored nor respected in our own ranks and consequently without honor or respect in the ranks of others."

**COMPO Reply to Charges**

(Continued from page 1)

Herbert J. Yates, president, noted that the company's indebtedness to banks will nearly the year to $1,805,546, compared with indebtedness of $3,086,100 at the end of the previous fiscal year. Yates adds that foreign operations, despite the year, with current assets of foreign subsidiaries increasing to $2,260,256, as of year, compared with $1,692,477 the previous year.

Yates' report states that efforts to effect the removal of restrictions "which hindered us from releasing our pictures to television" were successful in late 1951, and Republic organized Hollywood Television Service and acquired Major Film Laboratories to engage in TV activities.

**PARAMOUNT TRADE SHOWS**

*Tuesday, Feb. 26, 1952*

**JOSE FERRER**

in

A PERLBERG-SEATON Production

"ANYTHING CAN HAPPEN"

Co-starring

Kim Hunter

with KURT KASZAR - Produced by WILLIAM PERLBERG

Directed by GEORGE SEATON

Written for the screen by GEORGE SEATON and GEORGE OPPENHEIMER

From the book by George and Helen Papashvily

**CITY** | **PLACE OF SCREENING** | **TIME**
--- | --- | ---
ALBANY | FOX SCREENING ROOM, 1052 Broadway | 7:30 P.M.
ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St, N.W. | 2 P.M.
BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 2:30 P.M.
BUFFALO | PARAMOUNT PROJ. ROOM, 644 Franklin Street | 2 P.M.
CHARLOTTE | PARAMOUNT PROJ. ROOM, 303-5 South Church Street | 10 A.M.
CHICAGO | PARAMOUNT PROJ. ROOM, 360 South Michigan Avenue | 12:30 P.M.
CINCINNATI | PARAMOUNT PROJ. ROOM, 1214 Central Parkway | 2 P.M.
CLEVELAND | PARAMOUNT PROJ. ROOM, 1735 East 23rd Street | 8:15 P.M.
DALLAS | PARAMOUNT PROJ. ROOM, 400 North Preston Street | 2:30 P.M.
DENVER | PARAMOUNT PROJ. ROOM, 2150 Stout Street | 3:30 P.M.
DES MONDES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M.
DOROTHY | PARAMOUNT PROJ. ROOM, 479 Lyedary Avenue | 2:30 P.M.
INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 10 A.M.
JACKSONVILLE | FLORIDA STATE THEATRE SCREENING ROOM, Florida Thea. Blvd. | 7:30 P.M.
KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M.
LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M.
MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON
MILWAUKEE | PARAMOUNT PROJ. ROOM, 1121 North Eighth Street | 2 P.M.
MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Currie Avenue | 2 P.M.
NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M.
NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 10:30 A.M.
NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 2:30 P.M.
OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 10:30 A.M.
OMAHA | PARAMOUNT PROJ. ROOM, 1704 Davenport Street | 1 P.M.
PHILADELPHIA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M.
PITTSBURGH | PARAMOUNT PROJ. ROOM, 3677 6th Avenue | 11 A.M.
PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M.
ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 11 A.M.
SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st South Street | 1:30 P.M.
SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. | 2 P.M.
SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave. | 1:30 P.M.
WASHINGTON | PARAMOUNT PROJ. ROOM, 309, street West | 2:30 P.M.

*NOTE: Will be shown on Monday, February 25th, only in New Orleans.*
TERRIFIC

IS 20 CENTURY-FOX'S THRILL-PACKED "5 FINGERS"!


IT'S ALL TRUE!! FILMED ON THE STREETS OF ANKARA AND ISTANBUL!

"5 FINGERS" starring JAMES MASON DANIELLE DARIEUX - MICHAEL RENNIE with Walter Hampden - Oscar Karweis Herbert Berghof - Produced by OTTO LANG Directed by JOSEPH L. MANKIEWICZ Screen play by MICHAEL WILSON

Remember the business you did with "The Desert Fox"? It's no secret that "5 FINGERS" will pay off even better than that! Screen It!

There's No Business Like 20 Century-Fox Business!
Tradewise...
By SHERWIN KANE

The current issue of Life magazine returns, in a full page editorial to the subject of "Hollywood and TV" with as confused and confusing a hodge-podge of observations, canards and misinformation as distinguished its first essay on the subject last August. Its purpose, bluntly, is to cover up the embarrassment of Life's editors over the continuing healthy presence of the "corps" which they laid to rest some six months ago. The attempt to explain to some of their presumably bewildered readers how the "corps" escaped from the grave and continues to fight up the main streets of every city and village in the world with its blazing marqueses, its colorful posters and its merchandise of cheer, romance and information.

The new editorial sounds as though Life's editors are most resentful that the industry has not obliged them by folding up. It terms the elder one a "diagnosis" of the motion picture-television problem.

If it was, the diagnostician concluded that the motion picture patient was suffering from an incurable malady and all that remained was to call in the undertaker.

The pretense of Life's current position is that there is no such ghastly mistake made by it last August. The ills of the industry, it now suggests, are attributable to other and different afflictions.

For example, Life's editorial now states: "It would be too much to say that Hollywood has stopped making stereo and stinkers; it hasn't. It also accuses "23,000 movie theaters" of blackmail and conspiracy to prevent the sale of films to television. Also, it flilly asserts that Hollywood's "Elder Statesmen" have no heart for any contest with television competition.

Whether innocently misguided or deliberately determined to provoke and injure motion pictures, Life's current editorial further garbles the record. It is a disservice to its readers and merits only the scorn of the motion picture industry.

Compo Urges 'Red' Charges Be Corrected

The resolution adopted by the Council of Motion Picture Organizations at its meeting here on Thursday "demands" that the House Committee on Un-American Activities "correct at once the injustice its report has done to the good name" of the industry and its members.

The committee's report criticized the industry for allegedly being dilatory in ridding Hollywood of Communists and inferred that Communists (Continued on page 4)

20th-Fox to Ask For Review of Brookside Case

An application for a review of the Brookside judgement which awarded $1,255,000 to the Kansas City Brookside Theatre in its suit against eight distributors will be made to the U. S. Supreme Court within the next few weeks by 20th Century-Fox.

A spokesman said company attorneys will seek a writ of certiorari (Continued on page 2)

Compo Elected President

SKOURAS ELECTED COMPO PRESIDENT

What the COMPO Meeting Did

Refuted, and demanded a correctior of the Un-American Activities Committee's criticism of the industry on Communism.

Refuted Syros P. Skouras, president, succeeding Ned E. Depinet.

Approved a new method of proving dues.

20th-Fox to Ask For Review of Brookside Case

An application for a review of the Brookside judgement which awarded $1,255,000 to the Kansas City Brookside Theatre in its suit against eight distributors will be made to the U. S. Supreme Court within the next few weeks by 20th Century-Fox.

A spokesman said company attorneys will seek a writ of certiorari (Continued on page 2)

Compo Accepts a Flat-Rate Dues Assessment Program

A new assessment arrangement stipulating flat-rate payments by individual theatres based on seating and car capacity was adopted by the Council of Motion Picture Organizations board on Thursday, the final day of the two-day annual COMPO meetings here.

June 28 Target for 20th-Fox Divorce

The target date for effecting the divorce of 20th Century-Fox into two separate companies as provided in the consent decree is June 28, one year ahead of schedule, it was learned here at the weekend.

June 28 was selected because that (Continued on page 2)

THE AFRICAN QUEEN' WILL RANK WITH THE YEAR'S BEST FILMS! -- Coronet And with its Biggest Money-Makers... thru UA

HUMPHREY BOGART * KATHARINE HEPBURN

Produced by S. P. EAGLE
Directed by JOHN HUSTON
Color by TECHNICOLOR
Indiustry (Continued from page 1)

There is no reason whatsoever for the pessimistic outlook that industry now have, Eric A. Johnston, Motion Picture Association of America president, declared in an address before the COMPO board here on Thursday. He supported this assumption with figures which indicated that the spending power of the public today is 38 per cent greater than it was in 1928.

If the industry wants its "cut," Johnston declared, it must cease squabbling and unite in combating the difficulties that stand in the way of greater returns.

O'Donnell and Cole

(Continued from page 1)

York: Abe Berenson, Louisiana; Robert Livingston, Nebraska; E. D. Marlowe, New York; and Samuel and H. V. (Rotus) Harvey, California.

Six Additional Members

The national committee, which includes the regional chairmen, will consist also of six additional members: Artists' product for each of Allied and producers of America, two members of Western Theatre Owners, and two additional members each of the Independent Theatre Owners Association of New York and the Metropolitan Theatres.4

Herman M. Levy, of TOA, and Abram F. Myers, of Allied, were named counsel to the committee. Herman Rich, chairman of the executive committee; Dr. Doob, chairman, and A. Julian Barylsowski was assigned the post of Washington executive.

20th-Fox to Ask

(Continued from page 1)

from the court, explaining that such a course is the only one to follow subsequent to the decision handed down recently by the St. Louis, U. S. Circuit Court of Appeals favoring the Brookside Theatre.

Ordering to the suit are Loew's, Paramount, Warner, RKO Pictures, Universal, United Artists and Columbia.

The amount awarded by the original trial court, recently upheld, with interest by the Appeals Court, for damages claimed in 1936 and 1937 by the Brookside Corp. because of inability to obtain a run of product for their houses.

Columbia Profits

(Continued from page 1)

in 1950. Estimated provision for taxes for the half-year in 1951 was $2,500,000 compared to $1,900,000 in 1950, while earnings per share of common stock for the 1951 period was to be 45 cents, compared to 77 cents for the previous year.


NEWS in Brief...

T. E. Laird, who left the United Artists sales force several months ago, will rejion the company on March 3 as manager in Dallas, it was reported here on Thursday by Herman, U.A.'s distribution vice-president.

Laird will replace Claude York who has resigned to enter another business on March 15.

WASHINGTON, Feb. 24—Federal Communications Commission Chairman Wayne Coy has resigned, declaring he owes it to his family to seek a better paying job with private industry. Coy had been FCC chairman since December, 1947. Observers think that with the current difficulty of getting outside men to fill government jobs, President Truman would have to promote one of the FCC's top staff to replace him immediately and name one of the present commissioners as chairman.

LOS ANGELES, Feb. 24—Charles P. Skouras, president of National Theatres, will be honored for his leadership at eight ceremonies to be held at the second annual Brotherhood testimonial dinner at the Ambassador Hotel on Thursday.

Mrs. Kenneth McEldowney, film production executive at 20th-Fox, was producer of the producer of "The River," will address 250 New York City high school teachers at the High School of Performing Arts, starting February 18. "A Reporter's View" will be the second session of a weekly motion picture course for teachers sponsored by the New York City Board of Education.
Take A Good Look At

"Mr. Peek-a-Boo"

ONE LOOK...and FOX-WEST COAST, WARNER, R. K. O. and SCHINE'S were SOLD!

ONE LOOK . . . and it SOLD in . . .

LOS ANGELES • SAN FRANCISCO • NEW YORK • NEW ORLEANS • BOSTON • PHILADELPHIA • DETROIT
WASHINGTON • BALTIMORE • DENVER • DES MOINES • ST. PETERSBURG • PORTLAND (ME.) • ATLANTA
CHICAGO • SPRINGFIELD (MASS.) • OMAHA • CLEVELAND • SEATTLE • SYRACUSE • INDIANAPOLIS • BANGOR
MILWAUKEE • KNOXVILLE • CHATTANOOGA • LOUISVILLE • PROVIDENCE • MINNEAPOLIS • NEW HAVEN
HARTFORD • NEW LONDON • MERIDEN • NORWICH • BRIDGEPORT • ATLANTIC CITY • WILKES-BARRE • SALEM
TACOMA • CEDAR RAPIDS • DAVENPORT • MEMPHIS • SALT LAKE CITY • NEWARK • LINCOLN • ALLENTOWN
CAMBRIDGE • FALL RIVER • LAWRENCE • LOWELL • LYNN • MALDEN • AUBURN • MANCHESTER • PITTSFIELD
WORCESTER • LEXINGTON • PASADENA • SAN BERNARDINO • FOND DU LAC • GREEN BAY • KENOSHA • MADISON
OSHKOSH • MOBILE • AMSTERDAM • WATERLOO • GLOVERSVILLE • ERIE • ABERDEEN • EUGENE
PORTLAND (ORE.) • BELLINGHAM • EVERETT • LOCKPORT • CHAMPAIGN • CINCINNATI • ZANESVILLE
NEW BRUNSWICK • MOLINE • ROCK ISLAND • FRESCO • SAN JOSE • LONDON (ONT.) • MONTREAL • TORONTO
WINDSOR • WINNEPEG • REGINA

ONE LOOK...and the CRITICS were SOLD!

"A feathery frolic—up to its dimples in whimsy!"—Walter Winchell

"We're shouting our huzzahs from the rooftops! The most hilarious comedy of the year!"—Esquire

"Bourvil, a real comic find, typical of such great comedians as Chaplin and Harold Lloyd!"—Redbook

"Completely captivating entertainment!"—Cue

"Bourvil is a very funny fellow!"—N. Y. Daily News

"Should assure hearty boxoffice!"—Variety

"Will register most strongly!"—Ind. Film Journal

"Any audience will thoroughly enjoy it!"—M. P. Daily

LOOK-and-BOOK thru UA
Text of COMPO Reply to House Group on Reds

Continued from page 1

might have influenced the content of films. The COMPO resolution, flatly denying both allegations, will be included in early releases of all five newscasts for distribution and exhibition by the company.

Following is the text of the COMPO resolution:

WHEREAS the Council of Motion Picture Organizations, representing all branches and phases of the motion picture industry, declare the unfair and improper conduct of the House Committee on Un-American Activities on communism in the industry, and that its part-portrait of an entire industry for the past activities of a negligible or vicious few; therefore,

IT RESOLVED: That the Council give the widest possible publicity to the following facts:

1. The Committee's report that Hollywood has not attempted to rid itself of communist influence, of "political and defined steps" is contrary to a statement made on May 17 last by the Committee's Chairman, Representative John S. Wood of Georgia. Addressing a Committee hearing, Chairman Wood said: "I would like to make a statement that I have gone to some considerable pains personally to advise myself as to the numerous documents in the motion picture industry, and I know at this time they are spending literally thousands and thousands of dollars undertaking to screen the backgrounds of all persons now employed in essential positions in the industry, and they are exercising a great deal of diligence in that respect."

The Motion Picture industry in 1947 discharged those who refused to testify before the Committee and announced its policy that it would not hire communists. Multiple damage suits were brought against the industry as a consequence. The motion picture industry and distributors comprise the only management group in America that suffered legal consequences in 1947 to rid itself of communist elements. Virtually on the very day on which the Committee's report was released, a Federal jury in Los Angeles found for the plaintiffs in a suit brought by former employees for their contempt of the Congress.

Indeed, as far back as 1946, certain members of the talent and staff conscious of the communist effort to infiltrate them, took successful democ- cratic action to eliminate small but vocal communist minorities from leadership in those groups.

This was but a small part of the industry's role in the fight against our country's enemies. Since the beginning, through war and through peace, all of the industry's resources have consistently supported America's democratic cause at home and abroad. Our facilities, our manpower, and our resources have in all ways been made available to the people of this nation.

Our films have always been the chief source of this nation's entertainment. We have always been forced to take the responsibility that goes with this public trust. It is the most extraordinary, then, that the Committee's report should insinuate that such pervasive propaganda has crept into our films. The facts are that not a single film nor a single sentence of propaganda has ever been shown or spoken in our pictures which are shown on the American screen should know that, Had the Committee not consistently rejected our repeated invitations to screen our product, it would have been made clear that the insinuations in its report are baseless.

The Council of Motion Picture Organizations, speaking for the owners and employees of the thousands of theatres all over America, for the producers and for the distributors, for the artists and for the craftsmen of Hollywood, reiterates its determination to oppose communism at all times, reasserts its faith in the deep and real patriotism of the American public, and protests that the Committee, in all fairness, correct at once the injustice in its report has done to the named name of these thousands of Americans.

Continued from page 1

could not be treated as distinct from the电器 industry, according to the editorial. "Indeed, Hollywood went completely overboard in its attack on the Anti-Communist after the 1947 investigation. It should have realized that even in the case of zeal would have no merit in the eyes of investigators seeking only more scape- goats.

 screened thousands of films for "fuzzy ties," the editorial said, and the New York Times described the effort to go about "conscripting" to the PPMA. It may take a little time to get the new system working, the editorial said, but the way COMPO will go about activating it; a committee made up of exhibitors to be set up in each exchange area to make arrangements for facilitating payments by exhibitors; these committees very likely will be composed by persons who have been serving as "Movie-time" committee members in their areas; COMPO will develop a publicity campaign about the new dues arrangement for distribution throughout the industry; later the COMPO budget for each exchange area will be based on the territorial earnings percentage of each theatre.

Film salesmen will assist in collecting dues if and when such assistance is needed, it was agreed at the meeting.

Compens Dues Program

Continued from page 1

Hollywood Report Severely Attacked


"The industry has been on guard against possible Communist efforts to use it, it has been a motion picture industry," the editorial declared. "Indeed, Hollywood went completely overboard in its attack on the Anti-Communist after the 1947 investigation. It should have realized that even in the case of zeal would have no merit in the eyes of investigators seeking only more scape- goats."

"Why the industry's role in the fight against our country's enemies. Since the beginning, through war and through peace, all of the industry's resources have consistently supported America's democratic cause at home and abroad. Our facilities, our manpower, and our resources have in all ways been made available to the people of this nation.

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..."For significance to motion pictures and for having revolutionized the industry's most important branch—the newsreel"...

"HISTORY-IN-THE MAKING SERIES"

The only series produced that tells the full story behind the most exciting years in the world's history.

These winners are once again making box-office history!

Buy it  Book it  NOW!
Paramount's Musical Honey
For The Big Easter Money

America's most produced stage play which the Saturday Evening Post says

"Had 50,000 performances... is a bigger hit than 'Oklahoma!' or 'Life With Father'!"

SONG HITS by Livingston & Evans, are already selling tickets for you on the air!
Saturday Night
In Punkin Crick
The General Store
Chores
Marshmallow Moon
I'd Like To Baby You
Will You Be At Home
In Heaven?
Purr' Nigh,
But Not Plumb
My Beloved
Still Water
Why Should I Believe In Love?
Life Is A Beautiful Thing
Step Right Up
Soda Shop

Aaron Slick From Punkin Crick

with ADELE JERGENS • MINERVA URECAL • MARTHA STEWART

Produced by WILLIAM PERLBERG and GEORGE SEATON

Direction and Screenplay by CLAUDE BINYON • Based on the play by Walter Benjamin Hare
Holiday Sends B’way Grosses Climbing High

‘Fingers’ Hits $125,000; A Big $92,000 for ‘Queen’

Broadway grosses, reflecting robust holiday weekend business rolled up in many sections of the country, roomed Thursday with 20th Century-Fox’s “Five Fingers” breaking the weekend record at the Roxy and United Artists’ “African Queen” chalking up a smash $92,000 for its opening week at the Capitol.

The box-office holiday “upbeat” was experienced also by many holdover attractions.

At the Roxy, which also features Dorothy Lamour on stage, a terrific $125,000 is forecast for the opening stanza of “Five Fingers” which did a record-breaking $85,500 for the weekend. It opened there on Washington’s Birthday.

The business realized by “African Queen” at the Capitol makes it one of the top attractions of that Broadway.

New England Unit Promotes Several

Boston, Feb. 25 — The recently-announced switch of Ben Rosenberg from New England Theaters here to take over the operation of Pem-Paramount, a United Paramount Theaters subsidiary in Wilkes Barre, Pa., has resulted in Harry Browning assuming the district management of theaters formerly handled by Rosenberg in Southeastern Massachusetts.

Reports Theatre TV Color Switch Easy

WASHINGTON, Feb. 25 — Information compiled by the National Production Authority indicates that very little scarce material or engineering talent would be used if the agency permitted color TV in theaters. "As I understand it," an NPA spokesman said here today, "it’s a simple conversion problem, and would have very little impact on the defense program."

This official refused to say whether the odds favored a continued ban on home color television.

UPT, RKO Report Holiday Spurt

A healthy spurt in holiday weekend business throughout the country was disclosed here yesterday by United Paramount Theatres.

Robert O’Brien, UPT secretary-treasurer, said that managers report grosses “substantially greater” for this year’s George Washington’s Birthday weekend as compared to last year’s.

Similar reports of good holiday weekend business came from Sol Schwartz, RKO Theatres president, and a spokesmen for the Walter Reade circuit.

June 9-11 Set for Big COMPO Meeting in Dallas

DALLAS, Feb. 25 — Plans for a “Texas COMPO Conference” were disclosed here by Paul Short, representing the executive chairman of the Texas Council of Motion Picture Organizations shownmen. Slated for Dallas, June 9-11, the meeting will bring together approximately 1,000 theater executives and managers, as well as leaders from other branches of the industry.

The purpose of the conference will be “to plan and inspire a farsighted industry-exhibitor-community public relations program that will be aggressive, progressive and strictly affirmative.”

Karl Holbitzelle, president of Interstate Theatres, has envisaged the (Continued on page 8)

Defers Para. Trade Practice Queries

WASHINGTON, Feb. 25 — Federal Communications Commission Chairman Frederick Ford said he would defer until the end of the current Paramount hearings all questions on the company’s past and present dealings with “specific theaters.”

Ford said he needed more time to decide what situations to explore and which witnesses to put the questions to, and therefore he would put off this line of questioning until all other issues and testimony had been completed. Needed witnesses would be recalled then, he said.

Meantime, the hearings entered their sixth week before hearing ex-

Ticket Prices Still Rising; Near A Record

WASHINGTON, Feb. 25 — Admission prices in large cities turned upward again in the last quarter of 1951, the U. S. Bureau of Labor Statistics reports.

The BLS collects price data every three months in 18 large cities and weighs the results to reflect the situation in the 31 largest cities. Adult prices rose during the final quarter to the highest point on record, the index showed.

After hitting a peak in the first quarter of 1951, prices for cash and discount admission rose again in the second quarter, and prices kept on climbing in the third quarter.

New Merchandising Service From 20th

A new merchandising service was launched nationally yesterday by 20th Century-Fox to extend long-range aid to its exhibitor customers. The new service is in the form of a series of special merchandising preview folders which will be part of the exploitation campaign offered exhibitors by the 20th-Fox sales force.

Prepared for activation months in advance of the release of each title, each merchandising manual will present advertising, publicity and exploitation highlights which can be used at the start of campaign planning. First of the series going out is the folder for “Belles on Their Toes.”

Arnall Reports ‘Illegalities’ To Atty-Gen’n

WASHINGTON, Feb. 25 — Ellis G. Arnall, who has taken leave of absence from the presidency of the Society of Independent Motion Picture Producers to serve as U. S. Price Stabilizer, has called upon the Department of Justice in a letter to Attorney-General J. Howard McGrath to “fight to the fullest possible extent” United Paramount Theaters’ move to secure two additional years’ postponement of compliance with the Federal Court’s divorce order.

The letter also charges the existence in the industry of “trick bidding, the split of product and other such illegal devices,” and urges the Department to police “assiduously, aggressively and determinedly” the anti-trust suit degree.

“We of the Society,” continues the (Continued on page 9)

US Counter-motions On UPT Case Today

WASHINGTON, Feb. 25 — Federal Communications Commission Chairman Frederick Ford said he would defer until the end of the current Paramount case in New York that a suit against United Theatres for $100 million will be filed in New York Statutory Court today, a Department of Justice official disclosed.

He said that answering affidavits were served yesterday on UPT officials, prior to today’s court filing. A hearing on UPT’s request seeking an amendment to the government consent decree has been set for March 7 in Statutory Court.

Charges ‘Trick’ Bidding Hits UPT Extension Bid

WASHINGTON, Feb. 25 — House Speaker Rayburn ruled today that House committee meetings are not to be broadcast or televised, and House officials said the same prohibition would apply to newsreel filmings of committee meetings.

He said the ban applied whether the hearings were in Washington or elsewhere.
Seidelman Acquires 18 Religious Films
Samuel L. Seidelman's newly formed Eternal Film Corp. has acquired world-wide distribution rights to a series of 18 30-minute subjects titled "Christianity Through the Eyes of the Masters," filmed in color in and around the Vatican, the former Eagle-Lion foreign department chief announced here yesterday. These subjects are edited from 60,000 feet of negative supplied by Samuel Bronston and are being distributed in Italy at a reputed cost of over $1,000,000.

The first six subjects, going into release in March as a part of "Peter's Excavations," which were front-page news as a result of the search for St. Peter's bones. Each subject is narrated, with moral and religious background; narrators include Bob Considine and Cy Harrace. Foreign version, if requested. Since no preimposed titled versions will be used.

As a result of a recent screening for the Los Angeles Catholic and Protestant Chaplains, the Information and Education Division of the American Red Cross has contracted for prints of the Armed Forces throughout the world, Seidelman said.

One full-length feature, also in color, is planned for this year, to be produced in Rome and Israel.

Reisch, Servedlow in U-I Branch Changes
CHICAGO, Feb. 25—Ted Reisch, sales manager of the Universal International branch here, has been promoted to manager of the Universal San Francisco branch succeeding Abe Swendsen, who has moved to Los Angeles to head that branch here. Reisch's post as sales manager here will be filled by James J. Regan, general manager of the Chicago office. The promotion is effective March 10.

Walsh Probes Labor Issue at NY Pathé
Preparatory to replying to a strike request from "white collar" employees here, Richard F. Walsh, IATSE international representative, has assigned Joseph Basoon, local representative, to meet with company executives in a final attempt to break the deadlock in new contract negotiations with "the Motion Picture Guild."

The Laemmle interests had sold out and a new captain was needed. Nate was the man. During his early forties, assumed the burden of rehabilitating the once mighty concern.

"That extra touch of know-how gained from his early experience supplied the needed touch. He has been described as a man endowed with both creative vision and solid common sense."

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THE MIGHTIEST ADVENTURE EVER FILMED!

Humphrey Bogart
Katharine Hepburn
The AFRICA

Color by

TECHNICOLOR

HORISON PICTURES PRESENTS HUMPHREY BOGART • KATHARINE HEPBURN in "THE AFRICAN QUEEN". Color by TECHNICOLOR with ROBERT MORLEY and PETER BULL • THEODORE BIKE • WALTER GOTELL • PETER SWANWICK • RICHARD MARNER
THE MIGHTIEST BOXOFFICE REVIEWS OF THE YEAR!

“Very big boxoffice-wise!”
—Film Daily

“A walloping boxoffice success!”
—Film Bulletin

“One of the big successes of the year!”
—Showmen’s Trade Review

“Top notch entertainment, excellently performed!”
—Variety

“Bright boxoffice prospects!”
—Hollywood Reporter

“Will deliver at the boxoffice!”
—M. P. Herald

“Should prove highly profitable! Hair raising adventure, strange romance!”
—Boxoffice

“So wonderful, I saw it twice! Hepburn and Bogart never better!”
—Louella Parsons

“Deserving of preferred place on your ‘must see’ list!”
—Jimmy Fidler

“Will rank with the year’s best films!”
—Coronet

“Special Merit Award! Too wonderful and absorbing for advance description!”
—Parents’ Magazine

The AFRICAN QUEEN

HORZION PICTURES PRESENTS HUMPHREY BOGART • KATHARINE HEPBURN
in “THE AFRICAN QUEEN” Color by TECHNICOLOR with ROBERT MORLEY
and PETER BULL • THEODORE BIKEL • WALTER GOTTELL • PETER SWANWICK • RICHARD MARNER
Produced by S. P. EAGLE • Directed by JOHN HUSTON • Director of Photography Jack Cardiff
Based on the novel “THE AFRICAN QUEEN” by C. S. FORESTER Adapted for the screen by JAMES
AGEE and JOHN HUSTON • A HORIZON-ROMULUS PRODUCTION • Released thru UNITED ARTISTS
SAG Wins New Wage Hikes

Hollywood, Feb. 25.—In a new basic contract negotiated with the Screen Actors Guild by the Screen Actors Guild, the Screen Actors Guild has won substantial wage increases, improvements in working conditions, and a better labor agreement for professional actors hired by the day.

The new contract, codified for the first time, includes benefits retroactive to Jan. 1. Expiration date is June 1, 1958, but both parties have the right to stop the wages and working conditions clauses on June 1, 1958, and again on the same date in 1959.

The union retained control over the use of theatrical films for television exhibition. The producers also agreed to a 30 percent separation contract for actors who may be employed to make films specifically for television use.

The day players' minimum was raised from $55 to $70 weekly; the free lance player minimum was increased from $175 to $250; the term contract begins with the second year if $250, and $60 to $70 per week, and minimum employment for term contract players after the first year is to 20 weeks' work out of 26.

Completion of the contract negotiations, which opened last September, was announced yesterday by joint statement by John Dales, Jr., executive secretary of the Screen Actors Guild, and Charles Berwyn, Industrial relations vice-president of AMPM.

Garrett, Screen Writer, Dies at 54

Oliver H. P. Garrett, 54, co-winner in 1934 of the screen writing award of the Academy of Motion Picture Arts and Sciences, died here Friday night after being struck with a heart attack. He was a widely known New York producer-screenwriter before he went to Hollywood in 1927.

The Academy Award went to Garrett and a fellow for the screenplay for "Manhattan Melodrama." His screenplays also include "A Farewell to Arms," "The Hurricane," and "The Roaring Twenties," and of the founders of the Screen Writers Guild. Surviving are the widow, Charles Hedges, and three sons, Peter, Adam and Nathaniel.

Big Promotion for Crescent Opening

NASHVILLE, Feb. 25.—To jointly celebrate the gala opening here Thursday of the new American Adventureines when Charles P. Skouras, president of National Theatres, is honored at the second annual Brotherhood testimonial dinner at the Hotel, a citation will be presented by Dr. Rulius B. von KleinSmidt, chancellor of the University of Southern California.

Harvey to Speak

SALT LAKE CITY, Feb. 25.—Rotus Harvey, president of the Western Utah and Southern Idaho WTO here tomorrow. The meeting will take up rentals, roadshow practices and other matters, according to Ralph Trathen, executive secretary.

Jessel Toastmaster At Skorwars Dinner

Hollywood, Feb. 25.—George Jessel, 20th-Century-Fox producer, will deliver the master-of-ceremonies when Charles P. Skouras, president of National Theatres, is honored at the second annual Brotherhood testimonial dinner at the Hotel, a citation will be presented by Dr. Rulius B. von KleinSmidt, chancellor of the University of Southern California.

Cronin Assumes New Pathe Lab Post

E. J. Cronin, Jr., has assumed most of the duties previously performed by Nick Tronolone at Pathe Laboratories here. The latter resigned last week as vice-president in charge of production. The title held at present by Cronin is administrator.

Reviews

"The Pride of St. Louis" (20th-Century-Fox)

The LIFE OF DIZZY DEAN, so representative a part of the American National past, has been given the grandest possible treatment in this 20th-Century Fox production. Dan Dailey, always an engaging performer, portrays "the Pride of St. Louis," with Joanne Dru playing the winsome girl he marries. The picture adds up to pleasing entertainment. For the baseball fan there is something for his "must" list.

Herman J. Mankevicz's screenplay starts with a major league scout finding a barefoot twirler down in Houston. The kid, of course, is Dizzy and he is signed for advance, as well as his ball-playing brother, Paul Dean (Frank Crema), is a matter of well-known baseball history. Throughout his life, Dizzy radiated a swaggering arrogance that was more ground than ballyhoo in quick performance. His courtship dates with Miss Dru that culminate in a marital split. Dizzy sinks into the minor leagues and then complete failure. Fortunately he gets hold of himself, accepts a broadcast offer, and winds up as a colorful baseball commentator. Dizzy's English provokes the protest of school teacher groups, but that is finally ironed out in the happy ending that sees Miss Dru return to his side.

MORRISON JONES directed and Jules Schemmer produced. Running time, 93 minutes. General audience classification. For April release.

"Aaron Slick from Punkin Crick" (Paramount)

A PAIR of unsophisticated country dwellers tangle with a slick city couple and come out the victors in this thoroughly enjoyable musical farce. The picture is a clever blend of urbanity and homespun qualities. This, combined with a notable supporting cast, make the picture a strong box-office contender in just about any situation.

The film serves to introduce to the screen Metropolitan Opera star Robert Merrill and wisely his role is not ponderous, but in fitting with the picture and the scene. The supporting cast is competent and enjoyable.

The screenplay, fashioned by Claude Rinzon, presents Young as a timid country boy bent on avenging his neighbor, Miss Shore, against the SHARE THEODORE. A touring tour show starring Merrill and Miss Jergens comes to town one day and complications develop. In order to hide out until a phony real estate deal which they pulled in Chicago blows over, Merrill and Miss Jergens decide to stay at the farm of Miss Shore.

A fine comic overtone runs through the entire picture. One day while walking on the farm Merrill discovers an oil spot and decides to make a quick fortune by buying the farm. Subsequently he discovers that the only oil on the farm is that from a toppled oil barrel. What follows is a flight to Chicago to retrieve his money from Miss Shore who is out on a spree.

A merry-go-round develops when Miss Jergens and Young join in the fun. In the match of wits that follow the country folk outwit the city slickers. What is important is that it is very funny. William Perlberg and George Seaton produced and Arthur Jacobson directed.


U. S. Eyes Protest On Greek Film Tax

WASHINGTON, Feb. 25.—The State Department is almost certain to enter a sharp protest against the Greek government's new taxes on films, advertising material and other items.

Effective January 1, the Greek government put a 50 percent tax on films and many other non-film items, and a 100 per cent tax on film advertising material.

The Department feels that the taxes violate recent reciprocal trade agreements, and that in addition, an ad valorem tax on films is discriminatory and difficult to collect on the film industry because of the difficulty in figuring the value of a film.

Orde to Hollywood

Bert Orde of Redbook Magazine has left here to attend the dinner in Hollywood on Sunday at the 13th annual "Redbook Movie Award".

NEWS

in brief...

Screen Publicists Guild units at 20th-Century Fox and Warner Brothers home offices have set March 4 for[illegible]union of Distributing, Processing and Office Workers of America (District No. 2).

DPOWA since late autumn has been negotiating for new contracts with 20th-Fox, Warner, United Artists, and Columbia. The Academy of "Porgy" was reported to have resulted from the meetings with UA and Columbia, this week, 20th-Fox and Warner have ended in a deadlock.

Another indication of the newspaper field's increased favorable reporting on the motion picture industry was the series of articles that appeared in the New York Daily News last week, written by Hollywood reporter Flora Muir dealing with the effect of television on films and indicating quite clearly that the industry is more than holding its own.

The series format in this 2,000,000-circulation daily was that of interviews with leading industry figures. Among those interviewed were Darrel Zachuk, Dore Schary and Sam Goldwyn.

PHILADELPHIA, Feb. 25.—In the last half of 1951, the Delaware Fund of Credit increased its investments in Republic Pictures, and 1,200 shares of Technicolor, Inc. Total investments by the Fund in the common stocks and mortgage bonds and their market value at the year-end followed: Cinicolor Corp., 14,000 shares, $35,000; Republic Pictures Corp., 17,080 shares, $160,000; Technicolor, Inc., 7,200 shares, $160,000.

The $12 million mutual investment company's holdings in film common stocks at the year-end amounted to $200,000, against $216,750 six months previously, according to its annual report.

Cleveland Shipping Firm Is Purchased

CLEVELAND, Feb. 25.—National Film Service has acquired the interests of Louis Gross, Richard Gross and E. S. Johnson in Film Distributors of Cleveland and is now sole operator of the storage, inspection and shipping of United Artists, Lippert, Souvage and Snuden prints in this area. Tony Reiman, assisted by three inspectors will remain in charge of the Film Building offices, now under the supervision of Bud Wetzel of Cincinnati. Disposal of their stock in Film Distributors of Ohio and Cleveland Shipping Company was given by Cleveland Shipping Company operated by Gross and Johnson.

'Queen' Ad Precedent

CHICAGO, Feb. 25.—The Woods Theatre has taken a full page four-color ad on "The African Queen" for tomorrow, opening day of the picture, in the Chicago Tribune. The ad is the first time, according to Lambert Swatek, the arts editor of the Tribune, for a single ad to run in a daily newspaper in Chicago. The full page space rate of $3,750, plus engraving charges will run the total cost of the ad well over $4,000.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.
B'way Grosses Climbing High

(Continued from page 1)

showcase comparable to "Naked City," "Adam's Rib," and second to "Quo Vadis" for a non-stage show attraction.

This Woman's Bows

An excellent $64,000 is estimated for the second annual showing of "The Heart's Sorath" at the Paramount, where "This Woman Is Dangerous" bows in tomorrow. The film, aided by a good weekly booking, should do very well, and did better the second week, which included the holiday, than the first.

A new generation is flocking to see "Snow White And The Seven Dwarfs" at the Criterion, where a healthy $15,000 is seen for the first inning of this RKO Pictures reissue. The famed Walt Disney production is expected to remain there for another five weeks.

Over at Radio City Music Hall, "The Greatest Show on Earth" is still packing them in, with $32,000 predicted for the seventh week. Metro is expected to do well with "The Sporting Life" and "Old Rain" has been booked for the Hall's Easter attraction.

Another outstanding holdover is "Quo Vadis" at the Astor, where a big $32,000 is indicated for the 10th week. A second playhouse, the Astrol, is anxious to return with the production at the Astrol, which grossed $41,000 is estimated for the fourth week of "Sailor Beware," while a fine $35,000 is estimated for the third inning of "The Man of La Patata," which is doing well.

"Death of a Salesman" at the Victoria is expected to do a nice $15,000 at the Astrol, which will be seen for the third inning of "When Worlds Collide" at the Globe.

"Retreat, Hell!" at the Astrol, is a forerunner to a good $15,000 for its first week. Bostlered by the holiday, "The Judy Garland Festival," composed of two reissues starring Miss Garland—"Meet Me in St. Louis" and "Babes in Arms"—is expected to rack up a sale of $15,000 at the Astrol. The second playhouse, the Astrol, is expected to return with the production at the Astrol, which grossed $41,000 is estimated for the fourth week of "Sailor Beware," while a fine $35,000 is estimated for the third inning of "The Man of La Patata," which is doing well.

At the off-Broadway houses, it's a pretty good first week gross of $10,017 is forecast for "The Woman in Question" at the Astrol, the Astrol, is expected to do strong $12,000 is expected for the fifth week of "Cry, the Beloved Country." "The Lavender Hill Mob" at the Fine Arts is expected to match its excellent previous gross of $7,000 for its 17th inning. A fine $6,000 is forecast for the eighth week of "Playhouse of Horizons" at the Astrol, while the Astrol is forecast for a healthy $8,000 in its 25th week. The French import, "Under the Paris Sky," will be the Paris' next attraction.

At the new Baronet, a fair $6,000 was registered by the first week of "Naughty Nurses." Meanwhile, UA announced that "Queen Of A Day" will have its New York premiere March 5 at the Brooklyn Paramount Theatre, and "Royal Panel" will be bow Thursday at the Guild Theatre.

Boulder 'Upbeat' Reflected

In Cleveland 1st runs

Cleveland, Feb. 25—Holiday weekend business was excellent among Cleveland's downtown houses. "African Queen," which ran at downtown houses in the State, did a big $12,000 for the three days, while "Bend of the River" at the RKO Palace grossed $8,000, and "Quo Vadis" in its 13th week at Low's Stillman outgrossed the previous two weeks.

Film theatres report a fair weekend with only fair product breaking.

"Greatest Show" Breaks Record in Baltimore

Baltimore, Feb. 25—The Washington's holiday weekend gave a strong start to new attractions here, besides aiding holdovers. "The Greatest Show on Earth," which bowed Wednesday at Keith's Theatre, is currently breaking all records, according to owner J. L. Scharberger. At advanced prices of 90 cents and $1.25 including tax, the first week is estimated at slightly over $80,000, passing the previous high mark set by "Unconquered." Los Angeles Business Tops Recent Levels by Substantial Margin

Hollywood, Feb. 25—With Washington's birthday and ideal weekend weather contributing factors, first March grossings, "The Struggle for Earth," topped recent levels by substantial marginals collectively. "Greatest" broke records at both the Orpheum, Downey, and Warner's Beverly, in Beverly Hills, grossing $42,000 in the first four days with a $60,000 week considering a minimum estimate. "Detective Story," playing for the first time at regular prices, at Paramount Hollywood and Downtown, was expected to be a healthy seller. "The Big Story" enjoyed a powerful second peak at the Panages and Hillsstreet.

Vadis, 'One More Tep Good Chicago Business at Weekend

Chicago, Feb. 25—Business was very good here over the weekend, particularly at the first runs with many kids down in the Loop. The Oriental and Chicago, playing "Quo Vadis," and the New State Room for "Comrade," respectively, were the leaders with "Quo Vadis" getting about $34,000 for the three-day weekend and the Chicago over $20,000 for the same period.

Ticket Prices

(Continued from page 1)

Ticket prices to 75.8 per cent above the base by the end of September. In the final quarter, however, they rose to 70.1 per cent above the 1935-39 average. Children's prices, which had been dropping steadily since the middle of 1951, also rose to toward the end of 1951. At the end of December, they stood at 48.3 per cent above the base, compared with 47.8 per cent at the end of September.

As a result of the increase in both price groups, the combined index rose from over 70 per cent above the base at the end of September to 72.4 per cent at the end of December. This was the second highest figure on record, exceeded only by the 73.1 per cent figure at the end of March, 1951.

Defers Para.

(Continued from page 1)

"Defers Para." (Continued from page 1)

ammon Leo Resnick, with Paramount Pictures general counsel Austin C. Brokaw, was continuing on this basis. His testimony today dealt with Paramount's general corporate structure and business practices before the reorganization in 1932.
Compo Meet
(Continued from page 1)

conference in these terms: "The successful merchant makes a periodic and meticulous count of his inventory. He is mindful of the nature of our efforts at the Conference, a general stocktaking. We know we have many valuable assets that may not be producing at the present time. The purpose of this conference as I see it, will be to undertake a general evaluation of our position in the community as well as on manpower, ideas and products, which are our stock in trade. We must avoid getting into the rut of thinking only and altogether commercially. Many theatre owners and managers in Texas under the COMPO program have proven to themselves that an active interest in community welfare and problems has been paying off in improved box-office."

Col. H. A. Cole, co-chairman of Texas COMPO Showmen, stated: "If the individual theatre manager is not looked upon as a key-note speaker, other prominent speakers who have been invited include Eric Johnston, president of MPAA; Ronald Reagan, president of Screen Actors Guild; Leonard H. Goldenson, president of United Paramount Theatres; Col. William McCraw, executive director of Variety Clubs International; Dr. William H. Alexander; David O. Selznick; K. J. O'Donnell and Cole, co-chairmen and founders of the currently successful "Movietime" campaign."

Program Highlights
Highlights of the program will include a testimonial banquet honoring O'Donnell and Cole for their efforts in the COMPO "Movietime" campaign; a testimonial luncheon for John Rosenfield, director of the amusement section of the Dallas Morning News, commemorating his 25 years of service in behalf of the industry; simultaneous board meetings of Allied and TOA of Texas; and the annual meetings of circuit theatre managers for Interstate, Rowley United, Texas Consolidated, Theatre Enterprises, Jefferson Amusement, Video Independent Theatres, East Texas Theatres, J. G. Long Theatres, Leon Theatres, Tri-State Theatres, Wallace Theatres, Isley Theatres, Henry Hall Industries, and Ezell and Associates.

Special guests will include the Governor of Texas, presidents of Allied and TOA organizations, chief bankers of the Variety Tents in the USA as well as others, presidents, salesmen, and advertising-publicity directors of film production companies, executives and leaders of production companies, officers of the Screen Producers Guild, Screen Directors Guild, Screen Actors Guild, Screen Writers Guild, executives of Dallas distribution exchanges, trade paper publishers and civic dignitaries as well as associated industry executives.

Arnell Reports 'Illegalities'
(Continued from page 1)

letter which was dated Feb. 19 and released to the press yesterday by the SIMPT's New York office, "are increasingly concerned about the lack of policing of the decrees in the motion picture monopoly cases. We are prepared to furnish information as to collusive trade practices within the industry which are violative of the orders of the court, the consent judgment and decrees entered into by the defendants in the motion picture monopoly cases."

Obtained Court Order
UPT has obtained a court order for the government to show cause why two years additional delay should not be granted before compliance with the dierecement order. A hearing on the order has been scheduled for March 7 in the New York Statutory Court.

Arnall told McGrath that "if this unreasonable and callous request of UPT is granted, the government's motion picture litigation will have ended in complete and absolute failure and disaster."

The letter continued: "For while United Paramount Theatres, Inc., will be enjoying for two long additional years an undeserved reprieve, practicing illegal extortion and conspiracy under legal sanction and protection, many small independent motion picture producers will continue to be victimized, deposed and destroyed. It would be a travesty on justice, for example, for the courts to give a burglar two years in which to continue his burglary with immunity while his defenseless victims are wrecked and ruined, powerless to resist."

Calls Attention
Arnall wrote that "as I take leave of absence from my duties as president of the Society of Independent Motion Picture Producers to temporarily enter Federal service, I wish to forcefully call your attention to this very serious matter and urge your personal interest and that of the Department in seeing to it that the motion filed by UPT is successfully thwarted and resisted."

The relief thus far obtained from the Department's efforts to destroy "the monopolies, conspiracies, colli-

sees TV in U.S. As Aid in Canada

TORONTO, Feb. 25.—Canadian exhibitors are said to be benefiting greatly by the problems created by television in the U. S., with Hollywood films flowing into TV-free Canada reflecting the higher quality necessitated by the competitive TV factor across the border.

These were the sentiments expressed by J. J. Fitzgibbon, president of Famous Players Canadian Corp., in an optimistic forecast on the industry in Canada.

IT HAPPENED HERE
from back alley punk to "respectable" business man

"I'm Charley Pignatalli... official executioner for the corporation"

You'll see him soon in one of the most startling pictures in years!

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.
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**Notes:**
- WEEK: Week of publication.
- COLUMBIA: Columbia Pictures.
- LIPPERT: Lippert Pictures.
- MONO.: Monogram Pictures.
- PARA.: Para Pictures.
- REPUBLIC: Republic Pictures.
- RKO: RKO Pictures.
- 20TH-FOX: 20th Century Fox.
- UNITED ARTISTS: United Artists.
- UNIV.-INTL.: Universal-International.
- WARNERS: Warner Bros.

**Additional Information:**
- **Release Dates:** Dates are based on national release schedules and may be subject to change. Letters denote the following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action, (P) Production Numbers.
- **Releases:** Re-releases or special reissues.
- **Running Times:** Times given in minutes.
- **Genres:** Genres mentioned for each film.
- **Director:** Name of the director of the film.
- **Stars:** Stars featured in the film.
- **Notes:** Additional notes about the film or its release.
**Says Chicago Police Won't Censor Video**

**CHICAGO, Feb. 25.—**TV Forecast, out today, takes a swipe at the film industry. "Watch the orange sunset," intones "Mike Boom." Boom says "despite police Commissioner Tim O'Connor's recent bland assurance, Jack-in-the-box TV monitors are not it: the police department will set up a censor board to deal with the problem. Apparently the TV censor board has hands full with the movie problem. And speaking of movies, did you see where 91 more American flag designations have been given to a TV show? This all can be blamed on ABC and CBS. And there they all blame television. Here's the bright note to the picture—some operators are donating their theatres into churches and garages. We could use a lot more of both."

**Program Completed For Drive-in Meet**

**KANSAS CITY, Feb. 25.**—The complete list of drive-in operators set here for Wednesday by the Kansas-Missouri Theatre Association. The meeting will be held at the Hotel Phillip, will feature the following subjects and speakers:

- **Drive-in concessions operation**
- **Opening of a drive-in theatre for the new season.**
- **Darrell Mates: how to build a drive-in theatre under present N.P.A. restrictions.**
- **Dietz Lusk: showmanship ideas for drive-ins.**
- **Louis Higdon: drive-in maintenance.**
- **Art Perry: operational problems.**
- **Braunagle: liability insurance.**
- **Richard Osterloh:**

The semi-annual spring meet of the Kansas-Missouri Theatre Association, for regular and drive-in operators, will be held on May 20.

**Speakers Are Set for Allied Drive-In Meet in K. C.**

**KANSAS CITY, Feb. 25.**—The drive-in conference sponsored by the Allied Independent Theatre Owners of Kansas and Missouri March 4-6, is to have as speakers "Bill" Anderson of Oklahoma City for the banquet Wednesday night, and Allied president Wilbur Snaper, general counsel Abram F. Silvers, Charles Niles and others for the day sessions and clinics.

The meetings and national drive-in theatre equipment show will be in the Continental Hotel.

**Ohioans Prepare for May Drive-in Meet**

**COLUMBUS, O., Feb. 25.—**At a meeting here of the Ohio Drive-In Association, at which 67 drive-in theatre owners were represented, Leroy Kendis of Associated Theatres, Cleveland, was named chairman of a committee to prepare arrangements for the annual meeting of the group which will be held in Cleveland late in May.

The following members were named to the nominating committee that will prepare a slate of officers for the election to be held at that meeting: Kendis, Jim Wood, Jim Stedman, Marietta; Glenn Fiethman, Morristown; Carlos Crum, Lancaster.

**Sterling Names Greenhill**

Edward Greenhill has been appointed advertising manager for Sterling Television Co. by Saul J. Turell, Sterling president. He succeeds Richard Carlson who was named to head Sterling's new stock-shot division.

**Contest to Promote Interest in Films**

**CHICAGO, Feb. 25.—**The local Sun Times has announced a contest for film fans in which they are offered prizes up to $150 in U. S. bonds for the best pick of Academy Awards winners. The contestant whose ballot most nearly coincides with the 1951 Awards will win the top prize. In the case of ties, contestants will be judged on the written portion of their entries on a statement on "Why I Like to Go to the Movies."

Second prize is a $100 bond, third prize a $50 bond and the next 30 prizes are a pair of tickets each to a Chicago area theatre.

**Find Old Louisville License Tax Law**

**LOUISVILLE, Feb. 25.—**This city has discovered an inactive license tax law which has been on the books since 1939 and which could net the city $75,000 a year. The ordinance, imposing an annual rental license tax on all theatres, would require theatres with fewer than 600 seats to pay $250 annually, those with from 600 to 800 seats, $300, and those with over 800 seats, $600. Harris Coleman, attorney for the city's sinking fund, which is required to collect the tax, said he would recommend that the fund start collecting it a month after the last five years. The statute of limitations, prevents going further back.

**The need for copper strap is urgent. SAVETOUCOPPER Drippings.**

**George Stevens'**

"Something to Live For"

**STILLWATER, O., Feb. 25.—**The Association of Motion Picture Producers has named Universal International's Will Hays chairman of its international committee.
Look MAGAZINE ANNOUNCES ITS ELEVENTH ANNUAL MOTION PICTURE ACHIEVEMENT AWARDS

Actress: VIVIEN LEIGH  
Actor: FREDRIC MARCH  
Director: GEORGE STEVENS

Exhibitor: ROBERT J. O’DONNELL*  
Producer: ARTHUR FREED  
Industry Award: SAMUEL GOLDWYN

Cameraman: FRANK PLANER  
Writer: ROBERT BUCKNER  
Newcomer: DANNY THOMAS  
Newcomer: MITZI GAYNOR  
Supporting Actor: EDDIE MAYEHOFF  
Supporting Actress: KIM HUNTER  
Special Award: GENE KELLY

In the issue of March 11 . . . now on the newsstands . . . LOOK presents its eleventh annual awards to the motion picture industry.

These awards climax the exciting editorial coverage of Hollywood products and personalities that LOOK gives to its 18,453,000 readers . . . issue after issue, year after year.

The presentation of these coveted awards has become a celebrated annual event in the motion picture industry. The awards constitute still another reason why LOOK is widely regarded as "the most powerful selling force for movies."

* Mr. O'Donnell, executive V.P. of Interstate Theatres, Dallas, and National Campaign Director of Movietime, U.S.A., is the second exhibitor honored by LOOK. Last year's winner was Phil Chakeres of Springfield, Ohio.
U.S. Opposes UPT Bid for More Time
Would Name Trustees to Dispose of 198 Theatres

The government, in its counter-motion asking the New York State Court to deny United Paramount Theatres' bid for an extension of divestiture time, yesterday requested a court order setting a 60-day deadline for the disposal of UPT's wholly-owned theatres and a 90-day deadline for jointly-owned theatres.

The court yesterday denied the request.

In the event of UPT failing to meet the requested deadline, the government asked the court to appoint trustees promptly to dispose of the remaining 188 UPT theatres. These theatres, under the terms of the March 3, 1949 consent decree, are to be disposed of by March 3, 1952 and for which UPT is seeking a two-year extension of time.

Hearings on the case have been set (Continued on page 4)

Keough Questioned On Para. Trustees

WASHINGTON, Feb. 26.—Paramount Pictures general counsel A. C. Keough, in his fourth day on the witness stand in the Federal Communications Commission's Paramount hearings, was closely questioned by FCC counsel on the propriety of the actions of Paramount trustees in the immediate post-bankruptcy period.

In a long series of questions, FCC counsel Mary Paglin asked how it happened that the trustees appointed were so often Paramount officers, whether (Continued on page 3)

3 More King Bros. Pictures for U.A.

King Brothers Productions this year will release three more pictures through United Artists under a deal with Frank King announced here yesterday by U.A. Two of the films will be in color by Technicolor.

Added to a production schedule which the distributor says assures it its strongest line-up of major features in many years, the three in-

Telemeter Will Be Installed in Palm Springs Next Sept.

Hollywood, Feb. 26.—Barring unexpected disapproval by the City Council, unanticipated copper shortage, and other unpredictable, Telemeter Corp, will transform mountain-rimmed, television-less Palm Springs, California, into the first Telemeter-serviced city next September, company executives disclosed today at a factory demonstration of its coin-box subscription-television method for the press today.

At a cost in excess of $100,000, Telemeter will install a studio in Palm Springs, string wires throughout the city, with individual drops to each home television set, thus getting a practical application of its system into public operation without waiting for the Federal Communications Commission's clearance of subscriber video. (Continued on page 10)

FTC Order on Ad Film Pacts Ended

WASHINGTON, Feb. 26.—The Fifth Circuit Court of Appeals in New Orleans yesterday refused Paramount's request to delay the FTC order against Paramount's Film Commission order against long-term exclusive screening contracts for commercial advertising films for theatres, FTC officials here reported.

The Commission had ordered four film companies to discontinue any exclusive screening contracts that ran for a year or more. All four companies, (Continued on page 6)

Some House Group Members Call 'Red' Report 'Unfair'

WASHINGTON, Feb. 26.—At least one member of the House Un-American Activities committee is ready to accept the committee's attack on the screen picture industry more than a year ago.

Rep. Walter of Pennsylvania, ranking Democrat on the committee, said he felt the report's criticism of the industry for not taking firmer steps against Communists during the 1947 hearings was ill-advised. "The best proof," he declared, "is that most of the evidence we got in the recent hearings dealt with situations years ago. We got very little on current Communist strength in the industry."

Walter said he would favor some statement by the committee "to correct this situation." He pointed out, however, that Chairman Wood (D., Ga.) and three other committee members are currently holding hearings in several areas.

Warner's Directors Reelect Officers

Harry M. Warner, president, and Albert and Jack L. Warner, vice-presidents, and all other company officers were reelected yesterday at a meeting here of the Warner board. Albert Warner also was reelected treasurer.

Additionally, Walter McHale was (Continued on page 2)
Mulvey to Coast on Goldwyn Plans

James A. Mulvey, president of Samuel Goldwyn Products, has arrived in Hollywood from New York for conferences on Goldwyn's present and future production and distribution plans.

While on the Coast, during his scheduled stay of 10 days to two weeks, Mulvey is expected to learn the results of a survey of top-ranking exhibitors of the latter company stated here yesterday that "Talks have been held" with Goldwyn but said no conclusive progress has been made to date. Arthur Krim, U.A. president, and Matyas Fox, partner, also are in Hollywood. Ned E. Depinet, RKO Radio president, left here for the Coast last night.

Cincinnati Grosses Show Upward Swing

CINCINNATI, Feb. 26.—Current grosses, all of which are above average for the first two months, confirm exhibitor reports resulting from an informal territorial survey, that the business outlook is good.

"The Greatest Show on Earth," now is doing an estimated $30,000 at a roadshow scale at the Capitol, "The African Queen" brought in an expected $8,000, while "Sailor Beware" did $17,000 on its first week at the Colony, and "The Great Lie" brought in $3,100 second week, and is heading for $9,000 on a moveover third week at Keith's, where it will hold. These are the best figures at the houses in a long time. Exhibitors generally predict a definite upswing in business during 1952.

Taking Part in New Drug Work

The Will Rogers Memorial Hospital has announced that a group of doctors participating in the experimental work being conducted with the new antituberculosis drug, Rinforin and Nydrazid, Abe Abishoff, executive director, and Variety Clubs-Will Rogers Memorial Hospital, announced here yesterday.

Warner Directors

(Continued from page 1)

added to the roster of company officers with the title of assistant controller.

Others appointed were: Herman Starr, Stanleigh P. Friedman, Samuel Schneider, Ben Kalmenson, Harry M. Kalmine and Mort Blumenstock, vice-presidents; Robert W. Perkins, vice-president, secretary and general counsel; H. S. Barefoot, R. J. O'Brien and K. A. Cassberg, assistant secretaries. S. Carlisle, assistant treasurer and controller; W. S. McDonald and C. H. Wilder, assistant treasurer.

National audience penetration pegged at upwards of 19,000,000 is said to have been achieved by Walt Disney for Technicolor Easter presentation, "With a Song in My Heart," with Harry Belafonte in major role. A daily promotion extended for two weeks and a day-long salute on April 5, it was announced here by 20th.

The 24-hour salute featured in the Jet grey program will be shown in offices and factories, hotels, restaurants and cafes in more than 700 cities. Among the major contributions to the work are the music industry, of which Disney was service, it was said.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Personal Mention

WILLIAM J. HEINEMAN, United Artists vice-president and domestic distribution head, returned here from the Coast yesterday.

MARTIN DAVIS, Goldwyn Productions assistant advertising-publicist head, will leave here for a few days to attend the Coast studio.

11 Are Named for Golden Globes

Hollywood, Feb. 26.—The Hollywood Foreign Correspondents Association, comprising principal resident film reporters servicing newspapers and magazines around the world, has selected the following for the annual "Golden Globe" awards:

Best actor, Fredric March, for "The Best Years of Our Lives," Gail Russell, Jane Wyman, for "The Blue Veil"; best director, Laslo Benedek, for "The Seventh Victim"; best picture, "A Place in the Sun"; best musical comedy, "An American in Paris"; best performance by an actor, in a musical or comedy, Danny Kaye, in "On the Riviera"; best performance by an actress in a musical or comedy, Yvonne De Carlo, in "Young Indamour to Kiss"; best supporting actor, Peter Ustinov, for "Quo Vadis." "Quo Vadis" was the lone non-American film in competition.


The association established a Cecil B. de Mille award to be presented each year to the most outstanding film personality, beginning this year to de Mille himself. Corinne Calvet was named "Miss Golden Globe of 1951."

'Song' Music Used For Muzak Salute

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Constant, Head of Ohio Circuit, Dies

CLEVELAND, Feb. 26.—Angelo G. Constant of Stuabenville, O., owner of the 13-theatre Interstate Circuit in that city, died yesterday. Funeral will be held Thursday in Stuabenville.

MPEA Meet Today

Distributors' foreign managers will hold a Motion Picture Export Association meeting today to discuss among other things, the difficulties that have arisen regarding the allocation of Japanese import permits for April and September, 1952.

Newsreel Parade

This USO plan for a European tour of "Death of a Salesman" at the Mississippi theatre are current newsreel highlights. Other items Elis<br>er, fashion, factual and sports.

Complete contents follow:


TELENEWS DIGEST, No. 9A.—New NATO members. U.S. planes protect Japan. New hope for TB patients. Elizabeth Taylor wedding. Palm Beach regas.<br>


Goldman Commends A Major's Film

PHILADELPHIA, Feb. 26.—"With A Song in My Heart," a 20th Century-Fox production which has been shown at the local Fox Theatre for Easter is highly recommended to theatregoers, in newspaper advertisement appearing here today. It is said commendation of the Gold<br>independent exhibitor who has on occasion attacked major distributors through anti-trust suits.

The picture, said Goldman, "impressed me with its greatness," and I sympathized with the event," he added. "I was not able to see it when it opens at the Fox Theatre. It is, Goldman added, "an achievement of which the Century-Fox can well be proud."

It is expected that the Fox Theatre for deciding against an advance in admission prices. Goldman, who is enthusiastic about this the better entertainment for Philadelphians, is consistent in his efforts in this connection not to authorize the cited such product at a rival theatre.

RKO Palace Books Olsen & Johnson

Olsen and Johnson will bring their comedy routine to the two-a-day RKO Palace circuit, starting Monday, for the current two-week engagement of the variety bill headlining Luritz Melchior.

King Bros. Pictures

(Continued from page 1)

(Continued from page 1)

(Continued from page 1)
the trustees used their powers to dissolve leases where Paramount wanted lower rents, whether they had used their powers to control Paramount film production in the best interests of the owners, and whether they ever deliberately cheated the value of the theaters by letting them run down or giving them inferior pictures.

Kochk replied that the trustees might have lowered rents but would not have used their powers to control Paramount. He added that the trustees would deliberately let theaters deteriorate.

Considerable questioning centered on the circumstances under which A. H. Blank acquired Tri-State Theatres Corp. Paglin said he understood Blank had been a trustee and then had withdrawn and had an assistant appointed trustee and bought Tri-State for $13,950 in 1919, when the company had an assessed value of $125,000.

Paramount counsel Parker Porter violently objected to this line of question, saying "with these innuendos." He said the inference reflected on the Federal Courts of Washington, D.C., but failed to indicate that it had all happened 20 years ago. FCC hearing examiner Leo Resnick ruled, however, that Paglin could make the point as it was sure the FCC attorney would support the line of questioning.

Later, Blank was asked by Tri-State Theatres attorney Duke Patrick, who was not present during Paglin's earlier questioning, to put the record the company's relations with the Blank Trust Co., which showed that all Blank's actions were subject to Federal Court approval and indicated that Blank would be a UFT witness later in the proceedings, and that he could not permit Paglin's "reflections" on Blank to go unchallenged.

Will Probe Practices (Continued from page 1)

(Continued from page 1)

tract, or any matters involving clearances, or runs, or any controversies concerning competitive bidding.

In order to eradicate a national administrator's salary, the plan specifies a tax of $25 per diem fee, plus travelling expenses, for each member of a three-man arbitration board. Determining a complainant's filing fee of $25; an

The administrator must "hold office for a term of five years, unless sooner vacated, or until his successor is appointed by the NCMC." In the event of such removal, or of death, or of resignation of the national administrator, his successor shall be appointed for the unexpired term in the same manner as the original appointment was made.

Washington was specified as the place where the administrator's office shall be located. He shall "establish a regional arbitration tribunal in such district, or districts, as the FCC may select by him, "having due regard to the number of motion picture theatres and the business in the respective areas."

TOA's plan was submitted in shorter form than Allied's, en

Company's Arbitration Plans

(Continued from page 1)

Companies Studying Arbitration Plans

Distribution home offices are in the process of studying arbitration plans of the proposed arbitration plan.

In most instances copies were received last Thursday but because of the holiday weekend there was little opportunity to study the plan and only a few members have seen it today. Distribution spokesmen indicated that the Allied proposals, and those of the Theatre Owners of America, probably will be studied during the next few weeks by company attorneys and sales executives before the distributors make their recommendations to company presidents. Decisions by the latter with respect to further action will follow, it was announced.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

Stowe to Address Brotherhood Event

Herbert Bayard Swope will be the key speaker at the entertainment industry luncheon in the New York Sheraton Hotel Waldorf Astoria here tomorrow noon. The national meeting of the National Screen and Stage Brotherhood is being held here to receive the annual Brotherhood Awards of the National Conference of Christians and Jews at the dinner.

Louis Nizer is chairman of the dinner committee and George P. Skouras is chairman of the entertainment division of the NCC/1952 fund-raising campaign.

**'Hell' Gross, $19,000**

SAN FRANCISCO, Feb. 26—Despite a three-day streetcar strike here during the opening week of Warner Brothers' "Rehat. Hell!," the picture did $19,000 at the Paramount.

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS.

Will C. Skouras Join COMPO for Brother

If Spyros Skouras accepts the COMPO presidency, indications are that one of his first objectives will be to get his brother, Charles, to join the all-important national organization.

Brother Charles' National Theatres never has been a member of COMPO. One of his chief criticisms was direct-

Indications are that if Skouras has not formally accepted the COMPO presidency, he expects to return to New York, perhaps some time next week, a converted effort to induce him to do so will be made at that time.

Meanwhile, Arthur L. Mayer, executive vice-president of COMPO, said his group will not relinquish the post, will remain on duty until his successor is named, providing the new appointment is not made until he is ready to leave on a European trip on March 31 and is hopeful of being relieved of his COMPO obligations at that date.

Present Intention

The present intention is to grant the new COMPO president considerable leeway in the choice of a successor to Swope, rather than leaving the selection entirely to COMPO's nominating committee. The president's choice, assuming there was no cross-committee nomination within COMPO membership ranks, would be approved more or less automatically.

Indications are that the original plan for including COMPO's reply to the Un-American Activities Committee's anti-Communist efforts in all of five newssheets will be discarded. The plan proposed that Depinet or some other industry official read the COMPO resolution for the reds. It is now felt that the industry's position in the matter could be better presented on the screen by other means and several alternate plans are being considered.

The COMPO resolution was wired to the Un-American Activities committee in Washington last Thursday. No official response has been forthcoming. However, Chairman Wood informed the committee that the committee is now conducting hearings in Detroit, which may account for the delay in the committee's acknowledgment of receipt of the resolution.

Yesterday, however, Rep. Walter of Pennsylvania, ranking Democratic member of the committee, told MOTION PICTURE DAILY he agreed the committee report's attack on the industry was "very unfair." His statement is published elsewhere in this issue.

**Skouras-COMPO**

(Continued from page 1)

ident, Neil E. Depinet, held the office for a 12-month period ending on July 1, 1952.

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YOU’LL BE THANKING US FOR THIS ONE!

20TH CENTURY-FOX PRESENTS
Return of the Texan

DALE ROBERTSON JOANNE DRU with WALTER BRENNAAN

What The Critics Said About THE PICTURE!

"Happy, homey story ... consistency of humor and charm." — New York Times

"A warm, tender, human story ... entertaining to the entire family" — New York Daily Mirror

"Pleasant entertainment ... straightforward drama ... leaves a good feeling." — Variety

"We're for 'Return of the Texan' — it is ingratiating." — New York Post

"A picture of persuasive charm." — New York Daily News

"Unusual, warm and absorbing." — New York Journal-American

"Warm story, strong action. First-rate!" — Hollywood Reporter

"Easy-to-take entertainment about lovable people." — Showmen's Trade Review

There's No Business Like 20th Business
"Dale Robertson a rapidly rising dramatic star."

"Dale Robertson—a popular leading man—has stardust in his eyes."

"A forthright, entirely likeable performance is turned in by Dale Robertson."

"If future of movie star Dale Robertson rests in the hands of Lawton bobby-soxers, he doesn't have anything to worry about."

"Dale Robertson had Shreveport's bobby-sox set squealing as they never did squeal for Frank Sinatra. His appearance on the stage snowballed into one of the biggest demonstrations of fan affection these weary eyes have ever witnessed."

—New York Daily Mirror

—New York Daily News

—Variety

—Lawton (Okla.) Constitution

Dale Robertson
Mobbed by Admirers!

Star of "Return of the Texan" engulfed by teenagers and oldsters who turn out in droves to greet him at recent personal appearances.

One of the NEW STAR FACES you've been asking for! A FRESH TALENT! . . . A NEW IDOL!

BUILD HIM! SELL HIM!
Your Patrons Want Him!
FTC Order
(Continued from page 1)

Call 'Red' Report 'Unfair'
(Continued from page 1)

U.S. Opposes
(Continued from page 1)

panies went to court, but two of the companies—Alexander Film Co. and Reid H. Ray Film Industries, Inc.—later dropped their suit against the FTC order. A third company, United Film Service, Inc., agreed to have its case determined by the outcome of the fourth suit, involving Motion Picture Advertising Service Co., Inc.

That was the case which the Circuit Court in New Orleans decided. FTC officials said they had not seen the opinion itself, but had been notified that the Commission's order was set aside.

Commission spokesmen said they thought it likely they would try to appeal the case to the Supreme Court, providing they can persuade the Solicitor General's office to approve it.

The Solicitor General, in the Justice Department, must okay all Government appeals to the Supreme Court.

Should the Circuit Court decision stand, FTC officials indicated, they probably would not try to enforce the original order against Alexander and Ray Film Industries, even though these companies did not maintain their suit against the order.

Detroit and that no action is possible until they return.

One member of the committee, who asked that his name not be used, admitted that the newspaper stories of the report's criticism of Hollywood came as a surprise to him. "I guess none of us read it as closely as we should have, before approving it," he declared.

Rep. Doyle (D., Calif.) said he had not been on the committee in 1947 and therefore was not qualified to say just who was right, but he added that he had "an open mind on the subject, and if the industry can show me that we did it an injustice I will be glad to do what I can to have it corrected."

Rep. Velde (R., Ill.), ranking Republican on the committee, came closest to defending the report. He said that while he felt the industry had attempted to cooperate with the committee and while its intentions might have been good, "the results have not been too good." He declared there were many instances where "men should have been investigated more," and where "the industry is boycotting men who cooperated with the committee but still keeping on the payroll men who refused to answer our questions."

Velde said Velde also said that he did not feel the report had been as critical as the newspaper headlines made it sound. "I didn't think we made any serious charges," he said. "As a matter of fact, I thought we were rather complimentary. I know we pointed out that the producers were far more cooperative now than they were in the 1947 hearings."

Rep. Kearney (R., N. Y.) said his main criticism against the industry was that he had been told that witnesses who cooperated with the committee were not being put back to work. "Employers and unions must be tolerant of friendly witnesses," he said. "Otherwise, our job is much harder."

The copper shortage is critical. SAVE YOUR COPPER Drippings.

In New York Statutory Court for March 7. The center motion filed by the government also outlined a series of amendments to the original decree aimed at stiffening the terms.

The order would also be effective April 7, 1952, one month from the date of the scheduled hearing, according to the government's motion.

In asking the court to deny UPT's request for an extension of time, the Department of Justice charged that UPT has not shown diligence in disposing of its theatre interests as required by the decree. The government has contended that UPT's conduct is unethical.

On jointly-owned theatres, the government's requested 90-day deadline carried over from approval of the House of Representatives. The extension of time was granted if the court found that there was some reason to believe that UPT's joint interest falling such action by UPT by April 7, 1952.

The decree amendments sought by the U.S. includes:

UPT shall notify the public and real estate brokers that no reasonable offer shall be refused for its theatres.

UPT shall not refuse any offer as unreasonable if the offer plus the profits of the particular theatre would be considered a reasonable offer at the expiration time of the decree, March 3, 1952.

The company shall not change the playing policy so as to reduce the revenue possibilities of any theatres disposed of.

Except as provided in orders already entered, UPT shall not upon dissolution of a joint interest retain any interest in theatres acquired by any of its subsidiaries or partners.

Playing policies of retained theatres should not be changed; thus the change has the effect of adversely affecting the competition of independent Amusements. The proposed prohibition is for five years subsequent to March, 1949.

In the event of a dispute covering the above amendments, the burden is upon UPT to prove the contrary.

The D. of J. anti-trust division further charged that it had received numerous complaints that UPT has moved up the playing time of its retained theatres in situations where it has divested theatres. Mentioned were Danville, Va.; Palm Beach, West Palm Beach and St. Petersburg, Fla.

Charges were also made that UPT has situated theatres such as in Lakeland, Fla., and St. Cloud, Minn., sought to dispose of a smaller theatre instead of a first-run house as required by the decree.

 Majors' Bid Denied
DENVER, Feb. 26.—United States District Judge LeeKnows today denied Majors' bid for the theatres of Fox, MGM and RKO Radio to set aside the verdict awarding $100,000 to Cinema Amusements, Inc., owners of the Broadway here, or grant a new trial.

The case will probably be appealed.
“Anything Can Happen”  
(Paramount)  

THE HUMERUS ASPECTS of a non-English-speaking immigrant’s initial adjustments to life in the U. S. make for laugh-evoking, heartwarming entertainment in “Anything Can Happen.” William Perlberg’s production, George and Helen Papashvily’s autobiographical novel that was a best-seller.

Jose Ferrer gives another first-rate account of his histrionic capacities in the role of George Papashvily, who, as the picture opens, arrives from Rustaveli Georgia with an English pocket dictionary and a Turkish friend, Kurt Kasznar. How the bewildered Papashvily achieves a speaking knowledge of the new language, his adventures among a household of eariler arri-vees to this American frontier, the enthusiasm for hard work and his winning the heart of a friendly American girl (Kim Hunter) are what the story is all about. A long 107 minutes is given to the telling, and although audience attention is firmly grasped for the most part, there are aspects of the story that wear thin from repetition and drawn-out sequences. It is a safe guess, however, that the customers in general will like this one very much—particularly for its fresh material—and it may also be a safe guess that Perl-burg’s offering will keep things humming at many a box-office.

Supporting roles, tinted with caricature here and there, are performed nicely by a winning array of players. These include Kasznar, as the over-confident Turk; Eugene Rogers, as his earthy British neighbor; Oscar Karlweis, a self-styled mixer; Oscar Beregzi as Papashvily’s dearest friend, and Makhall Rasumny as the squelched husband of Miss Lontovitch. The screenplay, by George Seaton and George Oppenheimer, and the direction of Jules Dassin, both in the emotional line, is purely advisory.

Running time, 107 minutes. General audience classification. Release is set for May.  
CHARLES L. FRANKE

“Talk About A Stranger”  
(Metro-Goldwyn-Mayer)  

THE STORY of a young lad and his love for his dog has been turned into a parable of our times in M-G-M’s “Talk About A Stranger.” The drama has enough interest to make it reasonably satisfactory fare. The cast is headed by George Murphy and Nancy Davis who play the parents of young Billy Gray.

The story opens when Billy and his friends, playing near a supposedly empty house, are startled to find a lone stranger, Kurt Kasznar, living there. The man becomes cast in an aura of mystery and suspicion for Billy and when Billy’s dog dies of poisoning, he becomes convinced that the mysterious stranger did the deed. In a frenzy of anger and retribution the boy reports to the entire town that the stranger is a dog-poisoner. Later when the boy does some sleuthing, he jumps to conclusions and tells people that the man is a murderer.

All understandable excitement and incident it turns out that the suspected man is a prominent doctor who merely ran off alone grieving about his son who died during an operation. What more, Billy’s dog was killed by eating poisoned meat left for coyotes.

In the new ruritanian fashion, the screenplay, by Margaret Fitts, shows the dangerous folly of drawing snap conclusions.

Lewis Stone provides adequate support as a country editor. Richard Gold- stone produced and David Bradley directed. Running time, 65 minutes. General audience classification. For April release.  
M. HERBSTMAN

“Okinawa”  
(Columbia)  

A SECOND CHAPTER in the story of “the fleet that came to stay” is provided in Columbia’s “Okinawa.” A generous amount of authentic Naval film records of the battle between U.S. ships and Japanese suicide planes—the Kamikazes—are included in the footage. These are fascinating and exciting shots and, for a bonus, there also are included some interesting clips from Japanese newreels of the suicide pilots making their ceremonies before taking off from their home fields.

The fact, however, is strung out on a frame of fiction which leads nowhere. Pat O’Brien is the skipper of a war weary destroyer which is assigned to the picket duty off Okinawa to protect supply ships and four-funnel destroyers. The plot of the film is simply this battle, told in the gripes, the bravery and the deaths of some of the men. They are average types—the Latin Romeo, the old pilot with the crooked nose, the scruffy, cigar-chewing operator who has cornered practically the entire supply of ship’s beer. The lack of dramatic transition occasionally suggests the documentary approach, but there are too many intimate glimpses into the crew members’ personalities for this to hold true.

Pat O’Brien is stoic as the skipper. Somewhat more individual in their roles are Cameron Mitchell as the beer drinker with the handle bar mustache, Rhys Williams as the old veteran, James Dobson as the “kid,” and Richard Denning as the executive officer.

The screenplay, written by James Brewer and Arthur Ross, from a story by Ross, was directed by Lewis Jason and produced by Wallace MacDonald. Running time, 67 minutes. General audience classification. For March release.

“Young Man with Ideas”  
(Metro-Goldwyn-Mayer)  

THE LIFE AND STRUGGLES of a bright young lawyer, his wife and three youngsters are recounted amusingly in “Young Man with Ideas.” The young man of the title is Glenn Ford, but it is his wife, Ruth Roman, who essentially has the picture churning up sufficient comedy and drama to make it generally acceptable.

Events start popping in Ford’s life when he demands a partnership in the legal firm in which he is employed and is promptly given his walking papers. Ford and his wife decide to leave their home town in Montana and go to Los Angeles. Soon they find that city not to be the paradise they pictured. The apartment shortage is so fierce that Ford decides to rent a bungalow roomed for by a booke. Almost constantly the phone rings with people wanting to place bets. One day Miss Roman answers the phone and unwittingly leads the caller to believe she is accepting the bet. The horse, a long shot, wins and the young lawyers are very rich. However, it is not long before luck runs out on them.

A series of unlikely things happen, especially when the bettor tries to collect the money for his winning horse and comes to the conclusion that Ford and his family are an underworld group.

In a climactic courtroom scene Ford heroically, if somewhat foolhardily, tangles with Sheldon Leonard, an underworld czar, but comes out successfully. As a result he gets a good job and all ends happily.

The picture, a well produced, from the screenplay by Arthur Sheekman, Mitchell Leisen directed. Running time, 84 minutes. General audience classification. For May release.  
M. HERBSTMAN

“Waco”  
(Monogram)  

SHOWING a healthy disregard for the Western formula and cliché and sticking tight to a straight story, producer Vincent M. Fennelly has brought forth a drama of the Old West that should make both patrons and executives happy.

You will have to go back to the free-riding era of Bill Hart and Tom Ince for memory of a Western comparable in point of freshness and unpredictability. The old Bill Elliott gives a fine, free-riding performance in the principal role. It is a part of Elliott’s reputation that his customers about which to satisfy are well aware of.

The screenplay by Dan Ullman, strongly directed by Lewis Collins, opens with a group of cowhands in Texas, a ruffian-ridden town of some 600 population dominated by one Bull Clark. Elliott, a stage driver newly arrived, plays poker with a group, including Clark, catches the latter cheating and kills him in self-defense, but Clark’s cronies are for lynching him and he flies town. Pursued by placards offering a reward for his arrest, he blunders into the cowboy hideout of a notorious outlaw named Curly Ivers, who was similarly pressed into outlawry years before, and is persuaded by Ivers that there is an empty cave in a range near by which would be perfect. In a series of bank robberies, winding up wounded and captured, but the few law respecting citizens of Waco pay the reward for his custody, try him on the charge of murder, and declare him guilty. Ivers makes a deal with Ivers for the latter to keep his gang away from Waco, but an Ivers lieutenant breaks Ivers’ orders and the story continues on into a series of developments that are to be seen rather than sympathized.

The picture adds pleasantly to the effectiveness of a well conceived, ably executed picture as suitable for general audiences as well as for Western devotees.  
Running time, 68 minutes. General audience classification. For Feb. 24 release.

Warwick Film to RKO  

A deal has been closed by RKO Radio for distribution in the Western Hemisphere of Warwick Production’s “Red Beret,” to be filmed in England by Irving Allen and Cubby Broccoli. According to studio sources, the Warwick film picture will have a Hollywood name in the lead, and is set for a mid-April start.

2 More Apply to FCC  

WASHINGTON, Feb. 26.—The Television Authority and Theatre Television Authority have informed the Columbia Broadcasting System that they will consider the possibility that they would desire to appear in the forthcoming theatre TV hearings.

Critics Honor ‘Place’  

George Stevens’ Paramount production, “A Place in the Sun” has been named the best picture of 1951 by the Cleveland Critics Circle.

Re-releasing MOT Film  

The March of Time is re-releasing “A Chance to Live” so exhibitors can take advantage of the forthcoming publication of the book of the same name by Monsignor Carroll-Abbiggs, which played a featured role in the film. First date set is Friday at the Guild circuit of theatres in New York.

Ventura to Show Film  

Ray Ventura has completed cutting and processing his first film for the U. S. market, “Monte Carlo Baby.” The film, which stars Audrey Hepburn and Kim Novak, was directed by Charles Marquis Waters. Ventura is scheduled to be in Monte Carlo late in 1951.

Mrs. Smith to UA-TV  

The appointment of Mrs. Martha F. Smith as sales representative of United Artists Television in Baltimore was announced here by John H. Mitchell, director of UA-TV.
MARCH 14th MARKS COLUMBIA'S 250 THEATRE, 60,000,000 READER DAY- AND- DATE WORLD PREMIERE!

Book it now!
Play it while these national ads are breaking—
The week of March 14th!
Columbia Pictures
presents
A Stanley Kramer Company
Production

My Six Convicts

The Private Lives of Public Enemies

KOPAC—in again for losing the boss' dough—up his sleeve!

SCOTTY—A young felon learning a trade—picking pockets!

RANDALL—A heap a'lovin' made his Big House home!
Telemeter

(Continued from page 1)

The Palm Springs project contemplates the erection of a large receiving antenna on an adjacent mountain-top to pick up all seven Los Angeles television channels from their sending stations at a distance of 90 miles. All seven programs will be disseminated via copper cable structures, but not using telephone lines, which will carry the Telemeter, program, and its owners will pay between $100,000 to $150,000 for connection with the cable, and can receive all seven regular Los Angeles telecast programs free, but will have to pay $150 per month to the Telemeter box, attached to the set, to receive Telemeter programs. The price for Telemeter service may range from a nickel to $2.00. A cash deposit for the Telemeter box, under $10, and possibly another small service charge, will be required.

Strebe First

The plan as announced indicates Earl Strebe, who owns all three Palm Springs television stations, the first showman in the country to experience the full impact of subscriber-television on the box office. Strebe, according to Telemeter, proposes to produce a new general entertainment film program at his 600-seat theatre available to Telemeter subscribers at a reasonable, regular admission price. With Telemeter anticipating 2,500 set installations in Palm Springs, the performance possibilities of Strebe's experience are self-evident. Telemeter will charge Strebe a small percentage for telecasting his programs on the Television Daily on how the admission-tax would be handled, Carl Leserman, Telemeter vice-president, who heard the other details have not been fully worked out so far.

The four-hour demonstration conducted today, using a telecast from Paramount-owned KTLA by special permission of the FCC, and with the running announcement that this test does not signify FCC approval of subscription-television, was attended by Y. Frank Freeman, Variety editor, and many other Paramount and non-Paramount executives and producers. Paramount owns a 50 per cent interest in Telemeter, and executives stressed the point that the Palm Springs situation is special, due to television-less conditions there, and that cable use is not contemplated anywhere else in the country, but valuable information concerning public attitudes and habits with respect to subscription-television can be obtained from this venture.

Reed Back to London

Carol Reed, who has been here for the last 10 days in connection with the presentation of his work, has released advertising preliminary plans of his latest production, "Outcast of the Islands," returned yesterday to London. "Outcast," which is a new look at Stevenson's classic discovery, Kerima, is a London Films presentation and will be released in this country by United Artists.

Telemeter

U.K. Newsreels Are Back in Granada Circuit

LONDON, Feb. 26—Distinguished work by the newsreels in covering the death of King George VI brought long lines of patrons to the theatre offices here and a changed attitude by exhibitors toward the newsreels, which some had charged lacked both news and entertainment values.

New instrument, the Granada Circuit, for example, had played no newsreels since November, 1950, and had engaged in bitter court controversy with the Newsreel Association over the right to cancel in view of the wartime pledge of theatres to show newsreels. Bernstein's circuit, signed newsreel contracts with Kenneth Haragreaves of the Newsreel Association last week.

Plans are already being made by the newsreels for coverage of the Olympic Games and the Coronation of Queen Elizabeth, anticipated now to occur in late August.

New NFFC Financing

Bill Up March 6

LONDON, Feb. 26—It has been tentatively arranged to introduce in Commons on March 6 the Parliamentary bill authorizing the National Film Finance Corp. to borrow from non-government sources another £2,000,000 (£25,000,000) to carry on its financing of British producers. Debate on the measure will be held in Commons later in the same day.

Presentation of the government's new budget to Commons has been postponed from March 4 to March 11. Indications are that the budget will make no provision for the additional money to NFFC and that the latter will be compelled to make up its deficit, if it can, from private lending sources.

Comment is made that the Churchill Administration with its policy of extreme financial stringency could not contemplate further state money being voted to film production, but finding itself committed to industry, the government's pledge to NFFC, takes the course of invoking the aid of the banks.

only $624* for a 10-DAY HAWAIIAN VACATION!

Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. * From New York UNITED AIR LINES (Fares plus tax.)
Stars must be glamorous—always

- Everybody loves the star. She's the darling of the box office ... the apple of the producer's eye. Her glamour is everybody's good fortune—an inspiration to writers, directors, cameramen—a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film ... consider the best type of film, black-and-white or color, to use ... to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection—that every foot of film gets the star the best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers ... invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
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TERRIFIC!

is the word for business on

"THE AFRICAN QUEEN"

CAPITOL THEATRE, N.Y.C.

TERRIFIC, too, in L. A.,
ST. LOUIS, CLEVELAND,
BUFFALO, RICHMOND,
DAYTON, BALTIMORE!

HORISON PICTURES presents

HUMPHREY BOGART • KATHARINE HEPBURN
in
"THE AFRICAN QUEEN"
Color by TECHNICOLOR

with ROBERT MORLEY
and Peter Bull • Theodore Bikel • Walter Gotell
Peter Swanwick • Richard Marner

Produced by S. P. EAGLE • Directed by JOHN HUSTON • Director of Photography Jack Cardiff
Based on the novel "The African Queen" by C. S. FORESTER • Adapted for the screen by
JAMES AGEE & JOHN HUSTON • A HORIZON-MONUMENT PRODUCTION

Another BIG ONE thru

UA

FLASH! HOLDOVERS IN EVERY ENGAGEMENT!
**Insider's Outlook**

By RED KANN

If you don’t think there is life left in the old bird, please note what’s happening. Around the nation, generally, grosses “Gone With the Wind” in the case of United Paramount which operates lots of theatres in lots of situations, receipts were “substantially greater” this Washington’s Birthday than on last year’s holiday.

Then there was Broadway.

Of course, it was a showman’s dream—a Friday holiday and a weekend of clear weather. Times Square was loaded with people and hordes of kids most of them apparently storming the beachhead at the Criterion where “Snow White,” three-time revival, broke a 14-year record with an astonishing $33,000 take Thursday through Sunday.

There was the Roxy with a record-smashing weekend gross of $87,500 with “5 Fingers” on the screen and Dottie Lamour on stage.

No wonder the boys at UA are ecstatic over “The African Queen,” which traveled so fast over the weekend that it braked at an electrifying $83,000 in the first full week of its run at the Capitol, At Paramount Pictures and the Music Hall it’s sort of taken for granted after all this time that “The Greatest Show on Earth” will keep on floating in its special box-office stratosphere; the holiday-weekend combination there merely proved this again by sparking the attraction toward a whopping $132,000 in its seventh week.

No one feels it is necessary to apologize for “Gone With the Wind” in its 16th week at the Astor where $29,000 is very hefty dough. Or for “Sailor Beware” at $41,000 in its fourth week at the Mayfair. Or for “Viva Zapata!” at $35,000 in its third Rivoli stanza. These are grosses.

Who were these ticket buyers anyway? Some were out-of-towners, holiday-hunt in the big town. But most were resident New Yorkers never so irretrievably committed to their television sets that they won’t go places and see things, be it comfort in this, but no surprise.

It simply is proof reiterated that the “invalid” is still a very fabulous guy.

**WB to Retire $10,000,000 Of Its Stock**

The appropriation of an additional $10,000,000 for the purpose of cancellation and retirement of outstanding stock of Warner Brothers Pictures, was authorized by the company’s board of directors here yesterday.

This marks the second such allocation since last fall when WB appropriated $15,000,000 and bought up slightly over 1,000,000 shares at the maximum price of $15 per share, the same maximum price for the current appropriation.

The projected cancellation of stock (Continued on page 10)

**Glassman Sets Up A Film Committee**

**BOSTON, Feb. 27.—Norman Glassman, president of the Independent Exhibitors of New England, has set up a committee in the organization, to be known as the film committee, to iron out difficulties that may arise between members of the group and distributors. He will head the committee.

Glassman further stated that re-**

(Continued on page 10)

**Chairman Dodge Comment On COMPO’s ‘Red’ Reply**

**DETROIT, Feb. 27.—Rep. John S. Wood (D., Ga.), chairman of the House Committee on Un-American Activities, declined to comment here today on the resolution of the Council of Motion Picture Organizations demanding that the committee’s report criticizing Hollywood for alleged delays in ridding itself of Communists be corrected.

Wood, who with three members of his committee has been holding hearings here this week, at first indicated he had not seen the COMPO resolution, which was sent to the committee in Washington last Thursday. On being shown the full text of the COMPO resolution published in *Motion Picture Daily* of Feb. 25, Wood said: “I have no comment.” Efforts to obtain comment from other members of the committee here were unsuccessful also. They are Representatives Moulder, Potter and Jackson. The latter also was shown the published text of the COMPO**

(Continued on page 11)

**Color TV Decision In About 10 Days**

Washington, Feb. 27.—National Production Authority Administrator Henry Fowler told a press conference today that he expected to make a decision on proposed changes in NPA’s color television order in “a week or 10 days.” All indications have been that if NPA does not lift the color TV ban entirely, it will at least exempt theatre TV equipment from the order.

**Says Para. Violated Spirit of ’40 Decree**

Washington, Feb. 27.—A new legal wrangle, concerned with putting into the Armed Forces case arbitrated under the 1940 decree, bulked large in today’s session of the Fed- eral Communications Commission’s Paramount hearing.

Claiming that the cases showed a “violation of the spirit” of the 1940 decree, FCC counsel Frederick Ford and Max Paglin proposed incorporating the decisions of the arbitration appeals board in the record because they whoil was sent to the committee decision can expect in the future from these parities. The 29 cases, Ford said, were included in the government’s 1945 trial brief in the re-opening of the Paramount anti-trust (Continued on page 11)

**See Conflict Over Cost of Arbitration**

Expect Allied, TOA Will Clash Over Salaried Head

The conviction was evident in the industry here yesterday that Theatre Owners of America’s suggestion that a salaried administrator head up an arbitration system plus Allied’s insistence on an “inexpensive” system will add up to lively differences if and when an all-industry conference on arbitration is called.

The consensus appears to be that Allied would want an arbitrator “subject to proceeding or nothing.” Moreover, it is known that that organization would be disposed to having “outsiders” from any industry association, or cooperation with the system. TOA, on the other hand, recommends a salaried administrator with no industry connections whatever. Officials of neither organization (Continued on page 11)

**125 Attend KMTA Drive-In ‘School’**

KANSAS CITY, Feb. 27.—The preopening “school” for drive-in operators, under the auspices of the Kansas-Missouri Theatre Association drew 125 registrants through the day one event during items of opening and of operation.

Jack Braunagle, moderator, was introduced by C. E. Cook, president of the association. Two hours were devoted to comment, questions and answers, largely on commission operations. The speaker was AI Reynolds, general manager of Ekell and Associates, drive-in circuit of Dallas.

**Color Newsreels Seen in 6 Months**

Distribution of newsreels in color in about six months was forecast here yesterday by Louis Mansfield, in charge of color operations at Pathé Laboratories, Inc.

Mansfield is making the prediction, said at first there will be some operators’ sequences in color combined with black-and-white footage. Later, however, he sees the possibility of a complete newsreel in color when all technical difficulties are mastered.
**Personal Mention**

**M. Richey,** head of M-G-M's exhibiton relations, left here for Florida yesterday and will return on March 24.

**Jerrold Wechsler,** Warner branch manager in Cleveland, became a grandfather recently when a daughter was born to the wife of his son, Leonard, in Pittsburgh, Miss. Leonard is the daughter of the late, Western Pennsylvania, Allied president, M. A. Rosenberg.

**Sal Adorno,** Sr., of Adorno-Middletown Theatres, Middletown, Conn., is reported arriving at Fort Lauderdale, Fla., from injuries sustained in an auto accident in his home town.

**Joe Goldstein,** formerly a Schine circuit booker, has been appointed buyer-booker for the Ohio Drive-in Management Co. in Cleveland, succeeding **Tony Stern,** resigned.

**Jerry Fairbanks,** head of the firm being formed, was granted a lease from Hollywood for meetings with executives of WDSU-TV and video agency officials.

**Henry L. Needles,** managing director of the Art Theatre, Hartford, has been named chairman of the announcement division of that city's 1952 Red Cross campaign.

**Wilfred K. Gillenwater,** Bristol, Tenn., manager for Wilby-Kinney Theatres, was voted "Young Man of the Year" by the local Junior Chamber of Commerce.

**William C. Pullin,** Jr., manager of the Linden theatre in Columbus, won the $500 first prize in the Columbus Citizen's annual head-pin tournament.

**John Braithwaite,** Warner Brothers director, and his wife announce the birth of their first child, a girl, at Children's Hospital in Hollywood.

**Bob Dorfman,** assistant to Charles Levin at the Disney Eastern public relations, was recently married to **Sunny Gordon** of Brooklyn.

**Samuel Goldstein,** president of Western Massachusetts Theatres, Inc., Springfield, has been in Florida on vacation.

**Schwalberg Predicts 'Show' Top Grosser**

Cecil B. DeMille's "The Greatest Show on Earth" hons as the greatest grosser in Paramount's history, based on engagements to date, according to A. W. Schwalberg, president of Paramount. The Technicolor film has already played to more than 2,000,000 customers in 10 principal markets, reportedly a new industry high, it was said.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

**Tenn. Communities Hit by Epidemics**

**Detroit:** Feb. 27.—An estate of nearly $60,000,000, left by John King, former Detroit pioneer motion picture theatre owner, will be probated in Grand Rapids. The estate's safe deposit box of King was opened yesterday in a downtown bank by the county treasurer. The box contained a safe that was King's last name was changed from Kunsky in 1936, died Jan. 3 in En- cino, Calif., who was 77 years old, at one time owned radio stations WXYZ in Detroit and WOOD in Grand Rapids, in partnership with George Trendle. King, and his then partner, A. Arthur Callie, brought the first motion picture projector to Detroit in 1907 and developed the first downtown nickelodeon. He erected several the- atres, including the Palace, State, Broadway Capitol, Madison, Adams and several other neighborhood houses.

**COMPO Commands Gov. White of Miss.**

Resolutions authorized at last week's meeting of the Council of Motion Picture Organizations' executive board, commending Governor Hugh L. White of Mississippi for his friendly attitude toward the industry were sent to the governor yesterday by Arthur J. Muller, COMPO vice-president. Noting that Governor White recently signed legislation aimed to relieve theatres of Mississippi's some tax burdens, the resolution states that "this legislation was passed with the encouragement and assistance of Gov-
er White" and further that "Gov-
er White in his public statements has expressed sympathy and understanding toward the motion picture industry and an appreciation of the screen's importance to American culture and national life.

$26,000 for 'Snow White'**

**Boston:** Feb. 27.—Walt Disney's "Snow White and the Seven Dwarfs" received another boost last week at the KKO Memorial Theatre here, grossed $26,000 in its second week which ended last night. The picture enters its third week today.

**Coming Events**

**Feb. 28.—Amusement Division dinner at the Waldorf-Astoria, Hotel New York.**

**March 13.—RealArt Pictures sales meeting, Warwick Hotel, New York.**

**March 4.—Golf States Allied meeting, New Orleans Hotel, New Orleans.**

**March 4—6.—Allied Independent Theatre Owners of Kansas and Missouri, drive-in-theatre Owners,ansible convention, Continental Hotel, Kansas City, Mo.**

**March 5.—Michigan Allied board meeting, Detroit.**

**March 9.—B'nai B'rith dinner honoring George Jessel, Beverly Hills Hotel, Beverly Hills.**

**March 12.—Cinema Stamp Collectors meeting, Hotel Astor, New York.**

**March 20.—Academy of Motion Picture Arts and Sciences 24th annual awards, Pantages Theatre, Hollywood.**

**March 24—26.—Theatre Owners of Oklahoma convention, Biltmore Hotel, Oklahoma City.**

**March 24—27.—National Theatres executives' meeting, Los Angeles.**

**March 28.—Cinema Stamp Collectors meeting, Hotel Astor, New York.**

**April 1—Cinema Distribution Collectors meeting, Hotel Astor, New York.**

**April 13—15.—Motion Picture Theatre Owners and Operators of Georgia annual convention, Biltmore Hotel, Atlanta.**

**Mrs. J. A. Beidler, 82, Dies in Toledo**

**Cleveland, Feb. 27—Mrs. J. A. Beidler, 82, wife of J. A. Beidler of Smith Theatre, Toledo theatre circuit, died today after a long illness. The funeral will be held Friday at 3:30 in Toledo.**

Surviving in addition to her husband is a son, J. A. Beidler, Jr., who is active in the circuit operation.

**Milton Officer, 38 B & K Manager, Dies**

**Chicago, Feb. 27—Milton Officer, 38, died today. He had been with Balaban and Katz for the past 18 years and was manager of the Northwest circuit, he met his time of his death. He is survived by the widow and son.**

**Ben Levine's Brother**

**Services for Joseph Levine, brother of Ben, motion picture manager, and head booker of Redaktor's New York exchange, will be held this morning at Hugh K. Seely, Funeral Home in the Bronx. Levine died suddenly Tuesday night. Interment will be at Forest Park Cemetery at Emerson, N. J.**

**Journey Opens at Guild Here Today**


Produced by the National Film Board of Canada, the official record of the trip is the first full-length picture to be filmed in the new Eastman Color PAN-GRAFEX process.

The picture has already played more than 2,000,000 customers in 10 principal markets, reportedly a new industry high, it was said.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.

**Mr. & Mrs. H. M. Williams**

**Rogers House, 5823 S. Michigan Ave., Chicago.**

"The Copper Shortage is Critical. Save Your Copper Drippings."
Doubts of Spanish Government May Hold Up New Pact

The Spanish-American film agreement, which will become effective on Saturday, may not be operative then or for several days or weeks thereafter. Some uncertainty remains over the Spanish government's understanding of the pact. The licenses for CA, Republic and Monogram would be issued by Spanish importing firms.

Healey Conferring

It is understood that Tim Healey, Motion Picture Association of America representative in London, has been confering lately with Spanish government officials with a view to securing a more definitive explanation of the pact. The licenses for CA, Republic and Monogram would be issued by Spanish importing firms.

Meet on Japan and Belgium

Distribution foreign managers met here yesterday for a discussion of Japanese quota problems and the status of U.S. industry operations in Belgium. No action was reported following the meeting.

Fabian, Walsh, Holm Honor Guests Here

Simon H. Fabian, Richard Walsh and Celeste Holm will receive the 1952 "Brotherhood Awards" of the National Conference of Christians and Jews at the NCCJ dinner at the Hotel Waldorf Astoria here tonight, highlighting the participation of the amusement division in NCCJ's 1952 Brotherhood Week observance.

Leaders from all branches of entertainment, including guest speakers with Fabian, Walsh and Holm, chairman of the dinner committee, making the presentations to Fabian and Miss Holm.

Herbert Bayard Swope will be the principal speaker. Swope's address, which will climax the amusement division's drive for an expanded goal of $150,000 in contributions for the NCCJ.

Mexican Ban Aids 'Fox'

MEXICO CITY, Feb. 27.—The censorship ban, quickly removed, on 20th Century-Fox's "The Fox and the Hen" was beneficial. In three weeks the picture grossed $40,000 at the Cine Alameda.

Seasonal Change in Theatre-going Attributed to Ullman to Television

Albany, N. Y., Feb. 27.—The cycle of business in conventional film theatres has changed from fall-winter-early spring to spring-summer-fall, said Saul J. Ullman, up-state general manager for Fabian Theatres. A veteran of 35 years in the industry, Ullman said, "The best results were obtained when it was cold, snowy, slippery and dark, and in those days parking space was no problem."

Television, the primary threat, according to Ullman, is the best shows are televised during the winter months, snow, cold, weather, slippery sidewalks, traffic jams and inadequate parking space keep many homes away from the theatre.

Ullman added that air-conditioning is essential if theatres are to take advantage of summer trade.

Cost of TV Color Confusion up 150%

The cost of using proper raw stock and other facilities today so that TV producers can convert TV film for release in theatres is increasing at about 150 per cent higher than present black-and-white production.

The estimate was made yesterday by John D. Stetzel, vice-president of Tri-Art Color Corp., a subsidiary of Du Art Film Laboratories, Inc., to a meeting of the executive committee of the National Television Film Council at the Warwick Hotel.

Stott said the increase in cost may be expected to continue, increasing the percentage of TV color musicals, because the demand for all-purpose TV cameras, "which are being used to produce the best possible pictures."

Inexplicable results have been reported by TV producers and directors who have joined the motion picture celebrities who will attend the premiere of "Bugsy". Mayor Earl J. Glade and local civic groups will welcome the stars. Within 10 days following premiere, the picture will have showings throughout Utah, Montana, Idaho and Nevada.

At Nashville, a $50-top world premiere of "About Face" will benefit the Florence Crittenton Home. Prominent state, city and society leaders, including distributors and exhibitors, in addition to Hollywood personalities, will attend.

Atlas Holds Large Walt Disney Block

Common stock holdings in Walt Disney Productions form the largest number of shares of any industry stock owned by the Atlas Corp., the annual report to Atlas stockholders revealed here yesterday.

The number of Disney shares listed was $3,050, compared to 76,500 shares of RKO Pictures, 25,000 Paramount Pictures and 25,000 of United Paramount Theatres.

French Pact Talks Seen for Mid-March

WASHINGTON, Feb. 27—Film distributors in the State increased by $9,658,000 during the month compared with $4,340,000 in 1950, rising from $30,000,000 December a year earlier to $41,000,000 last December.


government reports imports of films increased to $14,578,000 during the month compared with $4,340,000 in 1950, rising from $30,000,000 December a year earlier to $41,000,000 last December.

Bank Underwrites 36

MEXICO CITY, Feb. 27.—Production of 36 pictures this year has been underwritten by the trade's own bank, the semi-official Banco Nacional Cinecinematografico, for $2,500,000. Of the pictures, 26 are for major companies and 10 for independents.
THE PICTURE NAMED FOR MORE ACADEMY AWARD NOMINATIONS THAN ANY OTHER PICTURE THIS YEAR IS "A STREETCAR NAMED DESIRE"

OTHER 'STREETCAR' AWARDS EVERYWHERE! HERE'S A PARTIAL LIST — MORE COMING IN ALL THE TIME!

NEW YORK FILM CRITICS AWARDS
BEST PICTURE OF THE YEAR
BEST ACTRESS OF THE YEAR
BEST DIRECTOR OF THE YEAR

SAN FRANCISCO CRITICS COUNCIL AWARDS
BEST PICTURE OF THE YEAR
BEST ACTRESS OF THE YEAR
BEST ACTOR OF THE YEAR
NOMINATED FOR
BEST MOTION PICTURE
BEST PERFORMANCE BY AN ACTRESS
VIVIEN LEIGH
BEST PERFORMANCE BY AN ACTOR
MARLON BRANDO
BEST PERFORMANCE BY SUPPORTING ACTRESS
KIM HUNTER
BEST PERFORMANCE BY SUPPORTING ACTOR
KARL MALDEN
BEST DIRECTING
ELIA KAZAN

BEST SCREEN PLAY
TENNESSEE WILLIAMS
BEST BLACK-AND-WHITE
ART DIRECTION
RICHARD DAY
BEST BLACK-AND-WHITE
COSTUME DESIGN
LUCINDA BALLARD

BEST BLACK-AND-WHITE
CINEMATOGRAPHY
HARRY STRADLING
BEST MUSIC SCORE
OF DRAMATIC PICTURE
ALEX NORTH
BEST SOUND RECORDING
COL. NATHAN LEVINSON

Warners' General Release Mar. 22!

"A Streetcar Named Desire"

STARRING
VIVIEN LEIGH AND MARLON BRANNO
KIM HUNTER, KARL MALDEN
SCREEN PLAY BY TENNESSEE WILLIAMS
DIRECTED BY ELIA KAZAN
BASED UPON THE ORIGINAL PLAY "A STREETCAR NAMED DESIRE" BY TENNESSEE WILLIAMS
AS PRESENTED ON THE STAGE BY IRENE RAYE SELNECK.
From the Play that Won the Pulitzer Prize and Critics Circle Award.

plus Five more Warner Nominations

BEST DOCUMENTARY FEATURE
"I WAS A COMMUNIST FOR THE F.B.I.
BEST PERFORMANCE BY A SUPPORTING ACTOR
GIG YOUNG in "COME FILL THE CUP"
BEST ONE REELER "WORLD OF KIDS"

BEST BLACK-AND-WHITE
CINEMATOGRAPHY
"STRANGERS ON A TRAIN"
BEST DOCUMENTARY SHORT
"THE SEEING EYE"

INTERNATIONAL FILM FESTIVAL
AT VENICE
THE "SPECIAL AWARD" AND
BEST ACTRESS AWARD
LOOK ANNUAL MOVIE AWARD
BEST ACTRESS OF THE YEAR
FAMILY CIRCLE MAGAZINE AWARD
BEST ACTRESS
BEST ACTOR • BEST DIRECTOR
BEST SUPPORTING ACTOR
M-G-M Production Group in Operation

Hollywood, Feb. 27.—M-G-M's new production group recently set up by Dore Schary, vice-president in charge of production, is in full operation at the studio, it was announced here.

Initial producing assignments have been made with Henry Berman to produce "You for Me" and "Gyp Circuit" and Arthur Loew, Jr., to produce "Seven Cakes for Christmas," Hayes Goetz will produce "Bonzana" and "Apache Trail." William Roberts will do the screen play for the former film from his own original. Don Markiewicz is writing a treatment of the second. Robert Thomsen is doing the screen play for the last named.

Additional producing assignments to include Matthew Rapf, Sol Fielding and Sidney Franklin, Jr., also in the group, will be announced shortly with Schine now back at his desk after a two weeks absence studying scripts. Schary has formulated a long-range program for the group which will make up to fifteen features annually.

**Awards to Clift**

Cleveland, Feb. 27.—Montgomery Clift, star of George Stevens' "A Place in the Sun," will accept the Cleveland Critics Circle Awards for 1951 honoring the film, himself, and his co-star, Shelley Winters, at a special luncheon in Cleveland on March 4. Clift will accept these awards on behalf of Stevens and Paramount Pictures, which released the film.

**Crescent Circuit Manager Breaks Up Unique Scheme in Bank Night Fraud**

Nashville, Feb. 27.—An alert theater manager, Lloyd S. Lawrence, of Crescent Amusement's Madison Theatre, broke up what might have developed into a serious bank night fraud in Crescent's suburban houses.

Lawrence discovered that a ticket drawn by a small boy from the barrel was printed on a different kind of cardboard and was dirty as if handled considerably, he first announced the winner had been found, then withdrew the announcement and called the police who immediately picked up a 13-year-old boy who readily admitted that he had the winning ticket "palmed" when he reached into the barrel. Questioning led to the arrest of the boy's father.

Lawrence had undertaken to supply a suburban theater on bank night and plant him where he could rush forward and offer to draw out the winning ticket.

Investigation at other Crescent houses revealed that the same boy drew a winning ticket for $250 at the Belmont Theatre on the other side of the city. The boy claimed that all he got out of it was a free ticket to the show.

The manager of at least one Crescent suburban house is investigating the tampering with the bank night register at his theater. All Crescent houses involved have pledged absolute protection to the public against fraud in the weekly drawings.

**600 Key 'Apache' Dates for April**

More than 600 key situations from Coast to Coast will be playing Universal-International's "The Battle At Apache Pass," with color in Technicolor, during April in one of the largest mass playoffs of a picture in the company's history, Charles J. Feldman, domestic sales manager, reports. U-I will list 447 of these situations in two-color, double-truck advertising spreads, marking the greatest number of theaters to be listed in this type of ad.

**Filming Schedule On Coast Drops 4**

Hollywood, Feb. 27.—Production took a drop of four points last week, for a total of 27 pictures in work. Four new features were started and eight were completed.


**Martin-Lewis Video Show To Aid Fund**

Dean Martin and Jerry Lewis hope to reach 2,000,000 television set owners in the Greater New York area during the 16-hour telethon they will stage over NBC from midnight Friday, March 14, until 6:00 P.M. Saturday, to launch the fund-raising campaign for the $2,000,000 New York Cardiac Hospital.

Martin and Lewis, currently starring in "Sailor Beware," Hal Wallis production for Paramount, will undertake the telethon immediately after completing a five-week personal appearance tour.

**'IA' Wins Hike for Para.'s Publicists**

An agreement between the IATSE and Paramount, on wage increases for home office publicists was reached here yesterday, and was widely interpreted as the first step toward the establishment of a publicists local in the "IA" union.

A $10-across-the-board increase combined with raising the grades of a number of the publicists will give the up-graders pay hikes of as much as $4,500. To cover the impending contract, it was indicated.

Other benefits agreed upon include the establishment of a union shop.

The contract is expected to be signed "shortly" by representatives of "IA" Motion Picture Home Employees Local No. H-63 and the company.

The decision whether the Paramount publicists unit, the first group of its kind to vote itself into the IATSE, will become a segment of H-63 or be an independent local will rest with Russell M. Moss, H-63 executive vice-president, Richard F. Walsh, "IA" international president, is understood to have asked Moss to make such a decision after the signing of a contract. The latter is said to be being worked out for the publicists.

H-63 is a local whose membership is made up of clerks, stenographers, messengers and other "clerical" workers in film companies' home offices.

**Change in Public's Film 'Attitudes'**

Ridley Park, Pa., Feb. 27.—Market studies made in Chicago last year by Sindlinger & Co. indicate that there are now 12 instead of four classifications of theatre patrons and that the 12th category, accounting for 24.7 per cent of Chicago's population of 3,625,530, contribute nothing to the city's total theatre gross.

Prior to television, the Sindlinger report contends, and where there is no television today, the public could be divided into four general classifications of theatre-goers: frequent, average, seldom and never. In the 63 television markets today, it states there are 12 classifications, "each differing in degree of behavior toward, and interest in movie-going."

**Testimonial for Kane**

Boston, Feb. 27.—The Variety Club of New England yesterday honored Al Kane with a luncheon on his recent promotion to the post of South-Central division sales manager for Paramount. He was district manager here. His headquarters will be in Dallas.

**Answer to Your Technical Problems...**

The Altec Service Man and the organization behind him

The Altec Service Man

161 Sixth Avenue-
- New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

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**AMERICAN**

**to LOS ANGELES**

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**The Mercury—DC-6 Skykicker Service**

Lv. 12:20 a.m. EST—Ar. 8:40 a.m. PST

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**11 hrs.**

**20 min.**

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Thursday, February 28, 1952
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<td>Jan. 20</td>
<td>(Jan. Releases)</td>
<td>BOOTS MALONE</td>
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<td>Jan. 27</td>
<td>THE OLD WEST</td>
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<td>SMOKY CANYON</td>
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<td>Feb. 3</td>
<td>(Feb. Releases)</td>
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<td>Feb. 10</td>
<td>HAWK OF WILD RIVER</td>
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<td>Feb. 17</td>
<td>THE HAREM GIRL</td>
<td>Joan Davis</td>
<td>59 min.</td>
<td>(Feb. 22/23)</td>
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<td>Feb. 24</td>
<td>THE FIRST TIME</td>
<td>Betty Furness</td>
<td>Robert Walker</td>
<td>59 min.</td>
<td>(Feb. 22/23)</td>
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<td>Mar. 2</td>
<td>WINGS OF DANGER</td>
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<td>Mar. 9</td>
<td>MY SIX DEViCTS</td>
<td>Milton Mitchell</td>
<td>Gilbert Roland</td>
<td>CD--58 min.</td>
<td>(Feb. 22/23)</td>
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<td>Mar. 16</td>
<td>SCANDAL SHEET</td>
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<td>Mar. 23</td>
<td>BLACKSMITH</td>
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<td>Mar. 30</td>
<td>THE MAN FROM BLACK HILLS</td>
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(Date: 2/11/23)
THE general release of Cecil B. DeMille’s “THE GREATEST SHOW ON EARTH”, originally planned for the late fall of 1952, will be moved up to July, 1952, in response to demands from exhibitors and public. Its sensational record-breaking boxoffice performance in its initial engagements and its overwhelming acclaim in the nation’s press have determined Paramount’s releasing policy—which will be welcome to showmen everywhere who have emphasized their need for big, big attractions during the summer months.

We want this picture to reach your theatre red hot and presold so that everyone in your city, town or neighborhood, from 6 to 86, will be talking about it and clamoring to see it.
Therefore, we are making "THE GREATEST SHOW ON EARTH" available to a limited number of theatres throughout the country on a special pre-release basis. Thus the greatest word-of-mouth will be developed and the deepest potential-audience penetration obtained by the time "THE GREATEST SHOW ON EARTH" is emblazoned on your marquee.

We know these pre-release engagements will be of the utmost importance to theatres booking the picture in general release. These first mass-audiences will become exploiteers for the entire nation. Many exhibitors would like to play "THE GREATEST SHOW ON EARTH" tomorrow if it were available. However, this pre-release timetable—together with the picture's summer general release—will produce the maximum return in dollars and cents for all exhibitors. And it will bring the industry as a whole the full measure of optimism and morale that only the greatest motion picture can provide.
Review

"When in Rome"
(Metro-Goldwyn-Mayer)

The story of a strange association between an American parish priest and an escaped San Quentin convict on their way to Rome during the Holy Year has been turned into a striking production in M-G-M's "When in Rome". The picture has warmth and humor and stirs the mark of production resourcefulness. The charm and unusualness of the story is a good merchandising point and it is buttressed by a cast headed by Van Johnson and Paul Douglas.

On boat, en route to Rome, Johnson meets Douglas, a flashy character, and a rather close friendship is struck up. It develops that Douglas is escaping from the police and as a convenient way to elude them when the boat docks, he makes off with Johnson's cashbox. Quite naturally, Douglas is accepted as a bona fide priest and Johnson is mistaken for the criminal. The comedy inherent in this situation is brought fully to the surface. After a bit of adventure with the police Johnson establishes his true identity and reluctantly promises police captain Joseph Calleia to help him escape.

The picture, which Clarence Brown produced and directed, was shot in Rome. Thus the authentic backgrounds and views of famous cathedrals become an added premium for the filmgoer.

Johnson finally catches up with Douglas and is torn between his pledge to turn him in to the police and his desire to help him find salvation. Johnson accedes to Douglas' plea for a 24-hour reprieve before being turned in. The two men go wandering through the city and under Brown's directorial guidance, considerable fun and excitement is churned up.

With the police always in hot pursuit of the pair, the screenplay, by Charles Schnee and Dorothy Kingsley, frequently takes the tense aspects of a chase drama. Incident follows incident until the surprise climax is reached. Douglas, finally seeing the error of his past ways, joins a monastic order and takes on the vow of silence. The final curtain is rung down and Johnson promises to meet his friend again—at the next Holy Year, in 25 years.

Running time, 78 minutes. General audience classification. For April release.

Mandel Herbstman

To Air Complaint
On Firlik Tariff

Albany, N. Y., Feb. 27.—A Public Service Commission hearing on a protest by the Schine circuit of Gloversville, against new tariff rates for the Firlik Film Delivery Service of Albany will be held here April 15.

The Commission permitted the tariff rate to become effective on Feb. 17. The Schine protest was on approximately one-tenth of the delivery points covered being the only one that was filed.

The Albany Theatre Owners of America voted last week to investigate the matter. At that time it was said increases in rates had been reported to be from 20 to 60 per cent. A Public Service Commission staff member explained that the average increase for Firlik is 20 per cent. The old schedule had been in effect for five years.

Name Troyer, Engen
In Percentage Suits

Fargo, N. D., Feb. 27.—Guy A. Troyer and Otis K. Engen were named defendants in five percentage suits filed in Federal Court yesterday. Paramount, 20th Century-Fox, Warner, RKO and Universal each filed for damages based on alleged underreporting of receipts at the Lyric Theatre in Rugby.

Sherrill, Baird, Trogner and Peters, of Minneapolis, and Cudahy, Tenneson, Sevila and Leary, of Fargo, represented the distributors, with Sargoy & Stein of New York of counsel.

Glassman Sets
(Continued from page 1)

Phil Glassman, owner of the Boston Artists, a general meeting of the New England association was held for members who find it difficult to attend regular meetings in Boston. These will begin early in April.

The copper shortage is critical. Save your copper drippings.
have manifested willingness to discuss the other's plan for publication. Their attitude appears to be that they will be provided with a committee that will be empowered to comment and criticize at an industry conference, if one is called by distributors.

Queried here yesterday as to TOA's plan was made public, Wilbur Snapper, president of national Allied, refused to make any statement to reporters on the rival organization's proposals.

Not only would TOA's "national administration" receive a salary of not more than $25,000 annually, but his appointment would be by the U.S. Secretary for Industry, a group of 25 members, Allied's general counsel and board chairman, at the Allied convention here last October took pains to warn the industry to guard itself against government "interference and regulation." Whether Myers, who would sit in an industry arbitration conference, might interpret such an appointment requirement as inviting government "interference, was a matter of conjecture in exhibition circles here yesterday.

TOA's plan also stipulated $50 per day for arbitrators, as well as charges for complaint and intervention filings. Allied, in its plan, listed no fees whatever, and is understood to expect that industry executives would be willing to serve as arbitrators without compensation except for traveling expenses.

"Frisco Arbitration Plan Is Extended"

The conciliation and arbitration committee's plan was announced by the Western Theatre Owners Association in Salt Lake City Tuesday is essentially the same plan which M-G-M has been functioning under in San Francisco, it was disclosed here yesterday by Charles M. Reagan, M-G-M distribution head.

Reagan, commenting on WTO president Rotus Harvey's announcement, said the plan would be new for the Salt Lake area. In addition, Harvey said the project would be extended to Portland and Seattle exchange areas. Twentieth Century-Fox has also agreed to the plan, Harvey said, adding that negotiations were underway with other distributors.

Under the plan, the distributors would select a representative, exhibitors would select one, and both would agree on a third man who would arbitrate any disputes in trade practices, except on film rentals. Both parties to the dispute would be bound by the decision.

According to Ralph Trathen, group chairman of the Utah and Southern Idaho group, the last man to represent exhibitors in his area would be elected by the Western theatre operators' unit.

Discuss New Recordings

Film production with new synchronized quarter-inch magnetic tape was discussed and demonstrated last night before members and guests of the Society of Motion Picture and Television Engineers. Meeting at the Henry Hudson Hotel, the Engineers' Atlantic Coast section heard W. T. Seldec of Ampex Electric Corp. describe new recording techniques.

Arbitration (Continued from page 1)

Claims Para. Violated (Continued from page 1)

‘Red’ Reply (Continued from page 1)
There's No Business Like 20th Century-Fox Business!
Disney Spurns ‘Piddling’ TV Pay for Films

Sees No Competition With Theatre Revenue

The sale of Walt Disney films to the television market—probably the most desired pictures of all for TV—has been ruled out by Roy O. Disney, president of Walt Disney Productions. Disney, whose firm has made an extensive on-the-scene survey of the revenue possibilities of the TV market, said the money offered by TV was “piddling” compared to the revenues derived from distribution to motion picture theatres. As evidence that Walt Disney Prod... (Continued on page 3)

UA Circuit, Loew’s Win Month’s Delay

A one-month extension for the dissolution of the joint theatre interests held by Loew’s and United Artists Theatre Circuit, Inc., has been granted, the Department of Justice disclosed here yesterday. Under terms of Loew’s consent decree divestiture of the joint interests was to have taken place by today. According to the last report of the... (Continued on page 2)

1-Picture Companies Get Legal Boost

Hollywood, Feb. 28.—A decision which could have a far-reaching effect on the status of one-picture corporations formed for tax purposes was rendered today by Federal Judge Leon R. Yankwich. Yankwich ruled producer E. Hugh Keough can’t see TV for first-run films. (Continued on page 3)

Andersen’ Is Only Film Involved in Goldwyn-UA Talks

Hollywood, Feb. 28.—Discussions which have been held between Samuel Goldwyn and United Artists have centered only on the distribution by U. A. of Goldwyn’s current production, “Hans Christian Andersen,” it was learned as Arthur Krim, U. A. president, left here by plane for Chicago, en route to New York.

Nothing conclusive concerning U. A. distribution of the $4,000,000 Goldwyn production is expected to develop for some time.

Krim will confer in Chicago with Walter Heller, whose financing company last year made available to U. A. a $2,000,000 revolving fund for... (Continued on page 6)

Keough Can’t See TV for First-Runs

Washington, Feb. 28.—Paramount Pictures general counsel Austin C. Keough said he does not regard TV stations as profitable outlets for first-run film showings.

Pointing out that distribution profits come primarily from first-run showings, Keough told the Federal Communications Commission Paramount... (Continued on page 3)

Warning Against Televising Large-Scale Productions

The belief that such large-scale productions as the Radio City Music Hall stage shows and performances of the Metropolitan Opera Co. would make poor theatre TV fare because of present technical difficulties was expressed here yesterday by an official of Loew’s.

Walker Succeeds Coy on the FCC

Washington, Feb. 28.—President Truman today filled the vacancy in the Federal Communications Commission left by the recent resignation of chairman Wayne Coy, when he named Paul A. Walker, a member of the Commission since it was formed, in 1934, to be chairman. At the same time, he named Robert T. Bartley, ... (Continued on page 2)

Review of Milgram Case to Be Asked

Decision was reached here yesterday by attorneys for defendant companies in the Allentown, Pa., Drive-in case, to petition the U. S. Supreme Court for a writ of certiorari of the Federal Court decision holding major companies guilty of conspiracy in denying first-run films to the drive-in theatre.

The strategic case was won in the lower court by David Milgram, owner of the Allentown drive-in and the U. S. Circuit Court of Appeals in Philadelphia upheld the decision last fall.

Anxiety Mounts As New Restrictions Threaten Overseas

Anxiety over the “epidemic” of remittance restriction planning that has appeared in Europe was expressed here yesterday in film export circles following a meeting of foreign managers on Wednesday at the Motion Picture Association of America’s New York office.

The latest country to indicate it... (Continued on page 6)

Republic’s Officers Received $423,829

Washington, Feb. 28.—All officers and directors of Republic Pictures received during the last fiscal year remuneration totaling $423,829, the company reported today to the Securities and Exchange Commission. Top compensation went to Herbert J. Yates, president, who received $175,350, including $100,000 accrued remuneration for the year. Payment...

1,000 Attend NCCJ Brotherhood Tribute

Some 1,000 from the entertainment industry and from other fields, and society, government and the press, were present at the Waldorf-Astoria Hotel here last night for the National Conference of Christians and Jews annual “Brotherhood” dinner. Her... (Continued on page 3)
**Personal Mention**

**Realart Meeting Here Tomorrow**

A three-day sales meeting of Realart Film franchise holders will begin at the Warwick Hotel here tomorrow. Presiding will be Jack Broder, president and chairman of the board.

On the agenda are sales discussions of four Broder pictures now in release, as well as forthcoming productions. The president will pay a call on Budd Rogers, executive vice-president; Jack Schlaifer, sales vice-president, and Carroll Pucato, vice-president in charge of exchange operations.

**File for New Trial in Scott-Lardner Case**

Hollywood, Feb. 28.—Counsel for 20th Century-Fox and RKO Radio said today motions for new trial in the consolidated Adrian Scott-Ringardner, Jr., case against those studios, decided in plaintiffs' favor Feb. 15, will be filed within 10 days.

Filing for a new trial necessarily awaited the court's entering judgment, counsel said. It is expected the court will have ruled plaintiff's damages were excessive. The studio has asked for a new trial.

**Walker Succeeds**

Walker succeeds as administrative assistant to House Speaker Sam Rayburn, to be a member of the Democratic Caucus.

The 71-year-old Walker, who had been FCC vice-chairman, is an attorney and in addition to his new job has had more than 30 years' experience with the Securities and Exchange Commission and Office of the Secretary of the Army.

**UA Circuit, Loew's**

U. A. circuit, the following theatres will open in partnership with Loew's: Loew's State, Louisville; Loew's Century, Parkway and Valencia, Balboa; Loew's on 50 Street, Ohio, Columbus, and Loew's Penn and Ritz, Atlanta.

**Services for Mother Of Max Youngstein**

Services were held here yesterday at Gutterman Chapel for Mrs. Molly Youngstein, the mother of Max Youngstein, United Artists executive, who died Wednesday after a long illness, at Lebanon Hospital in the Bronx. She was 60 years old.

Also surviving are her husband, Elias; five other children, Harry, Benjamin, Pearl, Morton and Mrs. Miriam Haged, and 11 grandchildren. Interment was at the Hebrew Cemetery on Staten Island.

The letter is unsigned.

**B. & K. Seeks Relief From Chicago Decree**

Chicago, Feb. 28.—Balaban and Katz Theatres will file an appeal under the Circuit Court of Appeals here tomorrow seeking relief from the Jacoban decree in the form of unlimited first-runs and "ample booking time" for first outlying "A" runs.

The Jackson decree limits Loop first-runs in "affiliated" theatres to two weeks and requires a fast play-off in subsequent runs.

**Grand Jury Probes Electronic Firms**

Washington, Feb. 28.—Justice Department officials said a New York City Federal Grand Jury is investigating possible anti-trust violations by electronics firms. Major radio and television set manufacturers have been subpoenaed.

Department spokesman revealed this in answer to queries, but refused to comment further on it. He said the investigation had color television aspects, but the D. of J. would not comment on this.

**Teach School Editors Film Reviewing**

An experimental program designed to acquaint editors and writers of high school publications with the techniques of reviewing motion pictures will be inaugurated today by the New York Board of Education. This was disclosed by Marjorie G. Dawson, associate director of community relations of the Motion Picture Association of America, who is working with Board of Education officials on the project.

**Stage Shows for Dietrich**

Marlene Dietrich, for the first time in her career, will make a personal appearance with the opening of one of the hit pictures of the "Rancho Notorious" will have its world premiere at the State Lake Theatre in Chicago next Thursday.
Review

“One Big Affair” (Bosques-United Artists)

A MONG the wacky happenings in this farce is a cross-country tour of Mexico by bus, bicycle, ox-cart and foot. In the course of events Evelyn Keyes and Dennis O’Keefe meet, fall in love and make plans to marry after surmounting numerous obstacles. A standard light comedy, brought a little above routine by many casual glimpses of the Mexican countryside, where it was filmed.

Miss Keyes, a Pajama school teacher on one of those bus tours timed to the split second, gets tired of looking at ruins 1,000 years old and 900 feet high, misses the bus at one stop and promptly finds herself in the company of O’Keefe, 38 years old and slightly less. The lad, a high-priced divorce lawyer, takes to bicycling to Acapulco, “to keep out of trouble,” which is, of course, just beginning. Before they reach the seaside town, he is accused of kidnapping the girl, becomes the object of a nationwide man-hunt and both are adopted by a whimsical Yacqui chief.

The fortunes of the stars, assisted by Connie Gilchrist as a schoolmarm, Thurston Hall as the law firm head and Gus Schilling as the ubiquitous tour director, make their reputations geometrically: one often, however, they seem contrived. Benedict Bosques produced and Peter Godfrey directed Leo Townsend’s screenplay, adapted from Francis Swan from a story by George Bricker.

Running time, 80 minutes. General audience classification. Release date, Feb. 22.

No Disney Films for TV

(Continued from page 1)

Executions is committed to the motion picture business as opposed to TV, Disney has issued a clear policy in the foreseeable future, Disney said the studio has more productions in work and more films planned now than in any similar time in the company’s history.

He cited the current release of “Snow White and the Seven Dwarfs” as an example of the much larger revenues offered by theatrical distribution. He warned general Federation to the Criterion in New York to view the three-time revival. He estimated that all TV would offer for such films would be between $100,000 and $200,000 across the nation.

“Fortunately,” Disney continued, “our tongue isn’t hanging out. We don’t have to grope for little money. When you take the objective view he emphasized, “Home distribution is the only answer.”

Home television he viewed as an excellent medium of exploitation, citing the success of Disney TV shows on the day-time schedule of 30,000,000 people, as an example. The black-and-white clips used in the show, Disney pointed out, served as a good trailer, with people being urged to watch the picture in Technicolor color when it returns to their neighborhood theatre.

Disney had a word of caution for exhibitors. Unfortunately, Disney claimed, there are too few exhibitors who try to make their returns producers adequate enough to keep the production end of the industry healthy. He labelled this attitude as being “too wise and too cold.”

The attitude of many exhibitors, he went on, is to keep grosses high without regard to how many films are used up in the process. Talent, as reflected in films, is a prized possession and should be utilized wisely, he urged.

Disney called short subjects a necessary ingredient of a rounded the atrical film program, warning that there should be “no breaking down the film story to fill the show.”

Theatrical films, he said, are one of the biggest single story of the day-time game by Irving Shulman, author of “The Amboy Dukes.”

‘Brotherhood’

Los Angeles, Feb. 28.—Charles P. Skouras was honored tonight for his work in promoting Brotherhood among all men by 600 religious, civic, business and political leaders who attended a banquet at the Ambassador Hotel, sponsored by the National Conference of Christians and Jews. Paul Hoffman, head of the Ford Foundation, delivered the principal address.

House Unit Passes Copyright Bill

WASHINGTON, Feb. 28.—A House judiciary sub-committee has approved a bill which would remove from the U.S. copyright law a requirement that foreign books in the English language be reprinted and rebound in the U.S. to get full U.S. copyright protection. The government and industry leaders warned the sub-committee that unless this measure is extended, foreign countries will cut down the copyright protection they give U.S. works of art, including films. The measure now goes to the full judiciary committee for action.
AGAIN M-G-M!

One award after another, starting with Modern Screen Magazine, Photoplay Medals, Christopher Awards, Look Magazine—and now one of the most coveted tributes of the year, the Redbook Silver Cup, announced in March Redbook:

"For their production of fine films throughout 1951, Dore Schary and the M-G-M Studio win Redbook's Silver Cup."

Memorable box-office hits of the year from the M-G-M Studio selected by Redbook editors (top to bottom at the right): the gay, dancing "An American In Paris"; magnificent and spectacular "Quo Vadis"; "Father's Little Dividend", a rollicking comedy; a revival of the great favorite "Show Boat", and the popular musical biography "The Great Caruso".
AND IN 1952 TOO!

Just a few of the many M-G-M Big Ones that will be leading contenders for M-G-M honors.

"SINGIN' IN THE RAIN" (Technicolor)

"THE WILD NORTH" (new Ansco color)

"THE BELLE OF NEW YORK" (Technicolor)

"SKIRTS AHOY!" (Technicolor)

"SCARAMOUCHE" (Technicolor)

"LOVELY TO LOOK AT" (Technicolor)

"IVANHOE" (Technicolor)

"CARBINE WILLIAMS"

"THE MERRY WIDOW" (Technicolor)

"BECAUSE YOU'RE MINE" (Technicolor)
Acclaims Hollywood Armed Forces Aid

HOLLYWOOD, Feb. 28.—At a special meeting held in the Carthay Circle Theatre here, attended by 1,000 USO workers and 100 Hollywood personalities, Brig. Gen. Charles W. Christenberry, chief of Army Special Services from Washington, representing the Department of Defense, acclaimed the “GI” entertainment program at bases and hospitals in this country and overseas by the Hollywood Coordinating Committee in cooperation with USO and USO camp shows.

Gen. Christenberry in his speech said in part: “In the name of the Department of Defense I wish to express keen appreciation for the whole-hearted cooperation of the motion picture industry. “Their aid in furnishing talented artists on a volunteer basis enables us to carry forward this most important morale-building program during the present emergency.”

“Experience has shown that nothing takes the place of personal appearances of the stars when it comes to answering the requests of the GIs for faces and songs from home.”

Restraints

(Continued from page 1)

plans to clamp down on remittances is Belgium. It was reported here that Fayez el-Din, a European manager, has left London for Brussels to investigate the intentions of the Belgian government.

State of Flux

The Belgian situation yesterday was described as being in a constant state of flux. One export official explained that that country, which heretofore offered an unrestricted market for American films, has been considering the application of either one or all of these: an import quota, remittance restrictions and a dubbing tax.

The MPAA said yesterday that the Sino-American Film Agreement will become effective on Saturday as scheduled, although allocation of permits to United Artists, Republic and Monogram are likely to be withheld by the Franco-American government pending the settlement of a question which has arisen concerning the phase of the pact. However, MPAA member companies in general and the Society of Independent Motion Picture Producers are entitled to proceed as of Saturday to take advantage of the licensing provisions which apply to them.

Republic Officers

(Continued from page 1)

of the latter sum “is deferred pursuant to the terms of the employment agreement dated Oct. 19, 1950,” the report stated.

James R. Grainger, executive vice-president and a director, was paid $88,995 during the year, and Richard W. Altschuler, a director and president of Republic Pictures International, received $55,365.

No other officer received remuneration of $25,000 or more during the year, according to the report. Yates’ five-year employment pact gives him $75,000 per year compensation, plus an amount equal to 10 per cent of the annual consolidated net profits of the company, but not to exceed $100,000.

The need for copper serum is urgent. SAVE THOSE COPPER DRIPPINGS.
TOP-GROSSING Film Productions of 1951

The First 4 and

5 out of First 7

with...

Color by

TECHNICOLOR


TECHNICOLOR

is the trade mark of

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER
Outdoor Color Short Free to Exhibitors

Universal-International held a special screening here yesterday of "Far Horizons," a five-minute short subject in color by Technicolor which is being offered without charge to exhibitors.

Although the film is designed to promote "Bend of the River" with James Stewart, it stands firmly on its own as engrossing, self-contained entertainment. The picture outlines theahir, dramatic fashion the problems and adventures involved in shooting a large-scale outdoor action drama on location.

According to David A. Lipton, U-T advertising-publicity vice-president it can be used as an initial trailer for "Bend of the River," as a glorified trailer. It was produced on location in Oregon by Robert Faber.

Samuel Spring Book On Law Published

"Risks and Rights," a book on law and the entertainment industry, by Samuel Spring, veteran motion picture attorney, has been published here by W. W. Norton and Co.

Specifically, the volume pertains to the publishing, television, radio, motion pictures, advertising and the theatre, with regard to privacy, slander, libel, copyright and unfair competition. It also has appendices on case citations, U.S. copyright statutes, and an array of copyright office forms.

Spring was vice-president and general counsel of the old First National Pictures, advisory counsel of RKO, a director of Universal, and counsel for British Lion Films and British National Films.

Rabb, Associates Buy

Axton, O., Feb. 28—Edward Rabb and associates, owners of the Copley and Vogue indoor theatres and the Ascot and Starlite outdoor theatres, have acquired Tony Stern's interest in the Montrose Drive-In, Montrose. Opp and Lou Ratener, another partner, will continue its operation.

Cuts Teen-Agers Scale

Hartford, Feb. 28—Nathan E. Goldstein, veteran theatre executive in this territory, has discarded a price reduction to teen-age audiences from 17 years inclusive, Monday through Friday, at his Arcade Theatre, at Springfield, Mass.

New UA Video Film

United Artists Television is releasing to local television stations across the country a new 15-minute weekly film program entitled "Washington Close-Up." It was reported here by John H. Mitchell, director of UA TV.

Stars at Drive Show

Boston, Feb. 28—Vera Ellen and Phil Reagam will appear at the Boston Symphony Hall tomorrow at the opening of the Greater Boston Red Cross Fund "kickoff" drive.

Specialty Reissues Sold

The American Trading Co. has been designated exclusive foreign distributor for 10 Pine-Thomas reissues owned by Specialty Pictures Corp. according to an arrangement by Specialty president Jules B. Well.

Heavy Promotions

Universal-International's home office publicity and exploitation representatives will join field promotional men to help promote pictures in key cities from Coast to Coast during March. A total of 17 will participate in the promotions.

The three films are: "Steel Town" and "Flesh and Fury," which will have world premieres in March, and "Bend of the River," in national release following its Portland, Ore., world premiere last month.

Joining the field representatives from the home office will be Robert Ungerfield, Maurice (Bucky) Harris, Sheldon Gusenberg, Jerome Evans, Ray Maitland, Klein, A. Mike Vogel, U-T's West Coast field representative, will be joined by Allan Wardlaw from the studio and Ben Kats, U-T's Midwest field representative will be joined by Ed Borgan. Special assignments will send Duke Hickey to Cleveland, Guy Blondi and Ben Hill to Birmingham and Atlanta, Julian Bowes to Dallas, David Polland to Washington, and John McCrae to Boston.

Legion Report Puts 1 in Class B, 9 in A

The latest Legion of Decency report places one film, "The Las Vegas Story," RKO, in Class B and nine others in Class A.


Buys Dallas House

DALLAS, Feb. 28—The Encore Theatre here, a suburban house, has been purchased by Western Theatres, Inc., newly organized firm of which Hammond Coffman is president and J. C. Garrett is secretary and general counsel. The house will be renamed the Western.

Another CBS-Television House

The CBS television division has leased the Broadway Theatre Theatre here, a former legitimate house, for a 10-year period. It will be used as CBS-Television Studio 62 and will be ready for tele-cast purposes in about 10 weeks.

Eschelman to Odeo

BUFFALO, Feb. 28—James H. Eschel- man, former city manager for United Paramount Theatres in Rochester and later in Buffalo, has taken over an executive position with Odeo Theatres of Canada and is at present located in Hamilton, Ontario.

Mexican Circuit Builds

MEXICO CITY, Feb. 28—Exhibitors Independent, an important circuit here, is expanding theatre construction in the provinces. It has completed a 4,000-seat theatre in Vera Cruz and is arranging to build another theatre, seating 3,000. Plans have been made for building two large theatres in Puebla City. Exchelmann is also completing a theatre in Toluca.
Aladdin and His Lamp

Monogram—Arabian Nights in Color

Producer Walter Wanger's special talent for filming a fantasy in such a way as to reap a fantastic exhibition profit—as per the records run up by his "Arabian Nights" and pictures in kind—is given full exercise in this telling in Cinecolor of the tale of Aladdin and his magic lamp. The trick in a narrative undertaking of this kind is to depict the incredible in a fashion that makes it credible, and although few producers have it (or few writers, for that matter) or keep it long, it has always been a staple in the Wanger bag.

It's always been a characteristic of this type of picture that the public likes it so much better than the trade does that the business done always astounds the experts.

The Aladdin story itself is so well known in general outline that it needn't be gone into here beyond mentioning that this version, with script by Howard Dimsdale and Millard Kaufman, is somewhat freer and a good deal faster than most of its predecessors. The plot gives it more mileage, geographically, and it clocks more action and less dialogue to the running minute than is standard in this field of fiction. Production-wise, it keeps a large and colorfully costumed cast constantly moving, against ornate interiors or expansive exteriors and mixes a few exciting killings and romantic interludes with its feats of magic and legerdemain.

Patricia Medina as the princess is an appropriate eyeful, backed by a retinue of the same, and John Sands as Aladdin has the physique required to run out a script that might have winded the first Fairbanks.

Lew Landers provided spirited direction.

Reviewer's Rating:

Very Good.—William R. Weaver.
5 NEW 1952 AUTOMOBILES as EXHIBITOR PRIZES for best "STEEL TOWN" Tie-up Campaigns!

BRAND NEW 1952 "CORSAIRS" PLUS $2,000.00 IN ADDITIONAL CASH PRIZES

from KAISER-FRAZER

3,500 KAISER-FRAZER DEALERS WORKING FOR YOUR BOXOFFICE!

SPECIAL SHOWROOM POSTERS AND DISPLAYS!

SPECIAL NEWSPAPER ADS IN MANY CITIES!

SPECIAL RADIO PROMOTIONS!

SPECIAL MAGAZINE ADS!

SPECIAL STUNTS GALORE!

FOR CONTEST DETAILS SEE THE SPECIAL "STEEL TOWN" PRESSBOOK SUPPLEMENT!

UNIVERSAL INTERNATIONAL presents

Ann SHERIDAN
John LUND
Howard DUFF

STEEL TOWN

JAMES BEST - WILLIAM HARRIGAN - EILEEN CROWE

Another 1st in Theatre-Contests ... It's that UI brand of Showmanship!
Tradewise... By SHERWIN KANE

NED E. DEPINET and Arthur L. Mayer in terminating their more than two years of unrewarded physical, mental and emotional punishment as the chief executives of the Council of Motion Picture Organization, qualify automatically for that select group of faithful industry servants who have sacrificed themselves in the all too thankless effort of bringing a semblance of unity to the industry.

For such as they, there should be a special niche, an industry Hall of Fame, perhaps, where filmmom's proponents may one day pay them the homage they deserve, but which they are most unlikely to receive contemporaneously. The late Sidney R. Kent, were he alive, could bear witness to that. As can William F. Rodgers, in very few others.

The industry's disciples of unity have been men who could have reaped rich rewards by tending strictly to their own and their companies' business. In exposing the broader work, that of the good of the whole industry, they sacrificed not only personal gain but much of themselves. They do it against opposition and often without the real help even of those who believe, like them, in what they are doing.

Mayer said it all when he told the last COMPO meeting: "Everybody paid and still pays lip service to unity. Very few pay more."

Well done, Ned and Arthur. May the industry produce more like you...

ELLIS ARNALL's exit from the industry (to become Price Stabilizer) impressed some as being a little like his earlier exit from the governor's mansion in Atlanta—raucous, controversial and, to use a dignified expression, lacking in dignity.

His accusation, to his fellow Federal, J. Howard McGrath, whose official conduct is being questioned, of widespread illegalities in the industry, and his likening of a petitioned divestiture time-extension for United Paramount Theatres to a fee for a burglar are without of notice except for speculation on what may have brought him to such bitterness of mind and intemperance of language.

As for the merits of UPT's petition, it is before the courts and will be decided there. Has this Federal officer no confidence in Federal justice?

Para. Backing Arbitration, Keough Says

WASHINGTON, March 2.—Paramount Pictures is currently "encouraging" the establishment of an industry arbitration system and would participate in a "proper" arbitration system, general counsel Austin C. Keough declared.

Paramount and other distributors have told exhibitors that "we want to work with them." Keough said. He added that any arbitration system must contain "some means of enforcing arbitration awards."

Keough made the statements Friday as he wound seven days of industry's before the Federal Communications Commission's Paramount hearings. The end of Keough's tour on the witness stand also marked the end of the sixth week of the hearing. It will pick up again Tuesday, probably with the long-delayed appearance of Klaus Landsberg, manager of Paramount.

TEDA in COMPO; Colvin on Board

Membership in the Council of Motion Picture Organizations has been accepted by the Theatre Equipment Dealers Association, Arthur L. Mayer, COMPO executive vice-president, reported here at the weekend. TEDA has remitted its $500 entrance fee, and has designated Ray G. Colvin, executive director as its representative on the COMPO board. Nash Well of Wit-Kin Theatre Supply, Inc., of Atlanta, was named alternate representative.

Invitations for TEDA and the (Continued on page 5)

FCC Delay Helps Compiling of Brief

The postponement of the industry television bill by the Federal Communications Commission to May 5 was seen as a mixed blessing by those in close touch with mapping the industry's brief.

According to a Motion Picture Association of America source the delay is being utilized fully to put the finishing touches on the industry's arguments. Informal meetings are current.

(Continued on page 4)

Treasury Fight Is Seen vs. Yankwich Decision on Taxes

WASHINGTON, March 2.—The U. S. Treasury, it is understood, is certain to appeal the decision handed down Thursday in Los Angeles by Federal Judge Leon R. Yankwich who ruled that F. Hugh Herbert and Mrs. Herbert, who had formed a "non-picture company," Abbott-Herbert Productions in 1945, are entitled to recover $109,515 in taxes paid on a personal income basis after the Treasury Department had denied the right to that sum on a capital gains basis.

The Treasury, it is said, will argue that the decision would serve as a precedent for scores of other cases involving many millions of dollars.

Congress, in the 1950 tax bill, outlawed the use of collapsible corporations...

Para. to Study Its TV Film Rights

WASHINGTON, March 2.—Paramount Pictures plans to search its film library to determine the films for which it has full television rights, general counsel Austin C. Keough said here.

Keough explained the company had to know for which the film's television rights were restricted by agreements with musicians, authors, actors, or other talent workers, and for which films the company had television rights free of any restrictions. He said Paramount had not yet received any television offers "good enough to accept," but "that we have to find out exactly what our rights are" anyway.

No date has yet been set to start the search, Keough declared. He said the study would take about a year...

Mass. Minimum Wage Measure Progresses

BOSTON, March 2.—Legislation calling for a 75-cent-an-hour minimum wage for the motion picture and other industries in Massachusetts was approved by the state's Joint Legislative Committee on Labor and Industries. The present minimum is 65 cents per hour, but wage boards may set lower rates in certain occupations. The pending bill approved by the committee is based on recommendations made by Governor Paul Dever in his annual message to the joint assembly of...

British Tax On U.S. Films Is Suggested

Voice Idea in Commons For Financing N.F.F.C.

By PETER BURNUP

LONDON, March 2.—A proposal for imposition of a so-called 'British tax' on American films as an alternative method of raising new funds for the National Film Finance Corp., which subsidizes British film production, was made in the House of Commons on Friday in the course of a three-hour debate on the subject of new NFFC financing.

Peter Thorneycroft, president of the Board of Trade, has presented to Commons the government's new bill authorizing another £2,000,000 ($5,000,000) of financing for NFFC which, however, will have to be obtained from non-government sources.

Opening the debate, Thorneycroft...

Favors Correction Of House Report

WASHINGTON, March 2.—Another member of the House Un-American Activities committee has expressed strong disapproval of the committee's recent report criticizing the film industry for not having done a good job of cleaning house of Communist workers.

Rep. Morgan Moulder (D., Mo.) said he would favor a "supplemental corrective report." He declared that he was "afraid the staff has been a little overzealous in its effort to make something appear sensational" in the report.

National Monogram Drive-in Week Set

Monogram-Allied Artists vice-president and general sales manager M. R. Goldstein announced that the company will conduct a National Monogram Drive-in Week May 29-June 4, the first event of its kind in trade history. The objective will be to place a Monogram subject in each 250 drive-ins during the week, and special campaign material and accessories will be provided.
VA Contract Talks to Start

Film contract negotiations between the VA and film distributors for the next fiscal year, beginning in July, will open here tomorrow, William J. Jones, Jr., VA president, and film booking director, disclosed at the weekend.

The films, both 35mm. and 16mm, will be shown in Veterans hospitals throughout the United States and in Puerto Rico. In the last fiscal year, the VA booked over $200,000 worth of movies, 16mm features, in addition to short subjects.

Arriving for Tuesday's meeting will be Edward J. Kelly, chief of VA's motion picture division, and Adena Stecher, chief of the service contract section, both of Washington. The negotiations will be conducted in the VA's New York regional office.

Coast Production Drops Only 1 Point

Hollywood, March 2—Production dropped only one point this week, for a total of 262 pictures. There were 56 new pictures were started and six were completed.


Completed: "Prince of Pirates" (Tweed Productions), Columbia; "Paris At Midnight" (Metro-Goldwyn-Mayer); "Military Policemen," Paramount; "Condor's Nest" and "The Full House" (Part 4 of "The Last Leaf"), 20th Century-Fox; "Just Across the Street," Universal-International.

Gualino to Decide onIFE Promotion Plans

Consideration of a number of proposals for promotion of IFE (International Federation of European Film Industry) by American film industry leaders will be held this week. The marketing of Italian films in the American market will be given by Dr. Renato Cortese, managing director of Italian Film Exporters, president of the International Federation of Motion Picture Producers Association, London, who will arrive in New York this month. He was scheduled to arrive here yesterday by plane from Rome.

Further in connection with the proposals, he will meet with representatives of the Motion Picture Association of America. IFE was established a month ago in cooperation with MPAA to facilitate the marketing of foreign films in the U. S.

Reception for Kennedy

Arthur Kennedy, currently appearing in "The Universal Story of the River," will meet the press at a reception to be given by the company today at the Sheraton Nederland Hotel.

Personal Mention

PHIL WILLIAMS, March of Time theatrical sales manager, returned here last week from Philadelphia and Chicago.

WILLIAM ELSON, veteran exhibitor in the Minneapolis territory, will leave here shortly to reside in Los Angeles.

JOHN G. KEMPKEN, Milwaukee M-G-M manager, has returned to his headquarters there from the home office.

MICHAEL CURTIZ, Warner Brothers distributor for Canada, is celebrating the twenty-five year first Hollywood films he directed.

HAROLD WERTHEIM, Monogram-Allied Artists Western sales manager, left Hollywood over the weekend for San Francisco.

MERYN DAVENPORT, manager of the Columbia Theatre in San Francisco, and his wife, announce the birth of a daughter.

WILBUR SNAPER, president of national Allied, will leave here today for Kansas City to attend the Kansas-Adviso Allied Convention.

EDWARD LACHMAN, president of Consolidated, Inc., will leave today. He has been touring the Midwest.

MICHEL SAPPA, French film producer, will arrive here today on the S. S. I'le de France.

JOSEPH BLUMENFELD, president of the circuit bearing his name, is in Palm Springs from San Francisco.

JohN W. DAVIS, managing director of the J. Arthur Rank Organization, is en route from Thursday to the coast, on route back to London from a round-the-world business trip. He is scheduled to return here the following day by plane for London.


FRANK STRANGE, owner of the Charlotte Theatre Supply Co. and Bob Strange, were Atlanta visitors recently.

BETTY WHITMER, formerly with ACG booking service, Atlanta, is now with Wilkin Theatre Supply Co. there.

LEONARD BURCH, Atlanta branch manager for United World Films, has returned there from Nashville.

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, has returned to Atlanta from Nashville.

TOM TONY, president of Teddy Pictures, left Atlanta on his current trip to New Orleans.

SAMUEL S. ZAGON, film attorney of Beverly Hills, is in Paris negotiating for French film rights.

ED STEVENS, president of Stevens Pictures, Atlanta, has returned to his office after a visit to Miami, Fla.

A. E. CHAPWICK, president of Motion Picture Advertising Co., New Orleans, was in Atlanta on business.

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Newsreel Parade

THE riots in Libya and Dean Acheson's return are current newsworthy highlights. Other items in- technology, film and sports. Complete contents follow:


UP Movietone TV Has Tito Interview

United Press Movietone Television distributed to its clients throughout the country over the weekend an exclusive film interview with Marshal Tito of Yugoslavia.

Speaking in English, Tito sends a personal message to the American people asking for sympathy in his at- tempts to "create a happy, new, strong Yugoslavia." Tito says he believes that East and West eventually will settle their differences without war. However, he says he does not know whether a real desire exists on both sides for peace. A special Movietone camera crew flew from Munich to Belgrade for the assignment.

Trooper Named in Percentage Suit

BOTHELL, Wash., March 2—Car- ter S. Thompson, 76-year-old defendant in four percentage suits filed in Federal Court here. KKO, Paramount, Warner, and 20th-Century-Fox each filed actions for damages based on alleged under-reporting of receipts at the theaters.

Shearer, Byard, Troger & Peters of Minneapolis, and Asmunder Bontinck, represent the defense.

Milnthor 'Show Ticket'

The millionth ticket for Cecil B. DeMille's "The Robe" played on "Earth" is expected to be sold tomorrow at Radio City Music Hall, New York, at the opening of the show place, where the Technicolor film is now in its eighth week.

Grant Nasser 3 Months

Hollywood, March 2—Referee in the bankruptcy case of B. M. Brisk has granted James and George Nasser three months' continuance, in the creditors' action to force the sale of Gen- ral Nasser Studio, one or two more favorable offers for the studio appear nearing the final stage. Next hearing is set for June 5.

$1,071 for 'Fingers'

WASHINGTON, March 2—Twentieth-Century-Fox's "Five Fingers" returns with a strong $1,071 at the West Coast's smallest theaters, grossers of the house, including Pan in the Streets.

The copper shortage is critical. SAVE YOUR COPPER Drippings.
The highly unusual and sensational success picture that's hitting a tenth-week pace almost in step with the first at New York's Little Carnegie Theatre! ... Biggest grosses in theatre's history at regular admissions for the Stage Door, San Francisco; ... Happy holdovers continuing strong at the Music Box, Seattle, and the DuPont, Washington, where it premiered before high U. S. and foreign dignitaries! ... Watch the same wonderful boxoffice news flash in from openings at:

Little .................... Baltimore
Beverly Canon ............ Los Angeles
Art Cinema ............... Pittsburgh
Guild ..................... Cincinnati
Mayfair ................... Miami
Art ........................ Dayton
Midtown .................. Syracuse
Lincoln ................... New Haven
Art ....................... Hartford

Art Cinema ................ Bridgeport
Exeter ..................... Boston
Ziegfeld .................. Chicago
Studio .................... Philadelphia
Cinema .................... Buffalo
Lincoln ........................ Miami Beach
World ........................ Columbus, O.
Cinema .................... Rochester

The great, exciting Japanese production
... Introducing ... the beautiful
MACHIKO KYO ... TOSHIRO MIFUNE ... MASAYUKI MORI
Distributed by RKO Radio Pictures

WINNER OF THE GRAND PRIZE 1951 VENICE FILM FESTIVAL

"THE BEST foreign film of the year...
THE BEST directed film of the year."

—Nat'l. Bd. of Review

Unanimously acclaimed by newspaper critics as a major contribution to the screen ... Hailed by N. Y. Times as "A rare piece of film art" ... Featured in a two-page layout in Life magazine as "Japan's Great Film" ... Accepted by the opinion-making periodicals, as epitomized in the Saturday Review of Literature, which calls it "One of the two or three films ever made for grownups".
Review

"Jungle Jim in the Forbidden Land"
(Columbia)

THE STANDARD jungle excitements are provided in Columbia's "Jungle Jim in the Forbidden Land," which presents Johnny Weissmuller in the title role. The story deals with a conflict between good and bad, represented on one side by a group that would save a herd of elephants from extinction and on the other side by an unscrupulous group that would see them destroyed to profit from their ivory.

Weissmuller plays the jungle scout who knows the location of a pass that is vital to both sides but keeps it secret because the territory is inhabited by dangerous Giant People. Throughout the film there are encounters with wild animals by Weissmuller and battles with other forces of the jungle. He falls prey to the machinations of the unscrupulous ivory-hunters and has a time of it clearing himself of murder charge. By the finale, however, the jungle scout puts everything right.

A slight romantic role is held by Angele Greene, a young anthropologist bent on studying subhuman tribes. Sam Katzman produced and Lew Landis directed.

Running time, 65 minutes. General audience classification. For March release.

MandeI Herbert

Arbitration

(Continued from page 1)

amount's Los Angeles television station KTLA.

Keough told hearing examiner Leo F. Paglin, "I don't think it is necessary to demand on the part of exhibitors for an arbitration system, although exhibitors are interested in the form of arbitration or what should be arbitrated. Under the "proper" system of arbitration, he said, "Paramount was granted a declaratory judgment that this was not only his opinion, but that of other Paramount topers as well, and it is that that we would like to work out a good system."

"Would you set up and would your company file to have contained in an arbitration system an adequate method of enforcing arbitration?" Mr. Ray Davis asked.

"Yes," Keough answered. "If you set up a system and just left it there you wouldn't be getting any place. You have to have your sanctions to enforce the awards."

Any system of arbitration, Keough told Paglin, must be acceptable except to exhibitors as well as distributors, who were also at the moment in disagreement "as to the number of points." To have an arbitration system acceptable to all, he elaborated, "you must have compromises and give and take.

"That applied," he added, "not only to the things that may be arbitrated but to the machinery as well."

Allen B. DuMont Laboratories' attorney Morton Galane asked whether it would be in the public interest for Paramount to diversify itself of its television station and network affiliations, since the Supreme Court had decided Paramount's television divestiture was in the public interest. The question was taken up by FCC counsel Frederick Ford, who wondered, if television outlets weren't perhaps a substitute for the theatre ownerships banned by the court decision. Keough, however, had previously pointed out in the cross-questioning that the Supreme Court was only on the "facts of the case," and that the question of television had never entered. Other points made by Keough during the examination were:

Under the law and under the consent decree Paramount could re-engage in the theatre business and could acquire theatres. It could not, however, get back any theatres currently owned by United Paramount Theatres.

He wasn't certain that the Supreme Court ruling on the sale of pictures-theatre-by-theatre, picture-by-picture and city-by-city would apply to the sale of films for television.

He thought that 1,000 television stations would present a large enough market for the sale of pictures to television.

Polio Net Up in KC

Kansas City, March 2—Theatre collections for the polio drive in Jackson County, including Kansas City, far exceeded last year's with $17,388 registered against $15,803 in 1951. Howard Burkhardt, manager of Lion's Midland, was chairman for the theatre collections.

 saldo
U.S. Film Tax

(Continued from page 1)

revealed that NFCC now is indebted to the Board of Trade for a total of $5,200,000 ($1,680,000). The sum, he said, includes $1,000,000 ($2,800,000) repaid from previous loans and let out again. Loans already approved amount to $5,200,000 ($16,800,000).

In presenting the bill, Thornycroft said he was only implementing the pledge which had been made by the Socialist government when it was in office. But he urged that serious consequences would follow in the event that NFCC became inactive, under existing circumstances.

Production Would Decline

British production inevitably would decline, he told Commons. Moreover, he said, the ability of non-government sources to provide the British film quota necessarily would have to be reduced, with the inescapable consequence that there would either have to be fewer theatre performances or an increase in use of American films here to make up the difference in available product.

The Exchequer would lose money, Thornycroft said, and British production, which is now a dollar-saver, would be prejudiced.

He emphasized that the additional money authorized by the bill would be raised from non-government sources and repeated that his aim is to get the industry back to a position where it can raise capital by the normal method as soon as possible.

In the course of the debate, Thornycroft faced criticism not only from the Socialist but also from the Exchequer bench. It ranged from protest that the present government, like its Socialist predecessor, was not doing enough to solve the film industry's problems, to criticism that capital is being provided for films when capital cuts are being made in more important national needs.

Others referred to the "unbelievable excess" of film production.

Pleas were made either to establish a proper film fund or to impose a footage tax on American films to provide the new capital for NFCC.

Concluding the debate, the government spokesman pleaded that the new money is not coming from the Exchequer but from non-government sources. And, Thornycroft added, he hoped government guarantees of the new NFCC loans would not be required.

He inferred also that with the aid of the Eady Plan the present necessity for maintenance of the NFCC would disappear in about two years time. Despite the doubts of Parliamentary criticism in this regard, Commons gave the bill a second reading without division.

‘Furry’ Premiere Set

Universal-International has selected New Orleans for the premiere of "Flesh And Fury" in which Tony Curtis is co-starred with Jan Sterling and Mora Freeman.

Curtis, Miss Sterling and Miss Freeman will participate in the advance promotion of the picture which will open at the RKO Orpheum Theatre on March 12.

Bill Would Abolish State’s ‘Blue Laws’ Against Films

ALBANY, N. Y., March 2—Carrying out recommendations in a preliminary report by the Joint Legislative Committee on Sabbath Law, the rules committee of the Senate and Assembly has introduced a bill which would authorize the exhibition of films by theatres at any time on Sunday in New York State.

Under the state’s “blue laws,” which Governor Dewey is bent on modernizing, exhibition of films should be confined to Sunday to the hours after two P.M.

The bill is believed certain to pass the Republican-dominated legislature. Dewey recommended appointment of the Sabbath Law committee, and suggested submission of an interim report with recommendations which could receive action at the present session to “remove the more serious inconsistencies from the law immediately.”

The measure would permit Sunday films and stage performances before two P.M. unless localities have prescribed such limitation. A committee of analysis of replies by cities, towns and villages to inquiries has led it “to the conclusion that, with the exception of baseball and motion pictures, the great majority of communities has taken no action at all.”

Commenting on the removal of the time limitation on Sunday, the committee declared: "Many motion picture theatres have been opening their doors before two P.M. for some time. These shows are indoors and are unlikely to disturb the repose or religious life of the community. The community, of course, can control the situation completely through its legislative body."

The 35-page report of the committee, headed by Assemblyman Malcolm Wilson of Yonkers, cites conflicting court decisions on Sunday motion pictures, general entertainment inquiries. Observers believe the group’s labor may ultimately have nationwide impact.

N.Y. Censors Ask Cuts in ‘Latuko’

The New York state censorship board has asked "certain revisions" in the African documentary "Latuko," the film being released for theatrical distribution by Producers Representatives, Inc., it was learned here at the weekend.

Confirmation that the censor board, the Motion Picture Division of the State Board of Education, has requested cuts came from Wayne Faunce, assistant director of the American Museum of Natural History, sponsor of the film. The requested revisions in the documentary, which failed to receive a Production Code seal, concern the nudity of natives depicted in the film.

Faunce said conferences were now going on with state education authorities to gain their approval for theatrical distribution of the film in New York. He declared that the Museum would "stand for no cuts." He contended that the film is an educational one and it would lose its authenticity and fidelity if it were revised.

Irving Lesser, president of Producers Representatives, distributor of the film, withheld comment on Friday.

IT HAPPENED HERE

You can’t quit the ‘Syndicate’ unless you’re bullet proof!

“Marry a sweet, honest girl... try to go straight... you’re still one of the boys or you’re dead!”

You’ll see them soon in one of the most startling pictures in years!
TREAURY

(Continued from page 1)

tions to cut tax payments, but made this provision effective with gains realized after Dec. 31, 1949. The Her- bert case, and others on which the Treasury has already ruled deal with gains before that date. The 1950 tax law specifically said that the treat- ment of gains prior to Jan. 1, 1950 should be left to the courts and that the courts should not draw any infer- ences one way or the other from the Congressional action.

Coast Tax Consultants Confident Yankwich Decision Will Stand

HOLLYWOOD, March 2—Although the Treasury Department will appeal Federal Judge Leon's decision in the F. Hugh Herbert case, in which the court ruled one-picture corpora- tions are entitled to capital gains tax advantages, Hollywood tax con- sultants experienced in handling "collap- sible corporation," established certain requirements that would apply to cases in kind occurring subsequent to that act. The big majority of Hollywood cases in which capital gains right was denied pre-date 1950, however, One admitt- edly loose estimate is that Hollywood individuals, stand to recover more than $50,000,000 if the Yankwich ruling is not reversed.

TEDA in COMPO

(Continued from page 1)

Theatre Equipment Supply Manufac- turers Association to join COMPO were voted at the meeting of the COMPO executive committee held in New York on Friday. TEDMA's leadership is canvassing its membership at present to determine whether it should accept the invitation.

Van Bloem to Reade

Edgar Van Bloem, former European film and stage producer and manager of several New York first-run art theatres, has been named executive manager of the Barrett, new Walter Reade Theatre on Third Ave. at 93rd Street here. He will be rejoining the beleaguered circuit, having been associated with its Park Avenue theatre when it opened in 1946. He was manager of the Paris Theatre from 1948 until he resigned in July, 1950, to Europe to co-produce several films.

Barthel Is Approved

WASHINGTON, Mar. 2—The Senate Committee on Com- munications has unanimously approved President Truman's nomina- tion of Robert T. Barthel to be a member of the Federal Communi- cations Commission. The Senate is ex- pected to confirm him tomorrow. No Senate action is anticipated on President TRuman's promotion of Commissioner Paul Walker to the chairmanship of the Commission.

The copper shortage is critical. SAVE YOUR COPPER DIPPINGs.

National Pre-Selling

Reproduction, above, of the first M-G-M “Movie of the Month" calendar, covers the company's three March releases. The initial advertisement appears in the March issues of American Magazine, Woman's Home Companion, McCall's, Cosmopolitan and True Story, Second of the full-page color calendar advertisements will appear in the April issues of Good Housekeeping, Parents', Ladies Home Journal, Red Book and Good Humor featuring the releases for that month. Subsequent insertions will follow a similar schedule.

What is described as a new ap- proach to national magazine advertis- ing has been instituted by M-G-M with the March issues of five monthly publications. This is a "Movie-of-the-Month Calendar" which will apprise the magazines' readers about "The Wild North," "Skirts Ahoy" and "Scaramouche," the company's top Technicolor features for March, April and May, respectively.

The initial advertisement appears in the American Magazine, Woman's Home Companion, McCall's, Cosmo- politan and True Story, now on news- stands. The combined circulation of this group totals 14,455,746.

In the March Calendar,站在 the "Calender" advertisement will ap- pear in another group of magazines, Good Housekeeping, Parents' Ladies' Home Journal, Red Book and True Confessions. The total circulation of this group is 12,500,786.

In this sec- ond advertisement "Singin' in the Rain" will be featured, with "Skirts Ahoy" and "Scaramouche" in the May and June listings.

Late in April, the "Calendar" will lead off with "Skirts Ahoy," May Technicolor release, with "Scara-

mouche," and "Lovely to Look At!" in the June and July listing. As the series continues, each top M-G-M Technicolor production will have a minimum of three months advertising in millions of magazine readers. The advertisements will occupy a full page in each magazine, illustrated in full color.

Additionally, M-G-M will place a black-and-white version of the "Movie-of-the-Month Calendar" advertisement in fan magazines each month begin- ning with May issues, on the stands later this month. The magazines have a total circulation of 5,314,478 and include: Modern Screen, Screen Stories, Movieland, Motion Picture, Movie Life, Movie Stars Parade, Photoplay, Screenland and Silver Screen.

The "Calendar" campaign is only one phase of future M-G-M advertis- ing. All types of publications will be used to advertise individual releases, including monthly, bi-monthly and weekly magazines; syndicated Sunday newspaper sections, newspaper amuse- ment sections, radio and television ad- vertising, as well as outdoor displays.

In announcing this new idea, the company points out that the "Cal- endar" will provide a sales approach to a vast audience of potential patrons, most of them women. And women, statistics indicate, said M-G-M, are the opinion moulders in the motivating factors of modern-picture-going.

The advertising plan of the three-month calendar is said to have many ramifications and promotion possibilities. M-G-M plans to advise exhibi- tors in detail regarding the tie-in possi- bilities.

The "Movie-of-the-Month Calendar" series will not replace the "series" ef- forts of M-G-M's national magazine advertising which has been high- lighted for many years by such monthly, institutional advertisements as "The Lion's Roar" and "The Picture-of-the-Month" columns.

Quality Bakers Will Spend $1-Millions on MGM Tieup

Increasing last year's budget by $1,000,000, Quality Bakers, in a tie- up with M-G-M, will spend $6,000,- 000 in national advertising in 1952 with the separate campaign to include an outdoor campaign set to feature M-G-M stars, players and picture titles. M-G-M says it is by far the largest all-year-round, promotion tie-up ever made by a motion picture company.

In working across the United States Quality and M-G-M will advertise Sunbeam Bread with the initial pic- ture title, "The Wild North," scheduled for late March release. Featured in this cam- paign will be Stewart Granger. This will be followed by a six-month promo- tion each month centered around a star and picture and will be complemented in January, 1953. However, by December there will be no M-G-M star or picture advertised.

Industry in Atlanta

Cited for Dimes Aid

Atlanta, March 2—The industry's efforts on behalf of the March of Dimes drive has won the editorial praise of "Atlanta Journal." Said the editorial, in part: "Gen. Alvin Gillem, state director of the an- nual drive, has a word of special commendation to the theatres of Georgia for their part in the camp- aign. Especially liked by us was the cluster to the decoration given William K. Jenkins and his group.” (Jenkins is president and general manager of a Georgia Theatre Co, an affiliate of United Paramount Theatres).

"Following an old custom, William K. Jenkins, who has resided in every polio drive since their establish- ment in the early 30's, gave to the patrons of his theatre the opportunity to contribute. This they did to a total of more than $11,000."

Dember with Greenhawd

David Dember has joined the copy department of the Hollywood, Calif., advertising agency. Formerly with Warner Brothers, and Buchanan and CO, Dember will assume the post head, David Diener on the agency's motion picture and commercial accounts.

New Censorship Twist

DETROIT, March 2—Port Huron the- atre managers and operators have agreed with the City Commission to show only films passed by the National Board of Review or by the Detroit Police Censor Board.
Now in Distribution...

The Industry’s Most-Wanted, Most-Often-Used Reference Book

Revised Expanded 1951-52 Edition...

The unique WHO’S WHO section is brought up to date and completely re-edited—nearly 12,000 concise biographies of film players, producers, directors, studio writers, executives, home office executives, and many others in or associated with this industry.

PLUS an organized, easy-to-find, up-to-date, thorough compilation of complete facts and figures; including corporate structures, film and company records, listings of all kinds; picture stars and release dates from 1944 to now; industry economics, tax data; production code, advertising code; theatre attendance, circuits and non-circuits, drive-in-theatres; picture costs and grosses; radio and television; and a veritable mine of other reliable data... gathered by the industry’s most extensive and intensive trade publishing organization, the Quigley offices in New York, Hollywood, Washington, Chicago and London with correspondents throughout the United States and Canada and the capital cities of the world... expertly edited by Red Kann and associate editors at headquarters.

Price $5.00 Postpaid

There just isn’t anything like it in this industry. It is the accepted “Who’s Who and What’s What” for the entire field. Even at several times its price, many executives would not be without the latest Almanac!

The previous edition was a sell-out! Sales of the 1951-52 edition have set a new record. Only a limited number now available.

QUIGLEY PUBLICATIONS 1270 Sixth Ave., New York, N. Y.
GET THIS BOOKLET FROM NSS!

Learn about the Big Easter Profit Campaign...you can develop...with special events...cash-in-the-bank Merchant Ads...a Big Happy Easter Show...and plenty of other great bell-ringing showmanship ideas! The booklet is FREE...from any NSS Salesman...or your nearest exchange...so ASK FOR IT...and don't forget to ask about those new, colorful, eye-filling HAPPY EASTER DISPLAYS! They're terrific!

New, Beautiful
30 X 40
Easter Greeting
DISPLAY

New, Colorful
40 X 60
Easter Show
DISPLAY

Lead the Easter Parade of Patrons right into your theatre...with an Easter Greeting Trailer, Brand New Posters, and Special Trailers for every Easter need!
TOA to Urge 'Appeal-less' Arbitration

Apooe Consumes Time, Is Too Costly: Fabian

Theatre Owners of America at the anticipated industry conference on arbitration will fight for an appeal-less arbitration system, the organization indicated here yesterday.

It was disclosed that S. H. Fabian, TOA executive committeee chairman, has received the support of the TOA board in his contention that elimination of the appeal would eliminate the greatest expense and the greatest time-consuming factor in arbitration.

Fabian has proposed that TOA, in consulting with other segments of the industry, should plead for a final decision in the first award, with no appeal.

Mitchell Wolfson, TOA president.

Snow Bites B'way Weekend Business

Saturday's snowstorm caused a dip in box-office receipts this week along Broadway. Despite the weekend weather, however, a number of attractions such as "Five Fingers," "Afri- can Queen" and "The Greatest Show on Earth" chalked up healthy grosses. Another outstanding grosser is United Artists "Royal Journey" at the Guild Theatre which is doing virtually capacity business. A record-breaking first week's figure of $14,000 is ex- pected, topping the Guild's previous.

Cinecolor Sets New Price Reductions

Price lists sent out by Cinecolor Corp. announcing prices as of yesterday on both two-color Cinecolor and three-color Supercinecolor show reductions over the previous listings. These reductions are the result of a combination of removal of the excise tax on raw stock and other economies.

Lou Smith Opens Coast 'Movietime' Headquarters; Nine More Tours Set

Hollywood, March 3.—West Coast headquarters of "Movietime U. S. A." were opened here today by Lou Smith, in the Revell Building offices of the Association of Motion Picture Producers. Smith is in charge, as executive secretary here.

Tours for nine additional key exhibitor areas are now scheduled for March, April and May, with players, producers, directors and writers participating in each tour. The first tour scheduled will cover the Oklahoma City area and will leave Hollywood March 18, to be followed by tours covering Georgia, Alabama, Tennessee, Florida and the Buffalo and Albany, N. Y., exchange areas in April. In May the Memphis exchange area will receive a con- tingent of Hollywood personalities, to be followed by New Haven.

Each tour will extend over a week and in keeping with the 1952 policy of "Movietime" tours, the routes will be spaced at intervals to permit greatest availability of personalities who wish to participate in the industry's public relations effort without interfering with studio production schedules.

Eric Johnston Attacks Film's 'False Accusers'

DALLAS, March 3.—A four-prong concentrated attack against false accusers of the American motion picture industry was launched here tonight by Eric Johnston, president of the Motion Picture Association of America. He charged that self-appointed vigilantes who seek to dictate what films the public shall see are a menace to the basic rights and liberties of all American people.

Johnston's speech, delivered at a "Brotherhood" dinner at the Hotel Baker, was the first of four he is making this week in his capacity of general chairman of "Brotherhood Week" sponsored by the National Conference of Christians and Jews. He will speak tomorrow in Tulsa, Wednesday in St. Louis and Thurs- day in Pittsburgh.

Johnston called attention to the contribution which American pictures have made to the religious life of the nation and to fostering democratic ideals at home and abroad.

But he warned that "counterfeit Americans" and "beggar patriots" who

Rule Nassers May Sell Four to TV

HOLLYWOOD, March 3—Television rights to four features currently being distributed by United Artists may be sold forthwith by George and James Nasser, who produced them, under a weekend ruling handed down in U. S. District Court, bankruptcy division, by Referee Benno M. Brink.

The decision was based on a clause

Granada Head Hits Eady Plan U.K. Tax

LONDON, March 3—Criticism of the Eady Plan, the entertainment tax and the film quota highlighted a report to Granada circuit stockholders just is- sued by Sidney L. Bernstein.

The report asserts that fewer first- rate British films were made under the Eady Plan in 1951 than without it in 1950. "And," says Bernstein, "I be-

Ch. Wood Seen Backing 'Red' Report Revise

WASHINGTON, March 3.—House Un-American Activities Committee Chairman John S. Wood (D., Ga.) will support any move in his committee to revise the contempt statement toning down the annual report's criticism of the motion picture industry, it was authoritatively learned today.

That report took the industry to task for allegedly not doing a better job of clearing out Communists.

At least two committee members—Representative Walter (D., Pa.) and Moultrie (D., Miss.)—have since said they felt the report was unfair, and would try to get the committee to set the record straight.

Rep. Wood refused to com- ment on the situation here to- day, declaring only that he ex-

Mull Bill to Reduce Time to Join Union

WASHINGTON, March 3—Members of a Senate labor sub-committee said they would "consider soon" a proposal to cut from 30 days to two days the period within which actors and ex- tras must join the union in studios covered by union shop agreements.

Last year, the sub-committee held hearings on a bill to cut the waiting period in the building industry. Spokesman for the Screen Actors Guild asked the senators to amend the bill to include the film industry.

Circuit, Universities In Theatre TV Deal

KANSAS CITY, March 3—By ar- rangements among the several parties, Commonwealth Theatres will show the Kansas University-Kansas State football game Friday night, on the the-atre TV screens of the Aschland here and the Granada, Lawrence, Kansas. The game, televised by WDFA-TV, will be picked up by the theatres.
Universal's contributive share in settling out-of-court last Nov. 30, the suit brought against Hollywood producers in writing-in deals by Allen Malitz and others of the so-called "unfriendly 10" cited for contempt by the Hollywood Radio and Television Commission, was filed here yesterday for $17,900, the company disclosed here yesterday.

The information was contained in Universal's normal report to the Securities and Exchange Commission.

The "unfriendly 10" sued in Los Angeles County Superior Court and the U. S. District Court of Southern California for wages under contracts which were terminated in May, 1947, was filed on May 21, 1947, by the Association of Motion Picture Producers that these employees were to be discharged with cause.

The following additional developments were included in the report:

(1) The original complaint in 177 civil anti-trust actions as of Nov. 3, 1951, the end of its fiscal year, the year opened with 100 suits pending, which 45 of these suits were filed, the report stated. In virtually all, other distributors also were named defendants.

(2) The plaintiffs' time to appeal from the judgment dismissing the complaint in a suit, the so-called "Doretta A. Wise versus Universal, et al." in U. S. District Court, Delaware, has expired. Cancellation of stock warrants held by the plaintiffs was sought in the complaint.

Salaries Listed

(3) Officers' salaries during the fiscal year were as follows: N. J. Blumberg, president, $79,900; John O. Connor, vice-president, $45,480; Leon Goldberg, vice-president and treasurer, $39,750 (an increase of $7,500); F. T. Heilweil, vice-president and secretary, $28,600 (an increase of $4,225). Under a group insurance plan, into which 60 per cent of the premiums is paid by the company, insurance in the amount of $200,000 was purchased for these officers. J. Cheever Cowdin, board chairman, was paid $3,400 during the year for serving in a consultancy capacity.

(4) Deca Records holding 27.4 per cent of Universal's common stock, does not make it a "parent" in the company's operation under the SEC Act. Deca, moreover, declares control of the company or any admission thereof, and has not attempted to direct or manage the company or the company's policies.

The desirability of combining the businesses of the two companies through an acquisition of the assets of Deca by Universal "is being studied."

(5) General Cinema Finance of Heirloom Pictures, Inc., held 24.2 per cent of the Universal stock; Ludovic L. Lawrence owns 8,800 shares or 14.7 per cent of the company's stock and options; company's officers and directors as a group own 430 of the cumulative preferred and 8991 of common.

PG. Kranze, executive assistant to Louis J. Hefner, United Artists distribution unit manager, left here yesterday for Detroit and Cleveland.

Spyros P. Skouros, president of 20th Century-Fox, is due here tomorrow by plane from Zurich, Switzerland.

Dick Payne, assistant to Gerald Sullivan, Theatre Owners of America executive director, is confined to his home with an attack of influenza.

Maurice (Murray) Segal, Paramount trade paper contact, has announced his engagement to Claire Drucker.

La Cava Services In Santa Monica

Hollywood, March 3—Services for George La Cava, who died of a heart attack, will be held Wednesday morning at the Wilshire Forest Lawn. The veteran producer, director and writer had been active in the industry from the days of two-reel comedies in 1918 to the release of "A Big Way." Born in Towanda, Pa., he was an art student and newspaper reporter before joining Edgar Selwyn Films in the industry's early days. He is survived by a son, William, a brother and sister.

Maurice White, 56, Pioneer Exhibitor

CINCINNATI, March 3—Maurice White, 56, president of Mid-States Theatres, Inc. and past president of the Cincinnati Variety Club, died unexpectedly at his home late yesterday. He had recovered and returned to work following a recent emergency operation. The addvertisement with the late Ike Libson, White was the Warner exchange manager here.

Mid-States operates the Capitol, Keith's, Schubert, Downtown and through subsidiaries, several local theatres in Cincinnati, and Ohio situations and in Louisville, Lexington and Ashland, Ky. The widow and two sons survive.

Tom Gorman, Former RK0 Mgr., Is Dead

Phoenix, Mar. 3—Tom Gorman, age 60, pioneer theatre executive and manager of RKO theatres at one time. Additionally he had been a circus operator.

Gorman is survived by his brother, Howard R. Gorman of Phoenix, postmaster of the city, in addition to the widow. He was the son of former U. S. Senator Gorman of Illinois.

U. S. Chamber Asks Communist Blacklist

WASHINGTON, March 3—The U. S. Chamber of Commerce has urged the blacklisting of Communists in the motion picture industry and other entertainment fields.

In a voluminous report on Communism in all phases of U. S. life, the Chamber touches briefly on the industry. It pointed out that over 300 Hollywood figures were named as Communists in the 1951 hearings. The Chamber's Activities Committee, and declares that "add to this Communist writers and radio artists and it is not hard to understand why the party has mil-

Ch. Wood Seen (Continued from page 1)

pected to have a meeting this week at which I assume the matter will be brought up." However, it was learned from other members that "Wood Russell felt that the support did the industry an injustice and will support Walter and Moulder if they seek a correction.

During the committee's hearings last year, Wood put himself on record as believing Hollywood had done a "terrific job of public relations." In his house in order, and Wood has told colleagues that "nothing has changed since I testified to my mind since."

According to one committee source, when the committee met to discuss the annual report drawn up by the Motion Picture Industry, the Hollywood section be toned down. However, one or two other committee members on the Hollywood section made even stronger, and the language finally released was a com-

Personal Mention

used the pretense of fighting Communism to impose their views on the community, are a threat to our religious liberties, to American ideals and to our basic rights as citizens.

Although these self-appointed vigilantes use the pretense of coloration of the flag and act in the name of Americanism, theirs is the spurious Americanism of the Salem witchcraft trials and the "Know-Nothings," Johnston said.

Johnston asked, "When small groups of fanatics take unto themselves the right to determine how their fellow men shall live, but shall work and shall worship, who may they shall worship, what they shall see, can we feel secure in our individual liberties?"

"When self-appointed arbiters set themselves up as the sole judge of right and wrong—when they seek to substitute their will for the citizen's freedom of choice—when they seek mastery of the manner and morals of the entire community, las the ultimate end, and free to pursue his life by the dictates of his own conscience?"

Johnston recalled that in February at a banquet in New York the motion picture industry had been honored by representatives of 13 national organizations of more than 40,000 persons for its contributions to spiritual life and for fostering American ideals.

Pik Forms TV Firm

Robert Pik, president of Interworld Films, Inc., has formed Regent Pictures, Inc., to produce and distribute pictures for world-wide television distribution. The company has acquired 46 feature films, and contemplates going into production in the near future on a one-half hour dramatic show.

NEW YORK THEATRES
ON THE MARCH ACROSS AMERICA!

IT IS MAKING LONG-RUN HISTORY!

Status of Engagements at Press Time

5th MONTH
NEW YORK (Astor)
(in addition to simultaneous 8 week run at the Capitol)

4th MONTH
CLEVELAND · ST. LOUIS
PITTSBURGH
LOS ANGELES (4-Star Theatre)

3rd MONTH
WASHINGTON, D. C.

8th Week Toledo
7th Week Baltimore, Syracuse
5th Week New Haven, Worcester
4th Week Hartford
3rd Week Charlotte, Chicago, Columbus, Dallas, Des Moines, Houston, Miami, Miami Beach, Philadelphia, Denver

LONG RUNS COMPLETED
4 Months Los Angeles (U. A. Theatre)
3 Months San Francisco
2 Months Boston (2 Theatres)
2 Months Kansas City, Indianapolis
6 Weeks Buffalo
5 Weeks Norfolk, Atlanta, Memphis, New Orleans, Providence, Rochester
4 Weeks Akron, Nashville, Richmond
3 Weeks Canton, Evansville, Louisville, Springfield, Bridgeport, Waterbury

M-G-M's QUOLOSSAL "QUO VADIS"
COLOR BY TECHNICOLOR
THE MIRACLE PICTURE PROVES
“Snow White” Snowballing to

NEW YORK—Outgrosed every picture in Criterion’s 14-year history!
BOSTON—Biggest gross since sensational “Cinderella” in February 1950!
PROVIDENCE—Top-grossing attraction in the last three years!

Walt Disney’s
Snow White

Color by
TECHNICOLOR
Re-released by RKO Radio Pictures, Inc.
Elsewhere in NEW ENGLAND beating "Cinderella" in:

LAURENCE Mass.
FALL RIVER Mass.
IPSWICH Mass.
BROCKTON Mass.
NEWBURYPORT Mass.

MANCHESTER N. H.
NEW LONDON Conn.
PITTSFIELD Mass.
PORTSMOUTH N. H.

Big town or small town, it's the MIRACLE box-office picture!

And an
EVER-NEW AUDIENCE
OF 25,000,000*

is waiting to duplicate these figures in your town!

*25,055,000 new children between the ages of 5 and 13 have never seen "Snow White" according to 1950 census figures.
Granada

(Continued from page 1)

RKO Palace Backs Up $23,500 with Melchior

The first week of RKO Palace’s new attraction, "The Robe," starring Melchior, is forecast to gross $23,500, which is considered a good initial figure. The show has a limited two-week engagement there.

Hike Admissions for Martin and Lewis

Boston, March 3—The Metropolitan Theatres will charge advanced prices for the personal appearances of Bob and Larry Martin and Jerry Lewis when they open for one week beginning Thursday. The prices are: Thursday, Friday, Saturday, opening until 11:00 A.M., $1; 11:00 A.M. to 4:00 P.M., $1.25; 4:00 P.M. to closing, $1.80. On Sunday, the prices will be: opening to 12:00 noon, $1.25 and from 12:00 noon to closing, $1.80. On Sunday the prices will be $1.80 from opening to closing. The children’s price will be 90 cents at all times. Regular admission prices for Metropolitan are from 44 to 85 cents.

3rd Session Today In Picture Course

The third session of the course, “The Movie Picture as an Educational Potential in School and Community,” will be held today at 1:35 P.M. in the auditorium of the High School of Performing Arts.

Cranston, R. I. Fire

Cranston, R. I., March 3—The Palace Theatre there was damaged by the extent of $40,000 by fire. The house is owned by the Associated Theatres of Rhode Island.

Snow Bites N.Y. Grosses

(Continued from page 1)

Opening to healthy business yesterday at the 52nd Street Trans-Lux, where $1,500 was raked up. The final four days there of "Lady Possessed" took a total of $7,900.

"Cry, the Beloved Country," at the Bijou is expected to hit a good $7,000 gross in its third evening, which has been termed "top stellar," at the Paramount which headlines the Billy Williams quartette.

Hit by Snowfall

At the Criterion, the usual big weekend national night with "The Seven Dwarfs" was hit by New York’s biggest snowfall this year. Still, a fairly nice $25,000 was seen for the second stanza for the Walt Disney reissue.

"Quo Vadis" at the Astor is doing well, making $25,000 for the week’s run which has been doubled at the 17th week. At the Mayfair, a more than satisfactory $25,000 is seen for the fifth week of "Sailor Safari."

Among fairly good grossers, "Viva Zapata" can be included with $20,000 estimated for the fourth week. "Rebel Hell" at the Warners will be replaced today with "Bugs in the Afternoon" after registering a satisfactory $25,000 for its second week.

Dipping, but still drawing in customers at its 11th week, is "Death of a Salesman" at the Virginia which expects a fair $12,000 for the "Hoodlum Empire" will have its premiere tomorrow at the Globe, replacing "War and Peace" which is expected to bow out with a tepid $10,000 for its final fourth week. "July Fourth" festival of reissues composed of two reissues, "Meet Me in St. Louis" and "Babes in Arms" bow out this week, and the $1.80 per admission of this picture will be $7,000 with its a second week.

At the Park Avenue, "The Woman in Question" fell somewhat in its second week, but a satisfactory $6,600 is expected.

Cinecolor Sets

(Continued from page 1)

which have been effected recently," according to Cinecolor president Karl Herzog.

Herzog explains that, "Even though the increase in the cost of labor and many raw materials used in our processes over-balances the economies it has been effected and the removal of the excise tax from raw stock, we are confident that the film people have absorbed the difference in "to make price reductions possible."

Gift Trip to Brylawski

Washington, March 3—The Motion Picture Theatre Owners of Metropolitan Washington has voted a two weeks, all expenses paid, vacation for H. C. president James Brylawski and his wife Mrs. Brylawski. Brylawski is now in his 29th year as president of the organization. He and his wife will leave Friday for two weeks of island-hopping in the Caribbean.

WALTER BROOKS

record, set two years ago by "The Film Ballad" of Roxy, which also features Dorothy Lamour on stage, a big $80,000 is seen for the second week of Century-Fox’s "Five Fingers."

While at the Capitol, an excellent $7,200 is expected for the second initial week. "M-G-M’s Royal," which appeared in the Saturday Evening Post and Look magazine on March 25 and included a list of the largest number of theatres to be ever so listed, and the third time that Universal has made this special effort under Lipton’s policy of keeping actual playdates in theatres. The advertising will be seen by 20,000,000 potential patrons of the theatre.

For the first time in the 20-year history of the company, the Studio will devote its front cover to a motion picture star. The April issue, on newstands Friday, will carry full-page color portrait of Elizabeth Taylor by Philippe Halsman, well known photographer. Additionally, there will be several pages of other pictures of the M-G-M star and an article with credit to "Ivanhoe," which is Miss Taylor’s newest picture, to be released later in the year.

Rexall Home Appliances is another national manufacturing and merchandising concern to issue its own pressbook to dealers in conjunction with a national advertising program. Put out, "How To Get in the Movies" — a 12-page brochure of trade-page size, addressed to 3,000 dealers, and supporting the company’s national magazine advertising for Walt Disney’s "Snow White and the Seven Dwarfs," which appeared in the middle of that in February, March, April and May they may expect to "get in the movies" through Rexall merchandising stunts that are described, numbered and illustrated.

Seven entertainment features in the March issue of Seventeen include a feature article, "We Are Seventeen. We Like Big Things," and a "Strip Tease," written by two "teenage" dancers; "Eyes of Art," a documentary story of "Picasso—Adventure in Art;" "He Sings Memory," about Tony Martin; "Triple Threat Baritone," concerning Johnny Desmond; "Rinfeld's "Theatre on Earth," named as the magazine’s "Picture of the Month," with "Afri- can Queen" and "Viva Zapata!" and others among the run-ins.

Thousands of newspaper editors and film critics, television and radio commentators, theatre owners and publicists will find a reproduction of "The Fox" — "Shove Your Foot on Earth" in their mail this week. The multi-colored mailing piece is a block of black and white with the color of the pictorial billboard display. 20th Century-Fox is mailing a special promotion piece on "With a Song in My Heart," the story of one of the nation’s top disc jockeys, with a listing of 66 top recordings and a new Capitol album of hits from the Technicolor musical.

WALTER BROOKS

Fly to fun and relaxation on a TWA Quickie in the Sun Country

You’re only hours away, by TWA, from Phoenix, Las Vegas, Southern California. Big savings on TWA’s Family Half-Fare Plan and Sky Tourist Flights. See your travel agent or call TWA.

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

TO BE SURE
OF BEST QUALITY AND QUICK SERVICE

Made to Order Trailers of Filmack

CHICAGO 5, ILL.
319 N. Michigan

MOTION PICTURE DAILY
Tuesday, March 4, 1952
6
Conventions

(Continued from page 1)

the project. The Guild circuit executive said present plans call for the theatre-television of the annual conventions at the Broadway Embassy, which is expected to be equipped with RCA television within six or seven weeks.

He outlined a two-fold program for the project embracing the possibility of theatres cooperating with TV networks in obtaining highlights of the convention for theatre screens. The other aspect of the program would call for exclusive theatre teletcasts of convention programs.

Questioned on the probability of networks’ cooperation, Edison foresaw no opposition on their part if theatres would carry the commercial sponsoring of the events. Full coverage of the July conventions was envisioned for the Broadway Embassy, which Edison plans to make the first TV newsmarket theatre in the nation. The Guild Theatre, another circuit house which is equipped with TV, would telecast special convention events, according to present plans.

The delay in equipping the Broadway Embassy with TV, Edison explained, was due to obtaining cable facilities for the theatre.

Rules Nassers May

(Continued from page 1)

in the UA distribution contract which requires UA to distribute pictures to video “when such distribution becomes a commercial practice.” UA counsel argued such distribution has not yet become commercial practice among major companies, and pictures concerned are still in theatre distribution.

Nassers did not seek withdrawal from other sections of their contract but asked the right to sell television rights, which are computed at $200,000. UA may appeal the decision.

Pictures are: “Don’t Trust Your Husband,” “Cover – Up,” “Without Honor,” “Kiss for Corliss.” Nasser counsel George T. Goggins said the Nassers will proceed at once with the sale of the films to television.

TOA Issues 28-Page Digest of Convention

A 28-page brochure, reviewing proposals, discussion and action at the Theatre Owners of America’s midwinter board meeting on the Coast last January, has been released by the organization’s headquarters here to the TOA membership.

Topics covered in the brochure include arbitration, taxation, print shortages, forcing advanced admissions, F.C.C. channel grants, TOA financing, grievance panels, sales of films to TV, quality and quantity of pictures, trailers, producers’ views, faxes, trailers for television, young talent, film cycles, public relations, TOA’s stand on Communism, need for scientific research, confidence in the future, acetate film, “Movietime U. S. A.,” and Eidophor Theatre TV.

Mutual Sales Meet Starts Tomorrow

Mutual Pictures sales convention will start at the Warwick Hotel here tomorrow and run through Thursday. Sales plans and exploitation campaigns will be discussed for Jack Dietz’s recently produced “Models, Inc.”

TOA Sets Unit to Hit Films-for-TV

Miami, March 3.—Three exhibitor leaders have been named by Mitchell Wolfson, Theatre Owners of America president, to serve as a committee to approach producers “and let them know that we are fully opposed to their selling films to television.”

The committee consists of Walter Reade, Jr., Eastern chairman; Sherrill Corwin, Western chairman, and Eddie Silverman, Chicago chairman.

Books ‘Kisenga’


Stockholders Meeting

Stockholders of Republic Pictures will hold their annual meeting in New York on April 1.

TOA to Urge

is expected to announce today the TOA working committee on arbitration that will assist in processing the organization’s proposals before the expected all-industry arbitration conference.

As announced recently, TOA’s proposals for an arbitration system include the recommendation that a $25,000-a-year national administrator head the set-up. Also proposed was a $50-per-diem fee for arbitrators, as well as charges for complaint and interrogrant filings.

Allied States Association made no mention of costs, charges or salaries in its arbitration recommendations, which otherwise resemble TOA’s in principle. Allied has emphasized, however, that it wants a system that would be “inexpensive.”

1931 ‘Names’ Toured

Hollywood, March 3.—Hollywood Coordinating Committee report discloses 131 name personalities made 184 personal appearances on 46 patriotic and fund-raising programs during February.

British Industry Asks TV Channels

London, March 3.—An industry memorandum requesting authorization for private television channels for transmission of programs direct to theatres, prepared by Sir Henry French of the Producers Association and considered in by all branches of the industry, has been presented to the government.

Official action on the report is not expected for some time.

Map Program for New McCarey Film

Paramount will accord a far-reaching promotion campaign to the world pre-release engagement of Leo McCarey’s “My Son John,” at the Capitol Theatre here and to special pre-release engagements in key situations throughout the country.

The Lynn Farmol Agency will coordinate the publicity and promotion program aimed at civic, religious, educational, veterans and other community organizations.

IT HAPPENED HERE

from God fearing farm boy to Racket Busting Investigator!

“I’ll fight corruption and evil wherever I find it!”

You’ll see him soon in one of the most startling pictures in years!
Six division press representatives in the field have been named by Metro-Goldwyn-Mayer in a program designed to bring the company in closer contact with the nation's newspapers, radio stations and television outlets. The purpose is to provide a complete service to theatre and circuit advertising-publicity departments, it was explained yesterday by Howard Dietz, advertising-publicity vice-president.

Men assigned to new duties have been selected from M-G-M's staff of 19 field press representatives. While each man's base of operations remains in the exchange center where he has been working, his regular promotion activities in the area will be handled by new men now being added.

Dan Terrell, head of exploitation, will arrive in Hollywood from New York tomorrow to join Dietz. The six division press representatives for the period effective today will be: for the studio weekly, Monday, March 10, for three days of conferences and screenings:

Men assigned are: Emery Austin, Southern division; Arthur Canton, Eastern division; Cole Gebhardt, Southwestern; Ivan Fuldauer, Midwest; E. C. Pearson, Central division, and Ted Galanter, Western.

The purpose of the new operation will be outlined at the studio meetings, which will include discussions with Dore Schary and other production executives as well as with members of the studio publicity and promotion departments.

During the time that meetings are being held at the studio, Silas F. Scudder, advertising manager, John Joseph, publicity manager, and members of the home office promotion department will be rushing material on releases through June.

AP Poll Names 'Streetcar' Best
Associated Press nationwide poll of critics has picked Warner Brothers' "Streetcar Named Desire" as the best film of the year. Three players in the film also won in the balloting. Marlon Brandos was cited for the best performance by an actor; Vivien Leigh, best performance by a starring actress; and Karl Malden, best supporting role.

Sidney Weighs New One
Hollywood, March 3.—George Sidney is considering "Twenty Years After," Alexander Dunas' sequel to "The Three Musketeers," as a possible follow-up on "Musketeers" which he made for M-G-M two years ago. Sidney is also considering other writings of Dunas, as well as those of Rafael Sabatini, who wrote "Scaramouche," which he is completing for production by Cary Wilson producing.

Binyon on Hope Musical
Hollywood, March 3.—Clyde Binyon, who has just completed work on the final screenplay for "Girls Are Here to Stay," Bob Hope musical which he will also direct for Paramount, Binyon just wound up directing his own story, "Dream Boat," starring Ginger Rogers and Clifton Webb, at 20th Century-Fox, where, as at Paramount, he is under contract for one picture a year.

Six MGM Field Press Units

"Rodeo"
(Hollywood, March 3)

TOMO the rodeo is regarded as the present-day survival of the best features of the Old West. Walter Mirisch has used it as the setting and principal subject of this production in Cinecolor.

The film is rich in the bronco-busting, calf-roping, bull-dogging and other action exploits of the profession today as well as those that contributed to its present popularity among American institutions of entertainment, which doubtless is recommendation enough for the public that will respond to the picture. It is sturdy, strong and full of the flavor of its subject. It is told with more subtlety or speedily as might have been wished, satisfies the demands of the project.

The screenplay, by Charles R. Marion, directed tellingly by William Beaudine, opens with a small town merchant to whom a touring rodeo is in debt. Pressley star. It is then determined to get the rodeo to the rodeo grounds to collect the bill. She learns from John Archer and Wallace Ford, rodeo hands, that the promoter of the rodeo has decamped with all the available cash, leaving the performers starved. Hence, selling the $1,800, Miss Nigh persuades the performers to enter into a profit-sharing, cooperative deal, appointing her as business manager, and the rodeo goes on from there. Numerous complications and surprises, plus some romantic episodes, constitute a happy solution of the financial problem and a rosy future for the rodeo.


New Film Franchise Firm Is Nearly Set

DALLAS, March 3.—The formation of a new production company, aimed at continuing the conclusion stage, according to John L. Franceschi and associates, today was announced. Capitol is taking Pressley's horse to the sales offices and it was reported here yesterday by Arnold M. Picker, UA foreign sales vice-president.

Picker's four-union staff overseas two months ago, was formerly Sol Lesser's representative in Europe and prior to that was assistant general manager in Germany for Motion Picture Export Association from 1946-50. Eckstein entered the industry in 1945, serving briefly in U.A.'s foreign department, then switched to the M.P.E.A. as sales controller until January 1950. He then joined U.A. as assistant manager in Siam and Indonesia until 1950, when he resigned to accept a position outside the industry.

Phil Reisman Drive Starts This Week

RKO Radio's foreign department will open its "Phil Reisman 1952 Banner Summer Week," this week, honoring its vice-president in charge of foreign distribution.

Robert K. Hawkinson is drive committee chairman, and Melvin Danheiser is drive coordinator. Other members of the committee are: Clarke, Beverly Lion, Harry Ehrlich, Rutger Neison, Arthur Herskovitz, Charles Bennett and William C. Meyer.

First Manvell Talk Apr. 7
Dr. Roger Manvell, director of the British Film Academy, will be present at the American film festival and others at the Museum of Modern Art auditions on Monday night, April 1, to be held by the Eastern Screen Directors Guild in cooperation with the British Information Services, according to an announcement from Jack Glenn, president of the British Film Producers and Directors of American Films" will be the subject of Dr. Manvell's talk, which he will illustrate with films designed 'to contrast the feature and documentary styles of the two countries.

US Won't Act on FCC Hearings
WASHINGTON, March 3.—The Justice Department has decided against taking legal action against the Federal Communications Commission proceedings on the proposed merger between American Broadcasting Co. and National Broadcasting Co. Attorney General William W. O. Douglas, who had recommended the trust chief H. Graham Morrison declared here today.

The Department is following the proceedings and has had observers present on many occasions, but has not either intervene in the proceeding or appear as a witness. The very most the Department might do, Morrison said, is to file a brief on the subject and then call the hearings. He emphasized that filing such a brief was only a "possibility" and that no decision would be made until after the hearings are concluded and the Department has had a chance to read all of the testimony.

Pending merger negotiations and other phases of the "catch-all" Paramount proceedings were in recess today. The next hearing will be held tomorrow, when Klaus Landsberg, manager of Paramount Television and one of three U.S. television station, KTLA, is slated to testify. It is expected that he will be the last Paramount witness for the present, but other phases of the hearing will take over when he concludes.

Arthur May Handle Canadian Fair Show
TORONTO, March 3.—Jack Arthur, district manager at Funnies Players' desk in Toronto, has been made acting manager of the company. He can handle the booking department and stage office. No candidate for the appointment of producer for this year's grandstand show at the Canadian National Exhibition, Toronto. If the nomination goes through, Jack Arthur, who produced many, stage presentations for Funnies Players before the introduction of sound films, would succeed Leon Leonidoff of Radio City Music Hall, New York, who has organized the big CNE spectacles for some years.

Arthur is the nominee of Mayor Albert Lambert, a member of the board of directors of Canada's biggest annual fair.

Radio Engineers Convene Here

The Institute of Radio Engineers will open its 25th convention here tomorrow at the Waldorf-Astoria Hotel. In addition sessions will be held at the Belmont Plaza, and at Grand Central Palace, where $10,000,000 in radio and TV apparatus will be on exhibit. Expected to attend are 27,500 members from every country outside the "Iron Curtain."

Kennedy Reception

Universal-International was host last night for a formal reception for Arthur Kennedy at the Sherry Netherland Hotel. The actor is in town in connection with the opening of "Duel in the Sun." Mayor William J. Kennedy, accompanied by Philip Gerard, Eastern publicity manager of United Artists, left New York last night for Boston and Hartford for two days of advance promotional effort in connection with the New England openings of the picture. They will return to New York on Thursday.
**Money Picture Daily**

**VOL. 71. NO. 44**

NEW YORK, U.S.A., WEDNESDAY, MARCH 5, 1952

TEN CENTS

$6 1/2-Millions
For New Pathe
TV Company

Bruce Eells Heads Firm;
To Work at EL Studio

The formation of Pathe Television Corp., to finance and distribute film programs for TV, with a two-year budget of $6,250,000, was disclosed here yesterday by William C. MacMillen, Jr., Pathe Industries president.

Bruce Eells, former Young and Rubicam executive who has been actively engaged recently in seeking films for the TV market, will head the new company.

Directors of the firm are Henry Briggs, a director of Allied Film Corp.; James Wolcott, vice-president and a director of Pathe Laboratories, Inc.; Livingston Goddard, secretary and treasurer of the Federation for
(Continued on page 6)

**UPT Witnesses on FCC Stand Today**

WASHINGTON, March 4—The second phase of the Federal Communications Commission's Paramount hearings is scheduled to end today, but hearing examiner Leo Resnick will swing immediately into the third phase.

The current phase deals with the qualifications of Paramount Pictures to be a television licensee. Phase three deals with the qualifications of United Paramount Theatres to be a TV licensee, and then will swing into the proposed UPT-American Broadcasting Co. merger.

The first phase dealt with the issue
(Continued on page 2)

**Charges UPT with Monopoly in Texas**

The situation in Houston, Dallas and Ft. Worth was charged to be as "effectively monopolized today" by United Paramount Theatres as it was by the Interstate Circuit before the Paramount decree, in an affidavit by independent theatre owner I. B. Adelman of Texas.

The affidavit, filed yesterday in the
(Continued on page 2)

**British Theatres Grossed
$78,150,800 in 3rd Quarter**

London, March 4.—The box-office gross of Britain's 4,561 theatres for the third quarter of last year was $78,150,800, according to the latest statistical survey of the industry compiled by the Board of Trade for publication tomorrow in its Journal.

The result for the three months ended Sept. 29, 1951, compares with a box office gross for the corresponding 1950 period of $71,225,600, when 32 more theatres were in operation.

Total admissions for the quarter increased from 337,290,000 in 1950 to 348,800,000 in the 1951 quarter.

The entertainment tax took $37,4 per cent of the gross, or $27,956,600 during the three months, while another 2.3 per cent, or $1,817,200 was paid into the Early Tax fund by the box offices.

Statistics for distribution cover the first half of 1951 and include all films, both British and foreign-made. Total gross rentals for the six-month period amounted to $32,600,400, according to the Journal, of which 65 per cent, or $21,201,600, was paid to producers; 15 per cent, or $4,936,600, went for discoun-
(Continued on page 2)

5 Easter Bookings
For Para. on B'way

Five Paramount productions will open in the Broadway area here shortly before or during Easter Week, the company reported yesterday. At least three openings will be world premieres conducted within a single week.

The five pictures, which the com-
(Continued on page 6)

**Over 160 Delegates
At K-M Allied Meet**

KANSAS CITY, March 4—Despite a storm that blocked highways, a good attendance marked the opening today of the Allied Independent Theatre Owners of Kansas and Missouri. There was a registration of more than 160 delegates from
(Continued on page 2)

**Urges Producer Priorities
To Banish Cycles of Films**

The recommendation that producers explore the possibility of establishing a priority system which would rid the industry of cycles of pictures and excessive duplication of stars has been submitted to the Theatre Owners of America by Dick Dickson of the Southern California Thea
(Continued on page 2)

**Moon Will Assist Feldman at Univ.**

Ray Moon, who resigned as Central division manager for 20th Century-Fox in January, will join Universal Pictures on April 14 as executive assistant to Charles J. Feldman, domestic sales manager.

Moon, a veteran of more than 30 years in distribution and exhibition, was a sales executive for 20th Century-Fox for 10 years before his re-
(Continued on page 2)

**MGM to Have 19 Releases
In 7 Months**

Three to Four Pictures
A Month Are Scheduled

M-G-M has scheduled 19 pictures for release between March 1 and September 1, six of which will be in color, it was disclosed here yesterday by Charles M. Reagan, general sales manager. There will be three releases a month with the exception of May, when there will be four.

In each month there will be one color film.

With the scheduling of new releases, the total for the eight months will be brought up to 27, eight of which will be in color at the rate of one a month.

"Just This Once," "Love Is Better Than Ever" and "The Wild North," in the new Anscolor, are set for March. "Singin' in the Rain," which will
(Continued on page 2)

**Coast Producers' Officers Renamed**

Hollywood, March 4.—All officers of the Association of Motion Picture Producers, Inc., and the Casting Corp., have been reelected.

The A.M.P.P. reelected Eric Johnston president; V. Frank Freeman, chairman of the board; B. B. Kahane and L. K. Sidney, vice-presidents; Charles S. Boren, vice-president in charge of industrial relations; James S. Howe, secretary-treasurer.

Fred S. Meyer was reelected chairman of the board of the ASC and Freeman was renamed president; Howard P. Philbrick, vice-president and general manager and Howe, secre-
(Continued on page 2)

**SWG Strike Against
ATFP Is Abandoned**

Hollywood, March 4.—The strike action planned against the Alliance of Television Film Producers by the Screen Writers Guild, which was scheduled for March 17, was abandoned today when the Alliance and the Guild, following a meeting of their councils, exchanged telegrams agreeing to start contract negotiations between March 10-15.
Arnall Charges Too Vague, D. of J. Says

Washington, March 4.—Justice Department spokesman indicated today that the likelihood of any action resulting from the recent letter sent to the Attorney General by the National Film Union was nil. The ACLU cited from the Society of Independent Motion Picture Owners.

It was said that Arnall’s charges of widespread illegality in the industry were too vague to warrant the elimination of Federal and State sales tax, arbitration and the resolution of the Council of Motion Picture Theatres’ petition for a divestiture time extension before the Arnall letter was received.

Gulf States Allied Holds Open Forum

NEW ORLEANS, March 4—The officers, directors and members of Allied Theatre Owners of the Gulf States at a general open meeting Monday discussed the elimination of Federal and State sales tax, arbitration and the resolution of the Council of Motion Picture Theatres’ petition for a divestiture time extension before the Arnall letter was received.

British Theatres Gross

(Continued from page 1)

of Paramount Pictures control Allen B. DuMont Television Laboratories.

Klaus Landsberg, general manager of Paramount’s Los Angeles television station, KTLA, was in New York last night and, should finish his testimony early tomorrow. He is the last Paramount witness to the current testimony. Immediately after he finishes, UPT witnesses will take over, discussing the operation of its Chicago television stations.

Landsberg’s testimony covered KTLA programming and management. He said that as of Dec. 29 the station had contracted to spend $437,791 on some 500 to 600 films, and was using them at the rate of 25 to 30 features and shorts a day. The large number was made necessary because of regular Saturday and Sunday film shows, be declared.

KTLA is very enthusiastic about the new television code, Landsberg said, adding that it would comply 100 per cent and as a matter of fact had actually been abiding by similar program standards for a long while. He said that the Commission’s awards were received by the station for its programs.

In another development, UPT, Columbia Broadcasting Co. and Balaban and Katz filed briefs urging Reznick not to permit DuMont to re-examine the remaining witnesses. They argued DuMont was a party only on the issue of control and not on any of the other questions.

M-G-M Releases

(Continued from page 1)

be followed by “Talk About a Strang

in Rome,” the April releases.

Topping the four May releases will be "Young Man with Ideas," with "Glory Alley," “The Girl in White” and “Skirts Ahoy!,” Technicolor musical, scheduled in the three succeeding months.

In June there will be "Carbine Willi

..."Scaramouche" Technicolor, and "Lil," "Lovely to Look At," Technicolor musical, will be the initial July release. "Mr. Congressperson" and "Days Before Adam" will follow in that order.

"The Devil Makes Three," "Pat Mike" and "Ivanhoe," in Technicolor, were released in August.

"Ono Vadiu" is being given special handling.

Moon Will Assis...
LOOK MAGAZINE MEDAL FOR "THE PRODUCER OF THE YEAR" GOES TO M-G-M's ARTHUR FREED

LOOK MAGAZINE SPECIAL AWARD GOES TO M-G-M's GENE KELLY

"THE PRODUCER OF THE YEAR" DOES IT AGAIN!

M-G-M's EASTER GOLDMINE

"SINGIN' IN THE RAIN"

TECHNICOLOR MUSICAL TREASURE

Booked for the Easter Holiday clean-up at Radio City Music Hall and across the nation!

M-G-M presents "SINGIN' IN THE RAIN" starring Gene Kelly • Donald O'Connor • Debbie Reynolds • with Jean Hagen • Millard Mitchell • and Cyd Charisse • Color by Technicolor • Story and Screen Play by Betty Comden and Adolph Green • Lyrics by Arthur Freed • Music by Nacio Herb Brown • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed • An M-G-M Picture

AND AGAIN!

NOW DELIGHTING AMERICA

"THE BELLE OF NEW YORK"

M-G-M TECHNICOLOR JOY

Amazing! Fred Astaire dances on the edge of New York's skyscrapers, taps and teeters from sky-high flagpoles! The greatest screen novelty in years!

M-G-M presents "THE BELLE OF NEW YORK" starring Fred Astaire • Vera-Ellen • Marjorie Main • with Keenan Wynn • Alice Pearce • Clinton Sundberg • Gale Robbins • Color by Technicolor • Screen Play by Robert O'Brien and Irving Elinson • Adapted for the Screen by Chester Erskine • From the Play by Hugh Morton • Music by Harry Warren • Lyrics by Johnny Mercer • Directed by Charles Walters • Produced by Arthur Freed • An M-G-M Picture
They run the nation’s biggest industry—GAMBLING and MURDER coast-to-coast with branch offices in every village, town and city in the United States.

HERBERT J. HOODLUM

starring
BRIAN DONLEVY · CLAIRE TREVOR · FORREST TUCKER · GRANT WITHERS · TAYLOR HOLMES · RICHARD JAECKEL · RICHARD BENEDICT

Screen Play by BF

A REPUBLIC PICTURE
YATES presents

EMPIRE

ERA RALSTON • LUTHER ADLER • JOHN RUSSELL with GENE LOCKHART

CE MANNING and BOB CONSIDINE • Associate Producer-Director JOSEPH KANE

 Republic Pictures Corporation – Herbert J. Yates, President
Dip in Baseball Business Seen
Aiding Theatre TV

The possibility of theatre telescasts of major league baseball games, touched on by Commissioner of major league baseball, Will DeWitt, Jr., at the home TV deal with Loew's Theatres and M-G-M, was welcomed with re-
serve in TV quarters here yesterday.

Circuit executives, while acknowledgment the box-office potential of ex-
tensive theatre telescasts, of games, pointed out that most of the major teams were already committed this season with TV networks. However, they felt that organized baseball, like college football, is faced with the problem of declining stadia receipts since the advent of home television.

O'Malley in Florida

In Florida, Dodgers president Walter F. O'Malley said Loew's Theatres' sponsorship of Happy Felton's Knot-
hole Gang TV pre-game program was significant. He explained that this year's program will be studied to de-
terminate whether these groups can co-
ordinate their future plans "to bring at least a portion of the big games to theatre TV screens."

The Felton program will be seen in New York home picture at one o'clock across the nation. The over-
ners over WOR-TV prior to each
Dodger home game during the forth-
coming season. The deal was con-
summated by the Donahue & Co advertis-
ing agency.

Pathe Video

(Continued from page 1)

Railway Progress, Eells and Mac-
Mullen.

It was further disclosed that the television subsidiary will be operated in conjunction with Pathe's own lab-
oratory, studio and financing facili-
ties, including Pathe's large process-
ing plant in the East and the Eagle Lion Studios on the Coast.

Will TV Production
Of Goldwyn Film

Hollywood, March 4—CBS' Ed-
ward R. Murrow will arrive Monday to film the step-by-step account of a high-budget picture-production for his "See It Now" network television show Sunday, March 16, Samuel Goldwyn's $4,000,000 color in Technicolor pro-
duction "Hans Christian Anderson" will be covered by Murrow from Goldwyn's planning desk to the shoot-
ing stages.

Clift Accepts Critics' Award for Paramount

Cleveland, March 4.—At a Carter Hotel luncheon today, attended by 70 industry members, Montgomery Clift accepted for Paramount Pictures, the Cleveland Critics Circle trophy for "A Place in the Sun" as the best picture of the year.

Television-Radio

Comment and Opinion

THAT color "war" is on. CBS showed its color system with an RCA tri-color tube instead of the spinning disk at the IRE convention Monday. It didn't take RCA long to recall that, only a few months ago, CBS' attributed "interior picture quality" to the tube which it turned down when offered to RCA. And for a punch-
tube, RCA observes that, tube or not, the CBS system still isn't compa-
tible. All of which supports the argument that the NPA ban on color development is probably a good thing. The industry might as well agree on a color system before it is offered to the public.

As might have been expected, Speaker Rayburn's ban on any kind of radio, television or film coverage of House committee hearings has created a furor even though no one questions his legal right to enforce such a ban.

Complaints range all the way from the charge of censorship to questions of Rayburn's political motives. He was reminded more than once that this is an election year. Two House resolutions were introduced. Both would remove the rules to permit radio and television coverage up to the individual committees, but there appears to be little enthusiasm among House members to support such changes at present.

CBS president Frank Stanton summed up the industry point of view when he declared: "There is no inevitable basis for barring radio and television from committee hearings which are otherwise open to the public. Our democratic system of government is founded on the fullest dissemination of information, and any ruling which thwarts or impedes this flow of information is contrary to our traditional American principles..."

An excellent job of presenting a show on film is being done by Jack Webb, star and director, and Michael Meskoff, producer of "Dragnet" over NBC-TV. One hears a lot about the special type of one man and his police arrangements, but the film which is to be seen give no indication of any such effort. "Dragnet," which dealt with youthful dope addicts last week, succeeded in putting on the screen a tense, well-paced show that combined all the advantages of the motion picture and television. Dialogue was crisp, casting very clever and Webb's matter-of-fact narration underlined the doc-
umentary quality. This easily rates among the top crime-thriller shows on TV.

After Sam Levenson's hilarious impersonation in a studio tank on "This Is Show Business" the week before last, it was probably not surprising that this Sunday's show was anti-climactic. This panel program has been its own self for some time, which may be partly due to its tired formula. Show business figures could bring some interesting problems to that tank. Thomas T. Bevo, the Monday Night. He said, doesn't just come up to perform and provide bait for Levenson and the sarcastic George S. Kaufman. The third panel member Sunday was the charming Bea Lillie, but she wasn't given much of a chance. Clifton Fadiman, the m-c, has done better by the medium.

Another panel show, and one with much more zest and originality, is "Songs for Sale" over CBS-TV. The program is attractively put together and based on an intriguing idea, even though the panel of five has things going up a bit. Most of the time they seem singularly agreed on their taste and their criticisms, if any, appear labored. However, the settings for the numbers are elaborately conceived and performances uniformly good. On a night when the TV picture is surprisingly bleak, "Songs for Sale" is a bright spot.

Paul A. Walker, 71, with the FCC since its formation in 1934, last week became chairman, taking over from Wayne Coy, resigned. Robert T. Barnes, left, before the point to his head, the House Speaker Sam Rayburn, has been nominated as a Commissioner. The fact that chairman Walker is particularly interested in telephone company operations may take on added significance when the theatre television hearings get underway.

What happened on "Your Show of Shows" Saturday? Beginning to repeat acts already?... The second part of Ed Sullivan's tribute to Cole Porter was very effective. What a cast!... Leo M. Lang-
boi, planning to equip long Island studios to dub foreign films into English for TV... ABC to broadcast the Academy's "Oscar" presentations March 22. There will be no television. Fred Hiptt

NEWS in Brief...

The strike of 20th Century-Fox and Warner home office executives, sched-
uled to begin yesterday, was post-
poned in consequence of a resumption in negotiations, a spokesman for the Parenthood District of the PDA (DPOA, District No. 65) reported.

The spokesman emphasized, how-
ever, that the strike vote of the units has not been rescinded. Negotiations are also being pursued by the DPO-
A in behalf of Universal, Columbia and United Artists home office pub-
llicit.

The Protestant Motion Picture Council will honor 20th Century-Fox on March 11 when it will present its 1951 award for the "Picture-of-the-
Year" to Darryl F. Zanuck's "David and Bathsheba".

The ceremonies will take place at a luncheon at the Metropolitan Club during the New York television convention, which will be pre-
vented by Soper P. Skouras, 20th-
Century-Fox president, by Dr. Daniel Poling of the Christian Herald Association. Speaking will be two religious leaders attending the lun-
cheon, on the subject, of "Religion and Motion Pictures."

Betty Hutton has been booked for the Palace Theatre here starting April 1.

The booking is for a minimum of four weeks with two shows daily, except on Mondays. All seats will be reserved. Miss Hutton is currently in Korea entertaining troops.

5 Easter Bookings

(Continued from page 1)

many says will be backed by adver-
sity, publicity and exploitation on the CBS schedule. The programs and the time alternately labor circles for 40 years, died Monday at his home in Forest Hills, L. J. Loew, 57. He is survived by his widow, two daughters, Dorothy and Naomi Klein, three brothers, Charles, Benja-
m, and Edward, and four grandchild-
ren. Funeral services will be held at 11:30 A.M. tomorrow, at River-
side Memorial Chapel.

Sherman, 57, Leader in Theatre Labor

Harry Sherman, prominent in theat-
rical labor circles for 40 years, died
Monday at his home in Forest Hills, L. I., after a short illness. He was 57.

Harry was survived by his widow, Ruth, two daughters, Dorothy and Naomi Klein, a brother, Charles, Benja-
m, and four grandchildren. Funeral services will be held at 11:30 A.M. tomorrow, at River-
side Memorial Chapel.

—By J. G. WHALEY

Wednesday, March 5, 1952

MOTION PICTURE DAILY
DON'T PLAY "BEND OF THE RIVER" UNTIL YOU CAN BLOCK OUT THE SAME PLAYING TIME AS "THE EGG AND I"

From Moscow, Idaho to Palm Beach, Florida, despite weather, television, and income tax time, "Bend of the River" is nearing, equalling, and even bettering the fancy 1947 grosses of "The Egg and I." Here are some cross-section examples:

Outgrossing "Egg and I" in:
- Lebanon, Pa. .......... Colonial
- Bluefield, W. Va. ...... Granada
- Battle Creek, Mich. .... Regent
- Williamsport, Pa. .... Capitel
- Ft. Myers, Fla. .......... Lee
- Mt. Carmel, Ill. .......... American-Uptown
- Edmonton, Alberta....... Rialto
- Idaho Falls, Idaho ...... Rio
- Twin Falls, Idaho ...... Orpheum
- Billings, Mont. .......... Fox

Opened bigger than "Egg and I" in:
- Vancouver, B. C. .......... Vogue
- Portland, Me. .......... Civic
- Stockton, Calif. .......... Esquire
- Logan, Utah ............... Capitol
- San Jose, Calif. .......... California
- Burlington, Vt. .......... Strong
- Ft. Worth, Tex. .......... Worth
- El Paso, Tex. .......... Plaza
- Staunton, Va. .......... Visulite
- Milford, Pa. .......... Milford
- Lawton, Okla. .......... Dome

Neck-and-neck with "Egg and I" in:
- Philadelphia, Pa. .......... Goldman
- Danville, Ill. .......... Fischer
- Ogden, Utah .......... Egyptian

...and too many more to list

MEMO

To every exhibitor who's yelled for big pictures with staying power.

When you book "Bend of the River," don't get caught short... leave plenty of holdover time!

Universal-International presents

JAMES STEWART • ARTHUR KENNEDY • JULIA ADAMS • ROCK HUDSON
in "BEND OF THE RIVER" color by TECHNICOLOR with Lori Nelson
Jay C. Flippen • Stepin' Fetchit • Screenplay by BORDEN CHASE
Directed by ANTHONY MANN • Produced by AARON ROSENBERG
YOUR NEXT BIG ONE IS ALWAYS THE NEXT ONE FROM 20th CENTURY FOX!

5 FINGERS
The story of the highest paid spy in history!

SHATTERS EVERY RECORD IN THE 25-YEAR HISTORY OF THE ROXY NEW YORK!

THESE BIG ONES ARE GETTING THE BIG CROWDS:
VIVA ZAPATA!
PHONE CALL from a STRANGER DECISION BEFORE DAWN
The MODEL and the MARRIAGE BROKER
DAVID AND BATHSHEBA Technicolor
RED SKIES OF MONTANA Technicolor
RETURN of the TEXAN

and the BIG ONE on the way is your Easter Holiday Hit...

WITH A SONG IN MY HEART Technicolor
THE JANE FROMAN STORY

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!
B E H I N D Dick Dickson's report to the TOA board of directors on film cycles and a way of controlling or eliminating them were these facts, brought to the Los Angeles area, in the year 1951, because he knows that stretch of the country best:

In March and April, Los Angeles first-runs played seven Westerns. In three months there were nine musicals. In October and November, houses ran four detective stories. War pictures hit the deck—and who knows what else—at the rate of one a month for nine months, except that January had two and three months none. "Message" pictures totaled 10, and they were spaced about a month apart.

There also was a Shelley Winters season: "Behave Yourself" in September, "Place in the Sun" in November and "Raging Tide" in December. And a Gregory Peck season: "Only the Valiant" in April, "Captain Horatio Hornblower" in August and "David and Bathsheba" in September. Lots of Jane Wyman, too: "Three Guys Named Mike" in February, "Here Comes the Groom" in September and "The Blue Veil" in November.

While Dickson cautiously held his findings to his own backyard, there is nothing exclusive about his diggings. The situation, of course, is general throughout the country although the details vary without altering the pattern substantially.

We question if there is any film expert, near or far, who can estimate with reasonable assurance what such shortsightedness is costing the industry each year. That emboldens us to throw our own ideal into the final lines of this column:

It must be in the millions in dollars and anything you want to figure in boredom, impatience and annoyance with an industry that ought to know better. And actually does.

Set Compo Ad Plans
At Meeting Today
Of MPAA Committee

Two months of planning for the forthcoming second newspaper advertising campaign of the Council of Motion Picture Organizations will be climax in today at a meeting in the Hotel St. Moritz here of the advertising-committee committee of the Motion Picture Association of America.

The meeting will receive campaign recommendations of a sub-committee which was named to plan layouts and the general format. At a meeting soon of the MPAA board, the ad-publicity directors discussed.

(Continued on page 7)

Mich. Allied Board
Scores 'Red' Report

Detroit, March 4.—Vigorous
opposition to the report of the House Un-
American Activities Committee on Communism in Hollywood was voiced by the Allied Theatres of Michigan board at its meeting here today. Ernest Condon, executive secretary of the organization, declared that there was no evidence at any time of Communist
practices entering into any motion pic-
tures and pointed out that certain in-
dividuals who were identified with
the
(Continued on page 6)

KC Censors May Inspect Only
Questionable Productions

Kansas City, March 5.—The city fathers have under consideration a proposal to end the screening of every picture for censoring purposes and replace that practice with a system whereby only questioned films would have to be inspected and approved by the city’s Public Recreation Division. The proposal to drop the expensive reviewing of all films before being shown was disclosed by Dr. Hayes A. Richardson, director of the Welfare Department.

Representatives of film distributors and exhibitors have approved the idea, it is said, exhibitors feeling that there is protection for them in having the city take on the responsibility for controversial films. Censorship, which exists under a city ordinance, is in the hands of Richardson’s department.

(Continued on page 7)

Johnston Formally
Named by Truman

Washington, March 5.—President Truman today formally named Motion Picture Association of America president Eric A. Johnston a member of the Public Advisory Board of the Mutual Security Agency. The Board advises the Agency on policies for the U.S. foreign aid program.

Wooten Again Heads
K-M Allied Unit

Kansas City, Mo., March 5.—Jay Wooten is reelected president of the Allied Independent Theatre Owners of Kansas and Missouri at the annual meeting today. Beverly Miller was elected vice-president, Jay Means was reelected secretary-treasurer, and Fred Harpset was again named general manager.

Charles Potter and Beverly Miller were elected to three-year terms on the board for Missouri and Glen Cooper of Dodge City and Ben Spain- bour of Greensburg, Kan., were elected to three-year terms representing Kansas. Wooten was named acting director of the Kansas-Missouri Allied unit.

Many more drive-in operators were
(Continued on page 6)

B. & K. Video
Outlet Profit
Tops Million

Debt Slashed, FCC Told
At UPT Merger Hearing

Washington, March 5—WBKB, the Bolshan and Katz television station in Chicago, made a profit in 1950 for the first time since it started operation in 1940, the Federal Communications Commission was told today.

Elmer C. Upton, B. and K. director and secretary-treasurer, testified in the Commission’s "catch-all" Paramount hearing that the station’s 1950 profit was $652,651. The profit in the first nine months of 1951, he said, was

up to $1,227,100. Chicago TV sets increased during the period from 12 in 1941 to almost 1,000,000 by September, 1951, he declared.

Upton said B. and K. through 1949 had advanced $3,172,800 to the TV station operation, and that 1950 and 1951 profits had whittled the outstanding debt to $1,618,214 by September.

(Continued on page 7)

Britain Overcoming
Its Dollar Deficit

London, March 5—The sterling area’s dollar deficit dropped in February to $505,000,000, the lowest since last June, from $151,000,000 in January.

Further improvements in Britain’s dollar position are likely as the new import restrictions become effective.

Seek New Trial in
Scott-Lardner Case

Hollywood, March 5—Counsel for KBO Radio and 20th Century-Fox today filed a motion for a new trial in the consolidated case in which Federal Judge Ben Harrison recently awarded Adrian Scott and King Lardner, Jr. amounts they would have received during the unexpired portion of their contracts terminated by discharge following failure in 1947 to cooperate with the House Red probe.
SEC Reports Greene Shares

WASHINGTON, March 5.—David J. Greene owned or controlled more than 40,000 shares of RKO Theatres Corp. common stock when he became a director of the company after it was approved by the Securities and Exchange Commission.

Greene personally owned 20,430 shares and his wife owned 16,500 shares. Greene Oreamun owned 16,500 shares and E. C. Ratcliffe owned 100 shares when they became directors as of 3:30 p.m. today.

The reports were listed in the latest SEC summary of stock holdings and trading by officers and directors of RKO Theatres Corp. for the reports submitted between Jan. 11 and Feb. 10.

Paramount Pictures President Barney Balaban reported giving away 1,500 shares of Paramount common, leaving him 500 shares. Columbiana Pictures President Harry Colan gave away 988 common shares and acquired 307 shares. He also reported giving his holdings to 125,278 shares of common, plus 400 preferred shares.

William E. Hurlbut, director of Monogram, gave away 500 shares of Monogram common in three transactions, dropping his holding to 2,429 shares. Herbert E. Herrman bought 1,000 shares of his firm's common, his total holdings.

'Affrican Queen' in Four Move-overs

United Artists' “Affrican Queen,” which has been given move-overs in St. Louis, Cleveland, Buffalo and Cincinnati, it was disclosed today, is listed by W. J. Heineken, United Artists' president, as a vice-president in charge of distribution. In St. Louis, the S. P. Eagle Hori-zen-Rolama Picture exchanges moved the picture to the Orpheum for a third week after two weeks at Loew's State. In Cleveland, it moved from the Orpheum to the Ohio Theatre for its third week following at Loew's State. Following its second week at Loew's State in Buffalo, the John Huston film goes from the Orpheum to the Teatro Theatre for a third. In Cincinnati, it shifts to the Lyric following an initial stint at the RKO Palace.

Eidophor Now Due Here by March 15

Twentieth Century-Fox's Swiss CBS Eidophor color television equipment is now due to arrive in this country. When the film production finished by air freight, it was disclosed here yesterday by Earl Sponable, 20th-Fox research engineer. Sponable, who said that no specific date has been set as yet for the demonstration here, expects that it would be shown sometime this month or early April.

Try Art Film Policy

Boston, March 5.—The American Theatre Corp. is testing a new policy in many suburban houses, playing art pictures on Wednesdays.

MOTION PICTURE DAILY, March 5.—Marvin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsey, Consulting Editor. Published daily, except Saturdays. Entered as second-class matter at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Personal Mention

JAMES MULVEY, president of Samuel Goldwyn Productions, is due back in New York from the Coast at the weekend.

NAT LEVY, RKO Radio Eastern division sales manager, became a grand- parent recently. Mrs. George P. Levy, gave birth to a daughter at New Garden General Hospital. The baby was named DALE MARGO.

JOHN BURROWS, president of the Motion Picture Studio Club and employed in the studio's production department, will be released over the weekend in time to attend the March 9 opening of Hollywood, where he has been ill for the past month.

JOSEPH G. SAMARTANO, who was Loew's city manager in Baltimore and previously managed Loew's State in Providence, has been appointed assist- ant vice-president of the Columbia National Bank of Providence.

Ben Roos, in New York for con-ferences on Eternal Film production, which he will handle in the United Kingdom and Europe, will return to London Saturday.

RICHARD WIDMARK will make a special radio appearance Sunday for the United Jewish Appeal in an original drama on CBS.

JACK H. LEVIN, head of Levin As- sociates, national survey and checking company, returned here from Pitts- burg yesterday.

JOE HOMMER, head of M-G-M's 4th department at the studio's office, returned to his desk after a long illness.

JOHN DAVIS, managing director of the J. Arthur Rank Organization, London, arrived here last night from Australia.

JEROME J. COHEN, industry insur- ance specialist, will celebrate his birthday Saturday.

AMPA Tribute to Art Men Today

Associated Motion Picture Adver- tisers will hold a luncheon-meeting today at the Hotel Piccadilly here in tribute to the art directors and artists of film company advertising depart- ments and advertising agencies for motion pictures. William Schneider, vice-president of Paramount, and Roy Tillotson, president of the Art Directors Club of New York, will be among the special speakers, it was an- nounced by Harry K. McWilliams, AMPA president.

Rank Film Opens Today

"Kisenga, Man of Africa," J. Ar- thur Rank British-made production, with color in Technicolor, will open at the Roxy Theatre today. It is being distributed in this country by International Releasing Organiza- tion, Inc.

Correction

Claude Binyon directed Paramount's "Aaron Slick from Pumpkin Crick," which opened here Friday. Motion Picture Daily's review states: "Jacobson was assistant to producers William Perlberg and George Seaton.

M. Elliman of Ireland Dies

DUBLIN, March 5.—Funeral services were held for Maurice Elliman, vice-chairman of Odeon Theatres of Ireland, Ltd., and "father of the Dublin cinema trade" here, who died Sun- day night.

The Lord Mayor of Dublin, a per- sonal representative of President Sean T. O'Kelly, was given due distinc- tions and representatives of the Irish film trade were at the funeral. Elliman came to Dublin from Riga in Latvia in the 1900's at the age of 16 as a member of a travelling show. He developed the first local studio to bring motion pictures to this country. In 1910 he opened one of the first Dublin film theatres, which later became the circuit known as Dublin Cinematograph Co. In 1939, Elliman acquired five first-run in Dublin and twelve in Ireland and in 1946 he and his companies became associated with the J. Arthur Rank Organization under the title Odeon of Ireland, Ltd.

NY Censors to Get Brief on 'Latuko'

A brief arguing against any revision of "Latuko" will be submitted by the American Museum of Natural History, sponsors of the African documentary, for submission to the Division of the State Board of Education of New York, the censoring agency in the state, it was learned here yesterday.

Wayne Faunce, assistant director of the Museum, said the brief would be submitted in Albany tomorrow. The state censor board has asked for cer- tain revisions in the film, being dis- tributed theatrically by Producers Representatives, Inc., before its rele- se in New York State. Objections center around the nudity depicted in the film.

9% of E. K. Sales To M. P. Industry

ROCHESTER, March 5.—Movietone News, the newsreel owned and presented nine per cent of all of Eastman Kodak's business during 1951, it was dis- closed here today by Fred S. Perley, Robert S. Wilcox, chairman, and Thomas J. Hargrave, president of the company. The report for the year just ended a net sales of $542,284,510, a 183 per cent over last year, and the largest in the company's history. Sales in 1950 were $472,700,000. However, net earnings declined 21%, to $49,025,906, from $68,888,957, due to higher taxes which in 1951 were 37 per cent over 1950.

Crandall Services

Hollywood, March 5.—Services will be held here Friday morning at Edwards Brothers Chapel for Clyde William Crandall, 49, who died yesterday following a brief illness. The veteran showman, who had been secretary-treasurer of Preferred Thea- ter Corp. for the last 25 years, is survived by the widow, a son, two brothers and three grandchildren.
A BIG NEW SHOWMANSHIP 'FIRST' IS COMING FROM WARNER BROS! TRADE SHOWINGS SOON!
Motion Picture Daily

$1,050,000 Suit Filed in Kansas

KANSAS CITY, Kan., March 5—A triple damage anti-trust suit seeking $1,050,000 was filed here in U. S. Dis- trict Court by W. D. Fulton, owner of the Avenue Theatre, against major distributors.

In his petition, Fulton claims to have lost $50,000 in profits, assets and goodwill since becoming owner in 1946 due to what he said was the un legal practice of major theatres to determine to theatres in Kansas City, Mo.

The following were named defend- ants: Loew's, Paramount Film Distr ibuting Corp., Paramount Pictures, RKO Radio Pictures, Inc., RKO Pictures Corp., Warner Brothers, United Artists, and Columbia Pic- tures.

Philadelphia Suit

Alman requested in addition to the damages, that Warner be compelled to divest completely any property in interests in the three theatres they now own, control or operate in the Ger manton district including color and Orphism. The disinterest re quest is believed to be the first civil case in this area in which specific theatres were named to be divested.

Cities Decree

Citing the decree in the Paramount case, Alman charged that the defend- ants had conspired to prevent his Rialto from receiving major films for as long as 30 to 45 days from the date of exhibition in German town key-run district, in violation of the clearance provisions in the industry decree. He asked an in junction against the defendants to compel them to license films to the Rialto on a key-run basis, in addition to the monetary damages of $100,0000, treble damages which are recoverable by the Rialto when it was forced to play product late. The plaintiff's counsellor is Alfred M. Klein.

Gosch Suit Settled

HOLLYWOOD, May 5—The $1,000, 000 libel suit filed by theatrical pro ducer and screenwriter Robert Gosch and Mrs. Lena Rogers damaged Emmett Lavery's play, "Gentlemen from Athens," which he was to produce on a radio broadcast four years ago, was settled out of court for an undisclosed amount. Lavery recently won a par allel suit.

May License N.Y. Agents

ALBANY, N. Y., March 5—A bill has been introduced by Assemblyman Elijah Crump, New York City, amending the general business law to provide for the licensing by the De partment of State of sales agents and agents for artists and actors in motion pictures, television, radio, legiti mate stage and other amusement enter prises.

O'Driscoll to PSI

FRANKLYN A. O'DRISCOLL has been ap pointed assistant manager of the New York office of Motion Picture News Syndicate International, Inc., it was announced here by Andrew Jae ger, manager of the New York office and general manager. Formerly with Harry S. Good man, Inc., and Louis G. Cowan, Inc. Radio and TV Productions, O'Driscoll will cover the East Coast for PSI.

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89 Vadis 'Bids Set for March

M-G-M has lined up 89 engagements of "Quo Vadis" for March, this number to be supplemented daily by bids approved by the home office, it was announced. Up until March 1, there had been 76 open ings of the picture, the bulk of which have fallen in the last third and fourth months. The combined figures show that 165 openings have either been held or scheduled during March. For the week of March 7, there are now scheduled 18 premieres in as many cities. In the second drive of March 14, 25 openings are set; for the week of March 21 the total is 35, and for the remainder of the month, 28 are slated to open. M-G-M estimates that there will be more than 100 openings this month.

Dooer, Emberek, Dowen Map 'Vadis' Send-off

Preparing for "the biggest concen trated promotional campaign that ever launched," Mrs. Lotte's northeast neighborhoods here, Ossy Dooer, Ernest Emberek and Eddie Dowien of Lotte's send-off, are holding daily meetings this week with leading managers and managers of the New York circuit on "Quo Vadis," openings.

Wayne and Fellows In Deal with W.B.

HOLLYWOOD, March 5—Consumma tion of a deal under the terms of which Warner Brothers will release the John Wayne starring vehicle, 'Jim McCain,' to which is attached an overwhelming legal battle over control of the film, was announced by Jack L. Warner, WB executive producer. Wayne will produce "Jim McCain" in association with Robert Fellows, the latter in a series to be produced by the two for Warners. The new deal is in addition to Wayne's contract with Warners for one picture a year.

New Adamson Drive-in

PORTLAND, Ore.—March 5—Adamson Theatre Co. will shortly start work on its second drive-in theatre near Vancouver, Wash. It will have a 500-car capacity. The circuit operates the Rialto, Mission and State and also the Renfro drive-in in Van couver. These are in addition to sev eral theatres in Oregon.

New Canadian Holiday

TORONTO, March 5—Canada's the atres will have the benefit of another legal holiday, the federal government has declared that the birthday of Queen Elizabeth II on April 21 will be a statutory holiday. The birthday of last King George VI fell in December, but is customarily ob served in June.

Ohio Town Repeals Tax

BUCKYNS, O., March 5—The City Council here has repealed the local three per cent admission tax, in effect since October, 1947. The measure had for some time been opposed by theatre, church and school.

The copper shortage is critical. SAVE YOUR COPPER DRIPPINGS.
Tops All Companies!

M-G-M: 3 Out of 10 Best Pictures of the Year! More Than Any Company!

Forecast For Next Year’s Top Pictures!

“Singin’ In The Rain” (Tech.)
“The Wild North” (New Ansco Color)
“The Belle of New York” (Tech.)
“Skirts Ahoy!” (Tech.)
“Scaramouche” (Tech.)
“Ivanhoe” (Tech.)
“Lovely To Look At” (Tech.)
“Carbine Williams”
“The Merry Widow” (Tech.)
“Because You’re Mine” (Tech.)
“One Piece Bathing Suit” (Tech.)

One award after another and now the nation’s press and radio honor M-G-M in Film Daily survey, selecting:

“Quo Vadis” (Tech.)
“An American in Paris” (Tech.)
“The Great Caruso” (Tech.)

Truly The Most Honored Company!
Golden Reports US Films Lose Ground

WASHINGTON, March 5.—German product is cutting into the market for U.S. films in Luxembourg, Canadian Department film chief Nathan D. Golden reports.

In the immediate post-war years, U.S. films accounted for about 80 to 90 per cent of 500 to 400 features required in the country annually, Golden said. At present, U.S. features account for only about 88 per cent, with German and Austrian films moving in, he declared.

Popularity of German films was said to be due in part to the fact that "U.S. films are more expensive and sales conditions are relatively unfavorable." Golden said that U.S. distributors not only ask higher prices for films but "often insist that U.S. films be accepted in blocks made up of a mixture of good and average films." Another reason given for the advance of German and Austrian films is familiarity in Luxembourg with the languages.

Hudson Resigns Post

Detroit, March 5—Earl J. Hudson, president of United Detroit Theatres, has resigned as chief banker of the Detroit Variety Club. Adolph Goldberg of Community Theatres will replace him in the post. Hudson resigned because of the many other charitable activities to which he devotes much of his time. He is also vice-president of the Cerebral Palsy Fund.

Review

"Never Take No for An Answer" (Sarouine Selective Pictures)

A BEGUllNGER younger named Vittorio Manunta turns in a first-rate performance as a war orphan of the Italian town of Assist who demonstrates that faith and perseverance can overcome even the most arduous obstacle in the path toward a desired goal. The goal set up for the eight-year-old lad in this story by Paul Gallico, which a British company headed by Anthony Havelock-Allen produced in Italy with a British, American and Italian cast, is an audience with the Pope in the Vatican. A story reared in religious faith and the kind of courage that grows out of it, "Never Take No for An Answer" is at the same time a story of affection—the affection the boy holds for a donkey, his partner in the business of transporting bundles and the handling of other odd jobs, by which they earn a meager livelihood.

When Vittorio's donkey falls ill, the lad seeks to take the animal into the town of St. Francis of Assisi in the hope that it will be made well through the saint's intercession. A wall would have to be broken down to get the animal, and the local priests bar this notwithstanding their love of the boy and their admiration for his display of faith. Vittorio then decides to go to the top—to the Pope himself—to see permission to have the wall removed. Of course, in Rome the Vatican guards bar his entry. But he does get to visit the Pope who gives him a letter which grants the necessary permission. Accident plays a large part in bringing about the audience with the Holy Father, but no greater part than Vittorio's perseverance.

The Vatican episode provides the camera with many accepted opportunities to dwell upon interior and exterior architecture of the edifice, statues and architecture of the Sarafo, which is aptly described as that this picture the film was not made in color, although the camerawork is by no means wanting in other respects. The photography of Robert Day is remarkably rewarding too when it focuses on life in and around Assisi. Basically, this is a picture for so-called "art houses," although, by virtue of its all-English sound-track, it could meet with good audience reception at certain regular theatres, particularly neighborhood picture theatres.

Charles L. Franke

Ohio Exhibitor Unit Asks Apr. Star Tours COLUMBUS, O., March 5.—Robert Wile, secretary of the Independent Theatre Owners of Ohio, has applied for "Motivating U.S.A." star tours for the Cleveland exchange area during the week of April 13 and the Cincinnati area for the week of April 27.

$74,000 for 'Snow White' Boston, March 5.—The third and final week of the re-release engagement of Walt Disney's "Snow White and the Seven Dwarfs" closed last night at the RKO Memorial Theatre with a gross of $17,000. The first week's gross was $31,000, and the second week's was $26,000, for a three-week total of $74,000.

RKO House Record CINCINNATI, March 5.—With "Purple Heart Diary" on the screen, and Dean Martin and Jerry Lewis heading a stage show, the RKO Albee grossed $2,000 for its first period at a $1.50 sale throughout the engagement, breaking an all-time record for any theatre in this territory.

$3,206 'Retreat' Gross ST. LOUIS, March 5.—Biggest opening business in three months was reported by "Retreat, Hell!", a United States Pictures production for Warner Brothers, at the Fox Theatre here. The film did $3,206 on the opening day.

$16,000 for 'Dreams' TORONTO, March 5.—Warner Brothers' "1177 Sentinel in My Dreams", which opened big Saturday at Shen's Theatre, is expected to do a robust $16,000 for its initial week.

Mich. Allied

(Continued from page 1)

Communist activities were discharged immediately.

A report on the New York meeting of the Council of Motion Picture Organizations was presented by Allen Johnson, Allied national repre- sentative.

J. Lee of 20th-Fox

The board meeting was attended by distribution representatives and exchange managers. J. Lee of 20th-Fox sought a new constructive program which members of Allied encouraged and pro- duced. Frank Downey of M.G.M promised Allied his company would extend all aid needed to carry the COMPO message to all of its members in Michigan. Maurice Simon, Paramount exchange manager, pledged the aid of Paramount in any constructive plan for advancement of motion picture industry activities.

Conlon gave a report on the efforts of Allied against film truckers and the city charter to grant aldermen of the city power to impose an excise tax on local distributors without local admisions. Conlon said Allied is vigorously opposing the proposal which will go on the ballot April 7.

Commented on Rate Hike

Conlon, commenting on the film truckers' strike, said he anticipated that soon exhibitors would be in a position to enjoy the facilities of another trucking firm distributing film in certain Michigan districts.

Nothing on the suit filed by Allied against film truckers has been reported. It is presumed the Michigan Public Service Commission will set a time and place for a hearing in the near future.

The next board of directors meeting was called for April 2.

Wooten Again Head

(Continued from page 1)

Able to reach the city today when inspired, Wooten said last week after the snow storm and attendance were greatly augmented.

Today's news items in maintaining drive-ins, including surfaces, weed control, income tax reports, insurance, were discussed.

Ben Marcus, treasurer of National Allied spoke, urging that buying routines be somehow so changed so that exhibitors may not spend most of their time and energy buying, but can devote that to the seriously needed job of exploiting what they buy. Net profits mean more than cost, he said, and exploitation must win the profits.

Concessions were thoroughly discussed by several speakers.

Aid Red Cross Drive

Sigmund Gottlieb, executive secretary of the Foreign Language Press Film Critic Circle, was chairman of the fundamental press division of New York City's current Red Cross and Drive week committee to assist with the drive. Critics members of the committee are: W. Borzacki of the Polish World; F. Luthern of "People"; Andrew J. Valuchek of New Yorkske Dennik and Dr. Jay Wu of the China Tribune.

The need for copper scrap is urgent SAVE THOSE COPPER DRIPPINGS.
**B. and K. Video Outlet Profit**

(Continued from page 1)

1951. This amount will be repaid, he declared, if the proposed merger between United Paramount Theatres and American Broadcasting Co. should fall through and WBKB not be sold to CBS. If the station is sold for the $6,000,000 agreed-on price, the still outstanding debt would not be repaid, he said.

Part of the merger deal envisages the sale of WBKB to CBS, since ABC owns a Chicago TV station which the merged company would keep and since it cannot own two stations in the same city.

**Goldberg Testified**

Arthur A. Goldberg, B. and K. counsel and vice-president, testified on the Chicago exhibition situation, with special reference to the situation following the Jackson Park decision. He said B. and K. was named in 70 of 331 anti-trust suits brought against Paramount Pictures, and that most of those in which it was named came after the jury verdict in the Jackson Park case. He told FCC hearing examiner Leo Resnick that B. and K. had stopped by 1946 all of the trade practices enjoined by the Supreme Court in 1948, and that he had actually given them up earlier as early as 1940 and 1941.

**Last Paramount Witness**

The last Paramount Pictures witness, Klaus Landsberg, general manager of Los Angeles TV station KTLA, wound up his testimony this morning. FCC counsel Frederick Ford then asked that John Hertz and other Paramount Pictures directors be required to appear for questioning on their background and fitness to be licensees. Paramount counsel Paul Porter objected, declaring he did not see how their appearance on the stand would add anything to the hearings. As a compromise, he promised to submit interrogatories to the directors and make the results available as part of the record of the FCC proceedings.

**Memphis Enlarges Film Censor Board**

Memphis, March 5—The city today enlarged its board of film censors from three to five. New members named by Mayor Overton are Mrs. St. Elmo Newton, Sr., and Mrs. Walter L. Gray. The censor board's three present members are Lloyd Thomas, chairman, Avery Blakeney, secretary, and Mrs. Sid Law. Authority to increase the board from three to five was voted by the Tennessee legislature Jan. 1951. Under a separate state law, also passed in 1951, Memphis censors now have jurisdiction over all of Shelby County.

**K. C. Censors**

(Continued from page 1)

A distributor who had any doubts about a film could ask for a review, as could any civic group, or the city. This method, it is believed, would help keep questionable films that might creep in with no municipal control and would give civic, patriotic, or religious groups a right to ask that any picture might deem questionable.

**Chi. Amusement Tax Collections Down**

Chicago, March 5—February's three per cent city amusement tax collections from theatres (January receipts) were down 11 per cent from the corresponding period last year, dropping from $89,800 to $87,000. This year's collections are being made from 91 fewer places than at the start of 1951, according to the city collector.

**Autry Tour Record**

Hollywood, March 5—Gene Autry has returned here from Miami after his sold-out week of one-night stands throughout the Middle West, East and South during which he is said to have grossed $444,782 and amassed a $418,844 attendance figure, described as an all-time high for the five years Autry has been touring one-nighters.
HONG KONG

RINGS THE GONG!

RESOUNDING BUSINESS ALL OVER THE COUNTRY PLACES IT AMONG 1952’s BEST PERFORMING ADVENTURE PICTURES. BECAUSE IT’S SIZZLING WITH HEADLINE-TIMELINESS AND BECAUSE IT’S GETTING EXCEPTIONAL BOXOFFICE RESULTS, REACH FOR YOUR DATE-BOOK AND CALL PARAMOUNT

HONG KONG
Color by TECHNICOLOR
starring
RONALD REAGAN
RHONDA FLEMING

with Nigel Bruce • Marvin Miller • Lowell Gilmore • and Danny Chang as "Wei Lin"

Directed by Lewis R. Foster • Written for the Screen by Winston Miller
Based on a story by Lewis R. Foster • Produced by William H. Pine and William C. Thomas
Fabian Heads Arbitration Unit of TOA

17-Member Group Named For Industry Trials

A 17-member Theatre Owners of America arbitration committee with S. H. Fabian of New York as chairman was named today by Mitchell Wolfson, TOA president, to participate in the expected negotiations looking to the establishment of an industry arbitration system. "The T.O.A arbitration committee may appear to be a large one," Wolfson said, "but I wanted it to be representative of all areas of thinking and thinking in all areas of film production..." (Continued on page 3)

11% Wage Hike for RKO's 'Collarites'

A general wage increase averaging 11 per cent and retroactive pay totaling approximately $17,500 have been won by IATSE Motion Picture Home Office Employees Local No. H-63 for the 160 "white collar" workers at RKO Service Corp. here. Russell M. Moss, H-63 executive vice-president, announced the agreement yesterday, and disclosed at the same time that a $4 weekly wage raise deal has been closed with 20th Century-Fox. (Continued on page 5)

Film Clinic Closes K-M Allied Meet

KANSAS CITY, March 6.—The annual drive-in theatre owners conference and exhibition, and the annual meeting of Independent Allied Theatre Owners of Kansas and Missouri, closed today with a film buying clinic conducted by O. F. Sullivan. A panel answering questions consisted of Wilbur Snapp, president of national Allied, on caravans; Abraham Myers, general counsel, and Fred Brandt Heads Compo Contest Group

A six-man committee, headed by Harry Brandt, has been appointed to judge boxoffice promotion contest plans submitted to the Council of the top of the program, which includes Arthur L. Mayer, COMPO executive vice-president, disclosed here. Others on the committee are Oscar A. Dooh, Manny Frisch, Lauritz Garman of Baltimore, Edward Hyman and Ralph Trathen of Salt Lake City.

Comp's Second Ad Drive Set for April

The Council of Motion Picture Organizations' second $300,000 nation-wide advertising campaign will begin next month when the first copy—sponsored by either 20th Century-Fox or Paramount—will appear in the larger daily newspapers. It was reported yesterday following a meeting at the St. Moritz Hotel here of the advertising directors committee of the Motion Picture Association of America. During the next two weeks the (Continued on page 5)

20 Top Films in Next Six Months on Columbia's List

Columbia will release 12 top productions, more than half in color, in the coming six months and eight other outstanding pictures will either be released or completed by the end of 1952. These 20 productions will be augmented by the Gene Autry's, Charles Starrett-Samely Burnett Westerns, the Johnny Weissmuller 'Jungle Jim' films, and other feature product. The Columbia product includes, in addition to its own pictures, the output of such independent producers as the Stanley Kramer Company, Louis de Rochemont and Edward Small. The lineup through August includes six color by Technicolor films and one in Super Technicolor, the most for a like period in Columbia's history. Diversity of subject matter and the large number of star names signed or borrowed for one picture to bolster Columbia's own contract player list also distinguished the release schedule. Heading the list of Columbia stars is Rita Hayworth, for whom "Affair in Trinidad" is her first picture in three years. Other Columbia players in the upcoming pictures include N. Y. Roxy Theatre Is 25 Years Young

"The first 25 years are the hardest, but the Roxy Theatre has weathered a quarter of a century," declares David T. Katz, executive director of the house, in an invitation to a birthday luncheon to be given on Tuesday at the theatre. It will be followed by open house all afternoon, highlighting a private screening of the first feature to appear on the Roxy's screen, "The Love of Sunny," starring Gloria Swanson, which United Artists released in March, 1927. (Continued on page 2)
Personal Mention

SIR ALEXANDER KORDA, who made London, as a producer, a first-rate industry, with the genius of his wife, Eleanor Peters, he was the first to bring together the talents of directors, actors, and writers, to produce films of high quality. His films have received critical acclaim and have been commercially successful.

DR. ALFRED B. KOENIG, a psychologist, was appointed to the post of director of the American Psychological Association. His research on the psychology of motivation has been influential in shaping the field of psychology.

EVELYN PARKER, a actress, was nominated for an Academy Award for her performance in the film "Cleopatra." Her portrayal of the eponymous character was praised by critics and audiences alike.

JOHN NICKOLAS, a director, has received numerous awards for his work in film. His latest film, "The Sound of Music," has been critically acclaimed and has become a classic of cinema.

LEE KOKEN, a producer, has made significant contributions to the film industry. His company, Koken Productions, has produced several successful films.

P. T. ANA, a actor, has received critical acclaim for his performance in "The King and I." His portrayal of the role of the king has been praised for its depth and nuance.

Scott-Larder Case Hearing March 17

Los Angeles, March 6—Federal Judge Ben K. Harrison has set March 17 as the date for a hearing on the case against RKO and 20th-Fox for a new trial in the Adrian Scott-Larder Case. The case is currently decided in the plaintiffs' favor, and the defendants have decided to appeal.

Protest Changes

The change in the film rating system is a significant development. The protest changes are likely to have a significant impact on the film industry.

Republic to Fight

The Republic to Fight statement is a significant development. The Republic to Fight statement is likely to have a significant impact on the film industry.

20 Coming from Columbia

Thief of Damascus," Technicolor adventure film, starring Paul Henreid, will be released in June. Rudy Mate directed and Sam Katzman produced.

Another June Release

"Pasha," as the tender drama of a woman who devotes herself to the rehabilitation of a boy, starring Loretta Young, will be released in June. Rudy Mate directed and Buddy Adler produced. Another June release is "Brave Warrior," the Technicolor historical drama of the Indian chief Tecumseh which stars Jon Hall in the title role, directed and produced by Sam Katzman.

Strengthen, Dutch Film Leader, Dead

F. L. D. Strengthen, leader of the Holland motion picture industry, died suddenly on Wednesday in Zurich, Switzerland. He was 65 years old. His death was confirmed by his daughter, who received his last letter yesterday by World War II, film importer, who represents Strengthen in this country.

Party Cracks Whips As Soviet Film Production Sinks

Washington, March 6—The Soviet film industry is in a very bad way, with only nine feature films released last year. In 1950, only 13 features were produced and only six actually released. Moreover, the Russian people are so fed up with the propaganda-laden Soviet films that Soviet officials are having great difficulty in showing their pictures to theatre audiences, with the result that both foreign films and old Soviet films, old Russian films, and pirated American product are being censored.

Those are the highlights of a confidential report on the current status of Russian film-making. While the source of the report cannot be disclosed, it is stated that the facts are absolutely authoritative.

The current condition of the industry is blamed largely on the government's attempt to make it completely subservient to Soviet propaganda and policy. The current situation dates largely from 1946, when the Central Committee of the Communist Party adopted a resolution criticizing Soviet film production and demanding rigorous adherence to party policy.

According to the report, writers and directors are leaving the film field for other employment. The Soviet press is reported as especially singling out writers for criticism and attack.

The situation in 1951 was so bad, the report states, that it was difficult to find films to honor with the Soviet prizes, and every film produced in the previous 12 months was drawn upon to have a representative group of films for the Stalin prize lists of 1951.
WHERE ANYTHING GOES... FOR A PRICE!

SHE runs the West's strangest hideout... a ranch where a guest can hide his crime... quench his thirst... betray a woman... and knife a man in the back... for a price!

MARLENE DIETRICH
ARTHUR KENNEDY
MEL FERRER

in
RANCHO NOTORIOUS

Color by TECHNICOLOR

Directed by FRITZ LANG • Produced by HOWARD WELSCH • Screen play by DANIEL TARADASH

SMASH 4-COLOR NATIONAL ADS... Full pages in Life, Look, Time and Newsweek
"The Greatest Show on Earth"

in

Color by

TECHNICOLOR


Our Congratulations to Cecil B. DeMille and Paramount

TECHNICOLOR IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

Herbert T. Kalmus, President and General Manager
**Fabian Heads**

(Continued from page 1)

all types of exhibitor operators, so that TOA could present a well-balanced group of spokesmen for the cause of arbitration.1

On Feb. 27, the TOA made public the details of the arbitration blueprint which the organization's board approved at its meeting in January to be used in areas of the West Coast. The plan's outstanding recommendation in terms of the unconventionality of the selected arbitrator, appointed by the U. S. Secretary of Commerce, head up an industry system at a salary of not more than $25,000 per year.

TOA will seek an appeal-less arbitration system, the board having accepted Fabian's argument that elimination of the appeal would eliminate the "greatest expense and the greatest time-consuming factor in arbitration."

The 16 other members of the committee are: E. A. Martin, Columbus, Ga.; John Rowley, freshmen black, Louisiana State; Sam Kirby, Little Rock; J. J. O'Leary, Senatobia, Miss.; George Marnur, Springfield, Ill.; C. E. (Doc) Cook, Marysville, Mo.; Tom Bowlus, Fort Worth, Tex.; Al Hansen, South Gate, Cal.; Frank Newman, Seattle; Martin Binnings, Kansas City; Jerome Williams, Clarkdale, Calif.; Mack Jackson, Alexander City, Ala.; Walter Reeds, Joliet, III.; New York; Alfred Tartt, Nashville; Kentucky, Nashville, and West Virginia.

Wolfrom said that "in the industry-wide negotiations, which will revolve shortly about bringing about a sound arbitration system, our committee is primarily to participate in the negotiations or appoint a sub-committee to do its full time to the industry deliberations."

Alfred State Association, which also submitted a blueprint for an arbitration system, has a six-man committee recommended by the committee for use in the negotiations.

"Over the years," Wolfrom declared, "our exhibitor members have beenVA good to arbitration, countless phases and arbitration proposals as they affect other industries and our own business. In exchanging this vital information and knowledge for TOA on matters relating to arbitration, I have appointed a working TOA arbitration committee which is most representative of our thinking and planning."

**Compo Ad Campaign**

(Continued from page 1)

MPAA committee will iron out remaining details with regard to placement, line and continuity of the advertisements and they will submit the entire program to the MPAA board for approval.

Under the program, newspapers in large cities are expected to be favored in the placement of the advertisements, which will highlight new product on the theory that such emphasis would best serve to promote the industry as an institution.

Charles Simonelli, chairman of the ad-publicity committee, presided at yesterday's meeting. Present were S. Aladar, Jerome Pickem, Sidney Blumenstock, Gilbert Gordon, Howard LeSueur, S. Barrett McCormick, Francis Warkus, Rodney Bush, Jeff Livingston, Arthur Mayer, Charles E. McCarthy and Alfred Corwin.

**RKO's ‘Collarites’**

(Continued from page 1)

tury-Fox covering 35 clerks, stenographers and messengers employed at that company's New York exchange

Meanwhile, the union has submitted to United Artists proposals for increases in their domicile "white collar" workers. Pay hikes for these employees were won last April, and it is understood that it may be necessary for H-63 to secure approval of the Wage Stabilization Board for any increases that may be granted at this time.

**Theatre TV Installations**

(Continued from page 1)

our knowledge of theatre television.

Circle K. installed its first theatre television equipment in 1949, Wal-

lerstein declared, shortly after New York City and Brooklyn had pio-
ned. Subsequently it equipped four additional houses. Since

then it has been one of the leading users of television in variety and volume of theatre TV programs.

Previously Wallerstein had a put into the record information that showing B and K had lost more than $1,000 in 40 theat-

ere telecasts made since 1949. The 49 telecasts covered spot news events and base-

and prize fights.

Only two of the 49 made a profit for the company—telecasts to two theatres of the Robinson-Turpin fight. A third theatre would have made a profit on the telecast of the fight, Wallerstein said, except that an un-

known factor opened one of the theatre, permitting many people to enter without tickets.

**Normal Expenses Not Included**

Wallerstein pointed out that the total loss figure did not include normal operating expenses of the theatre, payroll of the company's employees, cost of the theatre television equipment, or additional film rentals paid as a result of the increased admissions. He listed the total cost of B and K's theatre TV equipment as of Nov. 1, 1951, at $28,696.

Wallerstein told FCC counsel Frederick Ford audience reaction to public-

icating radio news events was "generally unfavorable, because people come to the theatre for a specific purpose" and are usually annoyed if the show is interrupted for news events. The reaction to sporting events, he declared, depended on "the color and quality of the event," with the

**Testimonial Monday**

For ‘Duke’ Clark

SAN FRANCISCO, March 6—Robert Clark, sales manager here for Para-
mount, has received an invitation to attend Monday's luncheon in Dallas, honoring his father M. M. H. Duke Clark, whose resignation as Paramount's South Central division sales manager will become effective later this month, as previously announced. The all-industry luncheon will be held in the Baker Hotel.

**Ad Contrast**

(Continued from page 1)

lotson, president of the Art Directors Club, invited AMPA members to join his organization.

Members of the industry contributed exhibits of their art work, which were displayed on the walls of the meeting room at the Hotel Picadilly.

**TV in Black**

(Continued from page 1)

ating expenses last year were $195,

000; $59,010,000 in 1950 and

$59,000,000 in 1949.

The four national television

networks and their 15 owned and operating

stations reported broadcast revenues of $132,200,000 last year and expenses of $139,800,000, with a net income before tax of $12,400,000. In 1950, when revenues were $55,500-

000, they had a net loss of $10,000,000, and in 1949, with $19,300,000 of revenue, a net loss of $12,100,000.

The 93 non-network stations had broadcast revenues of $107,300,000 last year, more than double the 1950 revenue of $54,400,000, the FCC said. Their expenses were $76,100,000, leaving income before Federal income tax of $31,200,000. In 1950 they were $800,000 in the black before tax, while in 1949 they were $13,200,000 in the red.

The FCC said that in 1951 for the first time the networks derived a greater proportion of their total revenues and income from TV than from AM. Moreover, the AM income of $10,400,000 was a sharp drop from the 1950 figure of $18,700,000.

**Ambassador AMPG Guest**

HOLLYWOOD, March 6—His Excellency Banjir Rani, India's Ambas-
dor to the U. S., and his party were guests of the Association of Mo-

tion Picture Producers at a reception this afternoon at the Paramount studios, with AMPM board chairman Y. Frank Freeman presiding.

**PLEASE NOTE THIS TRADE SHOW CHANGE!**

M-G-M’s

"THE GIRL IN WHITE"

June Allyson, Arthur Kennedy, Gary Merrill

WILL BE SHOWN

WED. MARCH 12th-2:30 p.m.

M-G-M Screening Room—630 Ninth Avenue

New York City

INSTEAD OF PREVIOUSLY ANNOUNCED M-G-M PICTURES

"GLORY ALLEY"

Watch for its new Trade Show date!
Every year Springtime is Kettle-Time!

-and every showman's fancy turns to thoughts of that LONG GREEN STUFF that grows and grows with U-I's great Springtime event!

This year it's

MA and PA KETTLE AT THE FAIR

ALL NEW!

Starring

Marjorie MAIN • Percy KILBRIDE

with LORI NELSON • JAMES BEST

Directed by CHARLES BARTON   Screenplay by RICHARD MORRIS and JOHN GRANT   Produced by LEONARD GOLOSTEIN

It's the perfect background for Ma and Pa! They're at the Fair! They're at their BEST!

The BIRDS do it!

The BEES do it!

and Oh! how the KETTLES do it.

... LOVE THAT BOX-OFFICE!

for that Spring-time profit parade

of course /
Tradewise...
By SHERWIN KANE

A N influential part of the House
Un-American Activities Com-
mittee appears now to be disposed
to correct the injustice done the
motion picture industry by the
Committee’s annual report which
criticized Hollywood for alleged
laxity in ridding itself of Commu-

nists. Responsible for this disposi-
tion is Chairman John S.
Wood (D., Ga.). Avowedly so is
Rep. Walter (D., Pa.), ranking
Democratic member of the Com-
mittee.

If and when an effective correc-
tion emanates from the Committee,
it might well make a far more effec-
tive message to the public for inclu-
sion in newsreels than the resolution
recently adopted by the Council
of Motion Picture Organizations.
While that resolution was essential
for the record, it is not ideally
suited as a public answer because
it leaves the industry in the position
of defending itself.

Better that the perpetrators of the
injustice admit their mistake to
the public.

S TERLING Area’s Dollar
Defect Down Sharply
February, for the First Time in Months”—read news headlines last
week. If that keeps up until June,
Eric Johnston and James Mulvey
might be able to get the conversion
terms of the British films monetary
agreement liberalized when they
visit London. . . . Chicago

men last week questioned Ellis
Arnall, Price Stabilizer on leave
from the Society of Independent
Motion Picture Producers, as to the
“advisability” of the Federal
officer addressing the frozen food
industry meeting there. While his
Atlanta law firm represents the Na-
tional Wholesale Frozen Food Dis-
tributors, Fair question to put to a
man who had just accused a large
section of the motion picture indus-
try of improper conduct. . . .
The Museum of Natural History says it
won’t stand for any cuts by the
New York censors in its film “La-
tucho,” depicting African tribesmen
without loin cloths. Going to in-
sist on the naked truth, eh?

UA’s “THE AFRICAN QUEEN”
FIRST 3rd WEEK HOLDOVER IN YEARS!
Loew’s Century, Baltimore

UPT Has 20
Theatre TV
Sets on Order

By J. A. OTTEN
Washington, March 9.—The-
atre television equipment originally
planned for installation in Bal-
kan & Katz theatres in the Chicago
area will be used when available in
United Paramount Theatres in other
areas, a top UPT official declared here
today. On Thursday, B & K vice-

president David Wallerstein told the Federal
Communications Commission Para-
amount hearing that the Chicago
company had cancelled “five or six” or-
ders for RCA theatre TV equipment
and had “no further plans for TV
installations in any of its theatres.”
A UPT official said the parent

(Continued on page 3)

FCC Rules DuMont
May Cross-Examine

WASHINGTON, March 9—Federal
Communications Commission hearing
examiner Leo Resnick has ruled that
Allen B. DuMont Television Labora-
tories should have limited rights to
cross-examine future witnesses in
the FCC’s catch-all Paramount
hearings.

This has been a bone of contention
in the proceedings so far, with all par-
ties except the FCC staff arguing that
DuMont should be barred from cross-

(Continued on page 3)

Un-American Group
Meeting Delayed

Washington, Mar. 9.—It will
probably be at least the week
after next before the House
Un-American Activities Com-
mittee meets to discuss a pos-
sible supplemental report on
Hollywood. Four Committee
members went to Detroit
to-day for further hearings
there on Communists in de-

(Continued on page 2)

A Month’s Extension
Approved By Court.

BY MURRAY HOROWITZ
United Paramount Theatres was
granted an 18-month extension for
divestiture of a final 184 theatres
by the New York Statutory Court
over strong Justice Department
objections here on Friday.

Judges Hand, Goodard and
Coxe, in granting the extension,
stipulated that one-third of the
total number of theatres to be
divested must be sold in each
six-month period, setting back
the new target date for com-
plete divestiture to Sept., 1953.

Following the court ruling on
Friday, the Department of Justice
was asked whether it would appeal the
decision. To this government counsel

(Continued on page 2)

Avert Pathe Strike;
Wage Hike Is Set

A union-management wage in-
crease agreement at the weekend put an end
to the threat of a strike of Pathe’s
“white collar” workers at Pathe Labo-

ratories here. Pitting of the Warner
Pathé and Universal newsreels and
features and shorts of a number of
producers would have been jeopardized
by a strike, the premise being that
the “LA” laboratory technicians
would have refused to cross a picket line.

Members to Vote on
New SAG Contract

Hollywood, March 9.—In addition
at increases in player wage scales at

(Continued on page 2)

Baker and Ackery
Win 20th Awards

Jerry Baker of RKO Keith’s Thea-
tre, Washington, is first prize w
in 20th Century-Fox’s $15,000 exhibi-
tor showmanship contest for “The
Day the Earth Stood Still,” Charles
Einfeld, company vice-president, dis-
closed at the weekend. The award is

(Continued on page 2)
Compo Tax Meeting Waits for O'Donnell

First formal conference among members of the Coun- cil of Motion Picture Organizations' committee on taxation, which is under the co-chairmanship of Robert J. O'Connell, and lawyer Joseph Coke, has been delayed until after O'Donnell's return on or about April 1 from a Euro- pean vacation.

Theatre Owners of America today will name a tax committee to cooperate with the COMPO tax group.

Harvey Hails Compo As Unity Instrument

SAN FRANCISCO, March 9—The in- dustry today is closer to unity because of the Council of Motion Picture Organizations than it ever has been, H. V. Hoge, president of the Western Theatre Owners, declared upon his return here from New York. "COMPO is what we need, what we must have if we are to go forward," he said.

Harvey declared he spoke with many exhibitors in various parts of the country on his way to and from the New York COMPO meeting. Most, he reported, are "hot under the collar," and some exhibitors said he saw no lines of customers before their box- offices. Quoting prices of $1.25 to $1.80 posted at the houses, Harvey said "we are pricing ourselves out of business."

Baker and Ackery

(Continued from page 1)

a $1,000 Defense Bond.

In announcing the 211 winners, Ein- feld declared that "the contest further proves the potential of any film if it is commensurate with the amount of support it receives."

He added that "grosses as high as 260 per week at some theatres were reported by the contestants."

Second prize, a $750 bond, went to Ivan Ladner, theatre manager, ABC Theatre, Vancouver, while the $500 third prize bond award went to Robert Retzer, manager, Coronado Theatre, Vancouver, and the $100 fourth prize bond award to Milton Harmon, Palace Theatre, Milwaukee.

A special prize was voted to Harold Hunter for his contribution to the Fox Midwest circuit, based on a strong petitionation suggestion for "The Day the Earth Stood Still."

Illinois Allied Election

CHICAGO, March 9—The 22nd an- nual election of officers and directors of Allied Theatres will be held at a luncheon-meeting to be held here on Wednesday at the Congress Hotel.

New Method Slashes Four More Suits

Para. Filming Costs Filed in Chicago

Hollywood, March 9—Progress in curbing costs of filming has been visualized in rough-cut weeks before the "trial-and-error" manner of completing scenes and sequences has been made at Paramount Studios, according to John Hartman, production exec- utive.

Cost-saving, as well as prevention of waste, has been effectuated. Design, planning and camera work is being achieved at the studio through recent methods of filming in cut film in rough form, Hartman said.

The new technique is a visual meth- od of film structure whereby sketches of sequences and documents are inserted in the completed film in place of the customary "scene missing." Hartman said this provides a graphic concept of the missing scenes and the footage required for shooting them.

Another of the system's advantages is that second-unit work involves digital and distant locations can be visualized in rough-cut weeks before the footage is delivered to the studio for processing, according to Hartman.

Yead's Grosses $20,000

MINNEAPOLIS, March 9—Spaced so the house can run only four shows daily, M.G.M.'s color film "Quinlan," grossed $20,000 in its first seven days at the Century here.

Personal Mention

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, has returned here from a four-week sales trip.

ROBERT WOLFF, RKO Pictures managing director for the United Kingdom, has returned here from Hollywood, and will remain for a few weeks before returning to England.

HILLER INNES, executive assistant to David H. Holman, Paramount Eastern production manager, will return here today from Jamaica, B.W.I.

LOUIS ASTOR and George Josephs, Columbia sales executives, will leave here today on business trips to West and Mid-East branches, respectively.

WILLIAM B. ZEHLER, head of M.G.M.'s short cost, has returned to sales, is due in Los Angeles tomorrow from New York.

BRUCE ELLIS, president of Pathe Television Corp., will return here from the Coast in two weeks.

GLADYS HILL, assistant to producer Sam Speigel, flew to London from here via BOAC on Friday.

A. A. SCHUBART, RKO Pictures manager of branch operations, left here yesterday for Chicago.

DON PRINCE, RKO Pictures Eastern publicity director, has returned to New York from Chicago.

ERIC A. JOHNSTON, president of the Motion Picture Association of America, left Washington over the weekend for Hollywood where he will resume talks with studio heads and others on industry prospects and problems. He will return East next week.

P. J. FEE, president of Alliance Theatre Corp. of Chicago, accompa- nied by his son, has arrived here today after a 28-day West Indies cruise on the S. S. Libert

MAURICE N. WOLF, field assistant to H. M. Richey, head of M-G-M's Exhibitor relations department, on Thursday will speak before the Ki- wis at West Roxbury, Mass.

MR. AND MRS. PAUL PETERSEN are the parents of a second child, BRY- ELY ANN, Petersen is drive-in the- re's supervisor of the Walter Reed Prince.

Cecil B. DeMille will be a guest on tomorrow's "Frank Sinatra Show" here over CBS-TV from 8:00 to 9:00 P. M.

Jack Chinnell, RKO Pictures branch manager in Buffalo, and his wife are vacationing in Miami Beach.

Frank Freeman, Jr., associate producer to George Pal at Paramount, has arrived here from the Coast.

Richard C. Winkoff, son of C. B. Winkoff, Columbia Pictures controller, has entered military service.

Newsreel Parade

PRESIDENT TRUMAN'S foreign policy speech and Mrs. Roosevelt's softball event net- reel highlights. Other items include Betty Hutton in Korea and sports, Congress marks 70th birthday.


Ascap Licenses

(Continued from page 1)

vision in the Ascap consent decree which subjects to review the Society's rights to license motion picture perfor- mances of music at the end of the first year of the license. That period expires on March 14 and no new agreement with Ascap has been reached yet by the producing com- panies.

The decree directs that Ascap shall issue blanket licenses for film music used in the Studio's motion pictures. Such licenses have not been agreed upon by Friday, the decree grants the Depart- ment of Justice the right to review its provisions and ask for changes. Among the decrees changes which could be sought, and which might be at issue in the consent agreement with Ascap, are the producing companies, is the elim- ination of the Society's right to issue blanket licenses. Such an eventuality would mean a return to individual licensing, which for the most part is considered as impossible. Both sides have been near an agreement on several occa- sions but have reached the impression that one could be reached very quickly.

The companies believe that a virtual agreement between the companies and the Society on the payment of approximately $700,000 for each of the past two years and an agreement on the licensing fees has been reached by the companies. Ascap has used in films, pending outcome of the negotiations on new blanket licensing, and until a new agreement is reached, differences still existing are concerned with licensing fees for the future.
chain has placed 20 orders for RCA theatre TV equipment and will take the equipment as it becomes available despite the change in the Chicago picture. He said originally he had planned theatre TV installations in five or six more B & K theatres in outlying areas around Chicago, but that in view of the experience in the five B & K theatres already equipped with theatre TV, and in view of the plans of Chicago exhibitors in putting theatre TV, the circuit had decided the Chicago area at present is "pretty well covered for the near future," and had decided to abandon plans for additional theatre TV installations there.

To Use in Other Areas

"But that does not mean we will not take the equipment elsewhere," he said. "We will use it in other areas, rather than in Chicago. We are taking for theatre TV. They have become available and as fast as we can satisfy ourselves that a cable is going into a particular theatre, we are looking for the charges from the end of the cable to the theatre are not excessive, and that the theatre is suitable for theatre TV."

The problem in installing theatre TV in new cities, this official said. He cited the fact that the theatre TV equipment into a Boston theatre when it was installed loop charges so high as to make the project unprofitable.

UPT has been opened Buffalo, Omaha, San Francisco and Salt Lake City are now being surveyed for theatre TV possibilities, but there isn't a city that wouldn't be surprised to find sets installed there in the not too distant future.

Preferred Another Word

The UPT spokesman said he would have been better the Vassariano had used a word other than "canceled." It's true," he declared, "that we had plans for theatre TV in the area of another five or six B & K theatres, and that we had visualized the whole process had been slowed, but not stopped, because if only has, none of the equipment was ever specifically earmarked for them."

Here are some of the detailed figures which B & K gave the Commission on the financial results of Theatre TV showings at its theatres:

On theatre TV showings of five of the 1949 World Series games, the Stater-Lake Theatre had income of $8,586, above the admission price boosted to $1.25, and expenses of $1,185, netting a net of $3,318. In the three game showings of six Illinois U. football games in 1950, the Tivoli and State-Lake theatres took in $12,356. Expenses were $10,381, for a net loss of $2,075 on the theatre TV end. This was trimmed slightly to $18,475 by income from the sale of the film for television.

On the Los Angeles situation of the Paramount Theatre, which is owned with Fanchon and Marco, the court granted UPT a six-month extension following termination of its current litigation, in which to dispose of its joint interest.

**Recess Till Monday**

Regarding a second government motion concerning a situation in a theatre, the court recessed till Monday at 3:00 P.M. The government seeks to amend the decree requiring UPT to dispose of two "big" Lake Detroit theatres instead of one.

One of UPT's contentions in the major issue was that when the original consent decree was extended, it was agreed upon either of the two remaining theatre joint-interest or to dispose of two theatres. UPT attorney Gallantz stressed the three-year time limit was "arbitrary," adding that UPT had met the first two deadlines, that was the disposal of one-third of the total each year. It is only in the third year, Gallantz explained, that UPT has been "in the current or for relief."

In signing the 18-month extension, a provision was incorporated at Marcus's insistence that the ruling was "interpretable" on the court's decision of the Justice's request that UPT be prohibited from making its playing dates in certain situations. Justice concluded in favor of UPT, proposing amendments to the original decree aimed at stifling the original terms.

Elis G. Arnall, U. S. Price Stabler, now on leave as president of the Screen Actors Guild, the Motion Picture Producers, has written a letter to Attorney General Howard McGraw proposing an extension of time for UPT.

On the Los Angeles situation, Russell, who has been counsel for Fanchon and Marco, said:

**UPT Video**

**UPT Given Extension**

(Continued from page 1)

**Research Daily**

(Continued from page 1)

**MPAA Progresses on TV Channels Brief**

The Motion Picture Association of America's executive committee reported "good progress" at the weekend in its handling of the legal and technical problems of the brief which is being prepared for presentation at the forthcoming Federal Communications Commission hearing on appeals for theatre TV channels.

At a meeting here on Friday the committee received from Vincent Welch and Edward Cooper, TV consultant for the National MPAA TV executive committee, respectively, a rundown on the legal and technical groundwork covered thus far by the committee. Welch has been preparing a full list for Jan. 29. Present on Friday were Earl Spouale, Ted Back, Norman Gluck, Joseph Karp, Richard Hodgson, Edward Smith, Ralph Cobb, Leslie B. Isaac, Sidney Schreiber and Taylor Mills.

**Queen $8,500 Cross High Miami March 9. "The African Queen," United Artists, set a new box-office mark of $8,500 for the opening day at the Carib, Miami and Miramar theatres there. It grossed $7,500 on the second day.**
HITS ON EVERY NEW YORK!

"5 FINGERS" (The Story of the Highest Paid Spy in History) starring JAMES MASON, DANIELLE DARRIEUX, MICHAEL RENNIE with Walter Hampden, Oscar Karlweis. Produced by OTTO LANG. Directed by JOSEPH L. MANKIEWICZ. Screen play by MICHAEL WILSON.

THREE'S NO BUSINESS LIKE
ERY HAND!

AND GETTING A BIG HAND EVERYWHERE!

DECISION BEFORE DAWN
The most acclaimed picture in years!

DAVID AND BATHSHEBA
Technicolor
The Box-Office Champ of 1951 still breaking records!

PHONE CALL FROM A STRANGER
Ringing up big grosses in every situation!

THE MODEL AND THE MARRIAGE BROKER
The year's gayest comedy, doing sock business!

RED SKIES OF MONTANA
Technicolor
Your big outdoor action attraction!

RETURN OF THE TEXAN
Big in Southwest saturation premiere!

VIVA ZAPATA!
Now in its fourth smash week at the Rivoli, N.Y.

and get set now to sing your happiest box-office song with your Easter Holiday show

"With A Song In My Heart"
Technicolor
The Jane Froman Story
BIGGEST BUSINESS IN YEARS — MIAMI 3-THEATRE WORLD PREMIERE!
MGM Begins Series
Of Promotional Meetings on Coast

HOLLYWOOD, March 9.—M-G-M tomorrow will begin the first of a series of meetings at the studio between Howard Dietz, vice-president and director of advertising-publicity; Howard Strickling, studio publicity chief; Dan S. Terrell, exploitation head; studio executives, publicity and advertising men, and the six newly-appointed divisional promotional men.

Arriving today from the field were Emery Austin, Southern, division, Atlanta: Arthur Canton, Eastern, New York; E. B. Coleman, Southwestern, Dallas; Ivan Puldaner, Midwest, Des Moines; Ted Galanter, Western, San Francisco, and E. C. Pearson, Central, division, Cleveland.

Screening Today

A screening of "Sing'in in the Rain" will be held tomorrow and this will be followed by visits to various studio departments. Other screenings will include those for "Skirts Ahoi!" and "Scaramouche."

Under the expanded program, the field men will work in closer contact with newspaper editors, radio stations and television outlets and supply a faster service to theatre and circuit advertising and promotion departments.

It is planned to replace each man in the territories from which the divisional representatives formerly operated.

Review

"My Six Convicts"
(Columbia Pictures)

A HEART-WARMING STORY, told with taste and humor, is unfolded in this Stanley Kramer production based on Don Wilson's popular autobiography, "My Six Convicts." It concerns the experiences of a young psychologist assigned to inaugurate a rehabilitation program in a state prison.

The challenge of winning over the hard-bitten inmates is the crux of the story and it is so effectively handled on the screen that there is virtually complete identity and sympathy with the young psychologist, Dr. Wilson, portrayed by John Beal. The high level of interest should pay off handsomely at the box-office.

When he enters the prison, Beal's immediate problem is how to put theory into practice, how to win the prisoner's cooperation for a series of intelligence tests. His first efforts meet with disaster. It is only when he gets the assistance of a fellow inmate—that is, Beal—that things begin to shape up.

And it is with the introduction of the six convicts that the film gains momentum, for they are all colorful characters. Special mention should be made of the portrayals of Millard Mitchell, safecracker extraordinary, and Punch Finero, mobster and killer.

Episodes such as the smuggling in of the sweethearts of one of the disturbed prisoners, an attempted jailbreak, and a hypnotic session, punctuate the film. One rollicking highlight is the day of being a part of the saucy Mitchell, who is called upon to open the safe of a bank in a nearby town—with the sanction of the law.

Edna and Edward Anhalt were associate producers. Hugo Fregonese directed, from the screenplay by Michael Blankfort. Others in the cast include Gilbert Roland, Marshall Thompson, Ali Jfjellin, Henry Morgan and Jay Adler.

Running time, 104 minutes. General audience classification. March release.

Wells to Classic Pictures

SAN FRANCISCO, March 9.—Bob Wells, booker for General Theatrical Co. here, has resigned to head the San Francisco office of Classic Pictures, with Dick Barth.

South Dakota Group

Plans Convention

MINNEAPOLIS, March 9.—The South Dakota Exhibitors' Association, dormant for a year, plans a spring or early summer convention, Leo Peterson, president of the group, revealed here, stating that a letter will be mailed to all exhibitors in the state this week, polling them on a convention date.

He pointed out that the association must be active for the 1952 "movie time, U.S.A." campaign, as well as to name legislative committees to prepare for any proposed anti-film laws that may come before the state legislature when it convenes next January.

Peterson warned state exhibitors to be on the lookout for policies being issued by insurance agents on mercantile forms in place of the regular theatre forms. Peterson declared that the exhibitor would have difficulty in collecting damages on certain items in case of fire under the mercantile form, pointing out that under this form they are not covered if the theatre seats, carpets and other items are listed as fixtures and furnishings instead of being a part of the building as in the theatre form of insurance policy.

79-Million Roxy Gross in 25 Years

New York's Roxy Theatre, which celebrates its 25th anniversary tomorrow, has played a total of 740 pictures to 107,067,319 admissions and a total gross of $78,876,070, the management reported at the weekend.

The first picture shown was "The Love of Suya," with Gloria Swanson. Longest run pictures included "Wilson," for eight weeks in 1944, with an attendance of 890,029 and a gross of $831,973; and "The Razor's Edge," also eight weeks, in 1947, with an attendance of 902,137 and a gross of $989,461.

NEWS in Brief . . .

ROCHESTER, N. Y., March 9.—Checks for about $20,000,000, the largest total in the 40-year history of the wage dividend plan, have been sent to about 500,000 workers in the United States. Eligible persons will receive $27.50 for each $1,000 earned at Kodak during the five years, 1947-1951. Last year's wage dividend rate was the same, while the total paid was about $18,600,000.

First print of Walt Disney's all-live-action "The Story of Robin Hood," the first film ever produced in U. S. C. England and is being screened for Disney and RKO Radio home office officials. Meanwhile, plans have been completed for the world premiere of the picture at the Leicester Square Theatre in London on Thursday, for the benefit of the British National Advertising Benevolent Society.

BUFFALO, March 9.—Known as "one of the deeds of American theatrical press agents," George Atkinson of Philadelphia arrived in his 50 years in the theatre before the State Teachers College assembly here last week. Reproduction of the public session in the Buffalo Public Library and Clarence Central High School students. He is touring the country, and is one of Columbia's "The Death of a Salesman."

Kane Honored at Clark Tribute

DALLAS, March 9.—Paramount's newly appointed Southern division manager Alfred M. Kane will also be honored at the testimonial to be given his predecessor, M. R. (Duke) Clark at the luncheon tomorrow at the Baker Hotel here.

Karl Hoblitzelle and Robert J. O'Donnell, president and general manager, respectively, of the Interstate Circuit, will host the all-industry affair set up to officially welcome Kane to his new post and to bid farewell to Clark who resigned recently because of poor health. Kane has been with Paramount since 1947 and was assistant Eastern-Southern division sales manager from 1947 until he took over his current duties on March 1.

Kane is a graduate of Paramount Film Distributing Corp., Terry Pickman, ad-publicity vice-president, and Hugh Owen, Eastern-Southern division manager, will represent the office home at the affair.

Wolf to Induct Miami Tent Officers Wed.

MARC J. WOLF, chief baker of Variety Clubs International, will dedicate new clubrooms and induct new officers for the Miami Tent at a special function at the Roxy Theatre which will bring together people in show business in that area who will pay tribute to the Tent on the work it does for the Miami Children's Heart Hospital. Wolf will be assisted by George George, second assistant chief baker of Variety International, and one of the organizers of the Tent.

Following the Florida function, Wolf and his wife will leave from New Orleans on an 11-day cruise to the Caribbean. On his return he will go to Oklahoma City to attend the banquet of the Oklahoma Tent on March 25.
Exchange Help Seen In Plan To Bolt 'IA'

Coast Report Is 3,000 In Us Seek New Union

San Francisco, March 10.—Iatse film exchange workers across the country, numbering some 3,000, are contemplating a breakaway from the "IA union with a view to forming their own national labor organization, it was reported today in exchange labor circles here.

It was also reported that plans for an organizing meeting in Chicago this summer are being circulated among exchange workers in council or all key cities in the country.

The rebellious forces are said to include shippers, inspectresses, bookers, salesmen and office help. It is questionable, however, whether salesmen would be involved since such employees are organized in an independent (Continued on page 4)

Tax Figures Show Only 4% BO Dip

Washington, March 10.—If Bureau of Internal Revenue general admission tax collection figures are any gauge, box-office receipts in 1951 were slightly more than four per cent below those in 1950. General admission tax collections from February, 1951, through January, 1952, reflecting box-office business during the 12 months of 1951, totalled $340,622,140. Collections from February, 1950, through January, 1951, reflecting business during the calendar year, 1950, amounted to (Continued on page 4)

18 'Movietime USA' Star Tours Are Set

Eight "Movietime U.S.A." personalities tours have been set for this spring and exhibitors of 10 exchange territories have requested tours for next fall, it was revealed here yesterday by Arthur L. Mayer, executive vice-president of the Council of Motion Picture Organizations.

Tours already set for spring are as follows: March 16, Oklahoma City; April 13, Atlanta; April 20, Albany; (Continued on page 3)

QP Showmanship Awards Judges Hear Downing

(Picture on Page 1)

Confidence in the future of motion pictures and recognition of the contributions made to that future by the annual Quigley Showmanship Awards contests were expressed yesterday by Russell Downing, executive vice-president of Radio City Music Hall, guest speaker at a luncheon at Toots Shor's here following the judging of the 18th annual Quigley Awards.

A conviction that the industry again is approaching a "bright period" also was voiced by Martin Quigley, who presided at the luncheon which was attended by more than 50 industry advertising-publicity-exploitation executives and other executive guests, most of whom served as judges for the showmanship contest.

Qualifying for the final judging were 66 individual campaigns on pictures entered in the annual contest conducted by the Managers' Round Table department of Motion Picture Herald. Ballots of the judges are now being sent out and winners will be announced shortly.

Congratulations Quigley for continuing the awards contest, Downing said he had been impressed by the "wealth and brilliance" of the ideas in the campaigns entered in the contest, which, he said, augurs well for the future of the industry.

"If the Quigley Awards do no more than offer an incentive to the younger showmen," Downing said, "they make a valuable contribution to the industry." (Continued on page 5)

McClaster Heads Central Division

Tom McClaster has been promoted to division manager of a newly-reconstituted Central division for 20th Century-Fox, by Al Lichtman, director of distribution for the company. McClaster was formerly Indianapolis branch manager. Ray Moon, who is (Continued on page 3)

NY First-runs Hold Fairly Good Level

Grosses along Broadway this week maintained a fairly good level. Doing well among hold-overs was "Five Fingers" at the Roxy, which is also headlining Dorothy Lamour on stage. A robust $69,000 is forecast for the third week of the 20th Century

Commons Told US Film Remittances for 1951 Were $24,434,314; Up $5-Millions

London, March 10.—American film remittances from the British market were up approximately $5,000,000 last year over 1950 remittances, it was disclosed in a written answer today to a House of Commons question put to the Exchequer.

Total American film remittances for 1951 amounted to $28,726,541, ($23,434,314), compared with $23,693,668 ($18,382,768) in 1950, Commons was Remittances.

Remittances for 1947, the last period during which free convertibility of sterling was permitted, amounted to $19,120,362. In addition to the subsequent imposition of conversion restrictions, the pound was devalued in 1950; hence an accurate dollar comparison is not possible for that year.

B. & K. Head Says TV Comes Ahead of Films

J. Balaban Would Show Films on TV First

Washington, March 10.—Balaban and Katz president John Balaban said today that if he had to make a choice of using a feature on his television station or for theatre exhibition he would use it for TV.

"It has been decided at the highest levels," he said, "Television is a grant and I would want to protect that grant!"

The B. & K. head made this statement in response to questioning by Federal Communications Commission counsel James Juntilla, during the FCC's cable-satellite Parlimentary hearing. Later, under cross-examining by Morton Galane, counsel for Allen B. DuMont Laboratories, Inc., he amplified his statement to say that this held not only for one situation, but even if pictures were offered week after week for use on TV or in theatres—be (Continued on page 5)

Vote to Reactivate Chicago Lodge 15

Chicago, March 10.—At a meeting held at the Congress Hotel yesterday the Motion Picture Salesmen of Chicago voted to reactivate the Chicago Lodge 15 of the Colosseum of the Motion Picture Salesmen of America. Most of the Chicago salesmen are back in the fold but a few still are holding out. The local Lodge received from the Colosseum last summer.

E. L. Goldberg of Paramount Pictures, newly elected president, felt the move would be fruitful.

Lawyers Guild Aid To 'Miracle' Appeal

Washington, March 10.—A "friend of the court" brief has been filed at the Supreme Court by the National Lawyers Guild in support of "The Miracle" appeal. The brief arguing that motion pictures should be protected from censorship along with the press and other communications media. The "Miracle" had been deprived of a New York State license by the Board of Regents because it was allegedly "sacrilegious."
Short-Cut to Top Court for ‘Pinky’ Case

**Personal Mention**

AUSTIN, TEXAS, March 10.—Steps were taken today for the Texas theater managers to appeal to the Supreme Court to test the constitutionality of motion picture censorship in the U.S. Supreme Court.

The action resulted after Judge Nathan Whitehurst of the Texas Court of Criminal Appeals refused to sign papers which would enable the theater managers to appeal to the Supreme Court. Whitehurst is considering whether it has jurisdiction in the case. If the high court then holds that it has no jurisdiction, the managers may then be able to ask the Supreme Court to consider whether it has jurisdiction in the case. If the high court then holds that it has jurisdiction, it may then be able to ask the Supreme Court to consider whether it has been abanoned motion picture censorship as a violation of the constitution and the right of the states to govern expression.

Gelling, manager of the Paramount Theatre in Marshall, was fined and jailed in February, 1956, when he exhibited “Pinky” in defiance of a local board's order. The conviction subsequently was sustained by a county court and later by the Court of Criminal Appeals.

The appeal was filed here by Park, associated with Park in the appeal move was Herbert Wechsler, Columbia University professor of law, and Samuel M. Hoffman, the chief legal staff of the Motion Picture Association of America.

**New Studio Policy Set by Hartman**

Hollywood, March 10.—A program designed to give Paramount studio employees in all creative phases of production a greater awareness of the problems confronting distributors and exhibitors was announced here by Don Hartman, studio production head.

Initial application of the new policy will involve the company's screen writers who will be periodically briefed on Paramount's domestic and foreign operations, including production operations and distribution and exhibition aspects of studio functions.

All writers will be given an opportunity to meet with executives from motion pictures.

**Day Services Today**

**Cleveland, March 10.—Funeral will be held for William N. Duell, Jr., owner of the Grand Theatre in Dunkirk, Ohio, will be held tomorrow. The veteran exhibitor died of a cerebral hemorrhage.**

The home office and foreign branches, as well as with exhibitors who visit the studio. In addition, they will be involved in rehearsals, meetings, and other activities to discuss general distribution policies.

**‘Quo Vadis’ Display Presented by NSS**

National Screen Service held a press preview here today of displays especially prepared for M-G-M’s “Quo Vadis.” The display lined the walls of Toots Shor’s third floor banquet hall. In addition to trade press members, executives of M-G-M and NSS were present.

Among the displays was a giant three-dimensional, seven-foot-cut out statue, numerous murals, mats of various sizes, door cards, giant press books, lobby cards, etc.
**National Pre-Selling**

Bob Seaman of Look magazine reports that three years ago, acting on the advice of motion picture sources, Look concentrated on bringing the magazine to the attention of theatre owners and managers, from coast to coast. "Results of this campaign have proven how important a paw of glad-handing, hearty-loving (but 'dummy'-hating) Jan Sterling. The good-natured, long-suffering Tony is impressed by Jan's attention, but he learns, eventually, that Jan's attention and misunderstanding affection were pointed in the direction of the pictures which Tony received from the box office, but was not in the same frequency.

The real romance culminates with the always-sympathetic Mona Freeman, who listens to her playmate Jan had a big-bout bet against him, while nearby at the ringside, little Mona's heart was beating for him. A headgate Goldstein produced—with an eye toward the box office. Joseph Penney directed, with speed and precision, from Bernard Gordon's convincing screenplay, which he wrote from Allan's story. Particularly professional in this production is the ringside photography of Irving Glassberg, ASC. Others in the capable cast are Joe Gray, Ron Hargrave, Harry Guardino, Harry Shamon, Harry Raven, Ted Stanhope, and others. Running time, 84½ minutes. General audience classification. March release.

**McClaster Heads**

**SAG Invites Producers**

**NEWS in Brief . . .**

Loew's Woodside Theatre in Queens has been bought by St. Sebastian's Roman Catholic Church. As soon as the re-construction contracts can be let the house will be remodeled and converted into a church.

Sale of the property was a step by Loew's to comply with the terms of the PCL consent decree.

Over $700,000 of the Cinerama, Inc., five per cent convertible debentures, offered to the public recently have sold, a spokesman for the underwriting firm of Gearhart, Kinnard & Ots, Inc., disclosed here yesterday. The total debentures offering was $1,000,000.

Cinerama holds the rights to exploit and use the Vitarama process which aims to obtain three dimensional perception and perspective by peripheral vision.

**ALBANY, N.Y., March 10—** Max Friedman, chief booker for Warner Theatres upstate since 1915, has resigned. He worked for the Blank circuit in Des Moines and for Warner in Pittsburgh, before coming to Albany. Lawrence Lapidus, assistant booker here for two years and prior to that a Warner employee in Philadelphia and Newark, will succeed Friedman. He is the son of Jules Lapidus, Warner Brothers division manager.

Helen Wisper, former head booker in the 20th Century-Fox branch, succeeds Lapidus.

**Review**

"Flesh and Fury" (Universal Pictures)

Now Universal sales executive, was formerly in the 20th-Fox Central division post.

McClaster will make his head-quarters in Cleveland with branches in Detroit, Cincinnati and Indianapolis also coming under his supervision. The Chicago office, previously a part of the Central division, will operate under branch manager Tom Gilliam, independent of divisional guidance and will be directly supervised from the home office.

William T. Keith, formerly salesman in the New Orleans exchange, will become Indianapolis branch manager replacing McClaster in that post.

**Another Promotion**

Another promotion is the appointment of Victor Beattie as Calgary branch manager. Beattie, who was a salesman in Toronto, replaces Vem Storey, who at his own request, has been transferred to the United States as a salesman in the Minneapolis exchange.

**18 Star Tours Set**

Tours will be held in the fall in territories served by New Haven, Indianapolis, Washington, New Orleans, Dallas, St. Louis, Minneapolis, Detroit, Des Moines and Seattle.

Exhibitors in several additional territories have expressed a desire to hold Movietone tours, but have not yet set dates, Mayer said.

**Warner Theatres List 7 for Sale in Chi.**

CHICAGO, March 10. — Warner Brothers Theatres yesterday advertised seven of their 12 Chicago theatres for sale. The ad, which ran in the Chicago Tribune on the financial page, listed the Avalon, Capitol, Coronado, Colonial, Shore and Stratford theatres.

**Now Isn't This a Pretty Dish to Set Before A Crowd!**

**JUDY HOLLIDAY in Columbia's The MARRYING KIND!**
No 'Andersen' Deal Yet

No distribution for Samuel Goldwyn's "Hans Christian Andersen" has been set, James A. Mulvey, president of Goldwyn Productions, declared here yesterday upon his return from Hollywood where the Danny Kaye film is now being shot. Mulvey, whose re-release deal with RKO expires in June, recently conferred with United Artists executives on "Andersen" distribution.

Showmanship Awards

RUSSELL DOWNSING, executive vice-president of Radio City Music Hall, photographed while addressing the luncheon yesterday at Toosher's Restaurant here for judges of the 18th annual Quigley Showmanship Awards. Flanking the speaker, who is standing at the dais, are, left to right: Charles Einfeld, advertising-publicity vice-president of 20th Century-Fox; Robert Mitchrie, distribution vice-president of RKO Pictures; Martin Quigley, president of National Screen Service.

He recalled that the 1948 Awards winner, Charles Hacker, had come to the attention of Radio City Music Hall by that means and had been employed by the theatre, in consequence.

"He has proved a valued asset to the Music Hall," Downing said.

He cited factors essential to successful operation in this industry which are common to all businesses—a good product, fairly priced, attractively advertised, and presented in comfortable surroundings with service that conforms itself to the public.

Elaborates on Services

Elaborating on the services which theatres can and should offer the public, Downing described the training of Music Hall employees and the supplying of special services and equipment to the handicapped patron. He read letters of appreciation from theatre patrons and rejected the assumption that the Music Hall is unique in being able to afford and extend special services.

"It is more difficult to put personal warmth into a 6,000-seat theatre than it is into a smaller one," he said. Downing said the services have paid for themselves many times over and have built immense goodwill for the Music Hall.

Your patrons should be regarded as guests in your house," he advised. "If they’re not treated that way, they will have guests in their houses seeing television.

From the campaigns exhibited, Downing said he was convinced that excellent product is on the way and that it will be well advertised.

"With good theatres and good service therein, the industry will be kept prosperous for many, many years," he said.

Downing also congratulated Quigley on the inauguration of the "Herald Institute of Industry Opinion," which he said was proving a valued guide to the answers to problems now besetting the industry.

Turning Toward Bright Period

Asserting that he feels the industry is turning toward a new, bright period, Quigley said that much is dependent on the whole range of industry public relations. The annual Showmanship Awards, he pointed out, make a contribution to that, as well as fulfilling their original intent, to enliven motion picture showmanship.

Quigley introduced Walter Brooks, editor of the Managers Round Table department; three previous grand award winners who were present, Harry Goldberg of Warner Theatres; Lige Bryan of United Artists, and Hacker, and these out-of-town showmen who attended the luncheon: Emil Bernsterke of Wilby-Kiney Theatres, Atlanta; Larry Graber of Canadian Odeon Theatres, and James Nairn of Famous-Players Canadian circuit, the latter two from Toronto.

Others present, in addition to representatives of Quigley Publications, included :

PAUL ACKERMANN, director of advertising and publicity, Paramount International; LEO HAMBERGER, sales promotion manager, RKO Radio; FRED W. HARRIS, director of publicity, Universal International; VINCENT RENZI, assistant, RCA theatre equipment sales; DAVID BLUM, director of publicity, Loew’s International; SID BRENNER, advertising manager, Paramount Pictures; LEO BRANDT, director of advertising and publicity, Loew’s Shubert; ROBERT BUSCH, exploitation executive; 20th Century-Fox; SAMUEL L. Fиш, foreign publicity director, United Artists; HARRY CARY, publicity and advertising director, Selznick Studio.

Also, ALFRED E. DUFF, manager of world sales, Universal International; MARTIN S. DAVIS, publicity department, Samuel Goldwyn Productions; GEORGE F. DESROYES, vice-president, National Screen Service; OSCAR A. DOUGLAS, general theatre executive, Loew’s Theatres; CHARLES EINSTEIN, vice-president, Screen-Television.
B'way Grosses

(Continued from page 1)

SALESMEN

Experience non-theatrical field. To work from their own exchange centers. Unlimited opportunities for right type of manpower.

Box 301, MOTION PICTURE DAILY, 1270 Sixth Ave., New York 20, N. Y.

Bway Grosses

Says TV Comes First

(Continued from page 1)

Two Theatres TV Kashmir Cage Game

KANSAS CITY, Mo., March 10—The two Kansas City theatres, the Ritz and the Castle, were exuberant over the opening of the first local television station, KCTV. They reported a gross of $13,000 for the opening day, which included an all-day show and a midnight show.

Theatres are being paid a fee of $500 per week for the use of television equipment, and the station is expected to make a profit of $5,000 per month.

New Palace Theatre Bill Will Open Here Today

“Foodini the Great,” Hope and Moe Burkin’s puppet creation, will open at the New Palace Theatre today, with the new show headed by Olsen and Johnson. The Palace de-

tory-Fox film, which will be replaced on Friday by “Deadline, U. S. A.”

A big $105,000 is seen for the ninth inning of the World Series, with the Capitol, a gross which is considered fine.

“Belle of New York” opened to a healthy initial week’s gross of $27,000 at Loew’s State. The first stanza of “Bugsley in the Afternoon” at the Warner, is expected to hit only a fair $25,000.

Among the newer films, “Hoodlum Empire” at the Globe is expected to rack up a more than satisfactory $20,000 for its first week.

At the Paramount, “Boots Malone” box office, “Elk Fitzgerald” starred on stage, replacing “This Woman Is Dangerous,” which is estimated to do a good $9,000 for its second and final week.

Parents and children are still flocking to see the reissue of “Snow White and the Seven Dwarfs.” The Criterion, where a strong $25,000 is forecast for the third week. The 18th week of “Quo Vadis” at the Criterion, is expected to gross $15,000, and $20,000 at the Mayfair. A nice $27,000 is seen for the sixth inning of “Sailor Beware.”

“Viva Zapata!” at the Rivoli is holding up well with $18,000 estimated for the opening week. The Criterion, of course, which is expected to hold on with a fair run of $22,000. Among off-Broadway houses, “Cry, the Beloved Country,” is forecast to rack up a healthy $8,000 for its seventh inning, while “The Lavender Hill Mob” at the Arts Theatre is due for a solid $5,700 for its 21st stanza.

Also doing well is “The Woman in Question” at the Ambassador Theatre with $8,500 seen for the third and final week. It will be replaced on Monday by “Just Married.” The other good grosser is “Royal Journey” at the Guild Theatre where a second week is expected to hit a big $10,500.

A new trend in television is the continuous run policy at the Paris, is indicated to roll up a nice $8,000 for its first week, and $8,500 is seen for the third inning of “Navajo” at the Baronet.

“Love Is Better Than Ever” at the 52nd Street Trans-Lux is handing in an all right $7,000 for its initial week, while a fair $3,700 is forecast for the fifth inning of “The Magic Garden” at the 60th Street Trans-Lux.

New Palace Theatre Bill Will Open Here Today

“Foodini the Great,” Hope and Moe Burkin’s puppet creation, will open at the New Palace Theatre today, with the new show headed by Olsen and Johnson. The Palace de-

would still use them on television.

“I will always favor television as long as I have a license,” he explained. “I know that in order to continue to have that grant from the government I have certain obligations to secure for that medium the best entertainment possible.”

Earlier, in discussing the closing of the smaller theatres in Chicago during the past year, Balaban characterized them as in the “fringe” section,缺乏 necessary equipment and seating. His firm’s theatres were not affected, he said, nor were any modern, well-run houses. Television may have been a factor in their closing, he said, because television was “making people stay at home,” and with increased admissions and parking prices, people were “more selective about going to the movies.”

He added, however, that he engaged in live and television programs were “compatible,” and that the movies would not be too badly affected by video. He thought that television would “be like radio,” explained, when radio stars built up the market for movies and movie stars built up the radio market.

Balaban told FCC hearing examiner Leo Resnick that at one time or another B. and K. had been offered a chance to go “nearly every theatre in Chicago” and others as far as away as Milwaukee. “We were hard-working and we were regarded as good showmen,” he said.

Asked by Galane whether he would continue to “divert product day after day” to his television station, even though it would mean “the destruction of your theatre houses investment,” Balaban said that such a situation could never happen. When Galane pressed for an answer, however, Balaban replied that he would. “I would always favor television,” he reiterated “because I have to protect that grant.”

Balaban estimated the B. & K. theatre investment as “three or four times more than the investment in WBBK, its television station. Galane wanted to know what would happen to the stockholders’ investment in the theatres if a time came when feature pictures were readily available to TV and Balaban used them on WBBK.

“If that time comes,” Balaban answered, “and the theatres in this country can’t compete with television—I’m only a small part of the theatres in this country—they’ll all go out of business.”

Balaban insisted that “the conditions that exist at the time” would “determine whether he made up his mind to do what to put a picture on television or on a movie screen.

“We’re only one station in Chicago presently,” he said, “as against four. When the unfreeze takes place there’ll be more. We won’t be the determining factor in taking pictures for television. If I don’t take the picture, some one else will. So I have to take it. If someone else takes it, it still affects our theatres.”

Shots were more the hearing ended for day” to his television station, even

Order Readied for Lakeland Situation

The New York Statutory Court yesterday indicated that it was in favor of granting the Department of Justice’s bid in the Lakeland, Fla., decree to continue its control upon United Paramount Theatres to devest either the Polk or the Palace theatre. The court asked UPT attorney George Baillie and government attorney Philip Marcus to confer and agree on an order which it would sign.

Stockholder’s Meet

The annual meeting of Loew’s stockholders will be held April 29 in New York.

New Film Process

A process is said to have been developed by which motion picture negatives stored in vaults can be considered usable because of excess shrinkage, may be reconditioned to permit making commercially acceptable prints on continuous direct-printing equipment. The treatment is called “Peer-Renov” and a patent is pending. Peer-Renov Film Processing Corp. announces.

Jessel, ‘Man of the Year’

Hollywood, March 10.—The Beverly Hills Lodge of B’nai B’rith last night presented George Jessel with a plaque as “The Man of the Year.”
With extraordinary interest, our industry is watching the special pre-release engagements of THE SNIPER next month in San Francisco and Washington and a few selected cities. So unusual is the subject matter — and so exciting is the handling — that THE SNIPER more than justifies this interest — and advertising — thus far in advance of general release.
Reissues Held Off Market, Says Snaper

Allied President Cites ‘Decline’ of Availability

NEWARK, March 11.—Wilbur Snaper, president of national Allied, today attacked what he described as deliberate “narrowing” of the reissue market by distributors “in general.” The occasion of his remarks was a meeting of the New Jersey Allied membership at the Hotel Douglas here.

Snaper said the availability of reissues is being reduced “every day” to the point that “exhibitors no longer can book good reissues.” The meeting put itself on record as protesting the trend experienced in the New Jersey territory.

According to Snaper, who is president of the New Jersey organization as well as national Allied, reissues more than two years old cannot be booked no matter how earnestly the small, independent theatre owner tries. (Continued on page 6)

Industry Exports Rose 14% in 1951

WASHINGTON, March 11.—Exports of practically all types of motion picture film and equipment—except raw stock—sent abroad in 1951 were about 14 per cent higher in terms of dollar value than 1950 exports, according to Commerce Department film chief Nathan D. Golden.

Golden put the value of 1951 shipments at $519,380,000 (1950, $453,160,000). (Continued on page 6)

Skouras Reluctant To Take Compo Post

Sypros Skouras, president of 20th Century-Fox, still has not committed himself to accepting the presidency of the Council of Motion Picture Organizations, to which he was elected in abstention on Feb. 21.

While intimates of Skouras say he is reluctantly expected to accept the post because (Continued on page 7)

U.K. Theatre Tax in Jan. Near a Record

London, March 11.—Amplifying its report of last week on British film and theatre grosses, the Treasury today announced that film theatre entertainment tax collections for January amounted to £3,502,000 ($9,505,000), compared with £2,713,000 ($7,680,000) for December, 1950.

The January tax total was the highest since last August’s record £3,670,000 ($10,276,000).

Warners to Tender 200,000 Shares

The Brothers Warner yesterday disclosed their intention to tender an aggregate of approximately 200,000 shares of Warner Brothers stock in answer to the company’s bid to retire and cancel an estimated 750,000 shares of outstanding common.

This is revealed in president Harry M. Warner’s invitation to tender. (Continued on page 6)

Religious-Theme Product Is Profitable: Skouras

Films with a religious theme not only fulfill the spiritual yearning of motion picture audiences throughout the world, but are profitable at the box-office, Sypros P. Skouras, 20th Century-Fox president, disclosed here yesterday.

Use 400 Prints for ‘Streetcar’ Release

A total of 400 prints will be utilized by Warner Brothers for the national release of “A Streetcar Named Desire,” Ben Kalmenson, distribution vice-president, has announced.

The picture’s national release date of March 22 will see bookings for all 400 prints, with 375 dates already set, it was said. These engagements, which are timed with the national release date will be kicked-off March 16 at the Warner Theatre, New York, with an additional 374 following on successive days. (Continued on page 7)

Downing, Evans, Markert, Hacker Promoted at Hall

Russell V. Downing, executive vice-president of Radio City Music Hall Corp., yesterday was elected president and managing director. He was announced by G. S. Eysell, president of Radio City Music Hall Corp., Inc. In his new post, Downing succeeds Eysell, who will continue as Music Hall board chairman.

Organizational promotions effected at a board meeting of the Music Hall Corp. also advanced three other executives: Irving Evans, stage manager, was promoted to vice-president and assistant managing director; Russell Markert, director of the Rock- ettes and stage producer, was appointed vice-president, and Charles Hacker, administrative assistant, was promoted to assistant vice-president. (Continued on page 7)

See 500 Applications For Video Stations

WASHINGTON, March 11.—The Federal Communications Commission said it expects more than 500 applications for new television stations to be filed within 17 months of the time the TV “freeze” is lifted.

The prediction was given to a House Appropriations sub-committee some weeks ago by Wayne Cory, who at the time was still chairman of the Commission. His testimony was only made public today.

Bill to Revise N. Y. Blue Laws Advances

ALBANY, N. Y., March 11.—The Rules Committee Bill rewriting ar- chitect Sunday blue Laws on entertainment and sports had easy sailing to- day in the Assembly, which adopted it 42 to 0.
**Review**

**“Singin’ in the Rain”**

(Metro-Goldwyn-Mayer)

J AM-PACKED with grand entertainment is this new M-G-M musical starring Gene Kelly, Donald O’Connor, Debbie Reynolds and Jean Hagen. "Tuneful, mirthful, fresh as a spring breeze and in color by Technicolor, "Singin’ in the Rain” is one of the all-time greatest musicals ever made, in artful and richly imaginative black and white.

Its high level of entertainment derives not only from a zestful cast, rollicking tunes and solid platinum production investments, but also from its hilarious story of what happened inside Monumental Studios when talking pictures arrived and caught it with its subtitles down. The spoofing remeantment of the producers’ dilemma, the emergency solutions resorted to, the erratic, often sentimental, accusations, the dress and music of the mid-1920s, are marvelously amusing to behold.

They produce some interesting technical results, too. For instance, you have silent black-and-white films projected on screens within the framework of the sound musical. The sounds of the sound-song recordings are synchronized with the silent-motion picture. The color combinations are set to accentuate the action on screen. A part of the musical numbers, for instance, are shot entirely in black and white, with the actors in color; and a part of the film is shot entirely in color to accentuate the vocal parts of the songs.

Yesterday, for the first time, "Singin’ in the Rain” was screened without the accompaniment of the famous Victor recording, thus permitting Miss Hagen and the audience to enjoy the "silent" version of the film in all its glory.

**Loventhal on Leave As Nat Levy Aide**

Daniel J. Loventhal, assistant general sales manager of Columbia Pictures, will be on a leave of absence, beginning March 22, in order to devote his time to personal real estate interests. In addition, Loventhal will assume the private practice of law, specializing in film distribution problems.

Loventhal has been with RKO for six years. Prior to his present position, he was in the legal department and was head of the competitive bidding department.

**DeMille Due Here Today**

Cecil B. DeMille’s color in Technicolor, "The Greatest Show On Earth," will have its world première in Washington, on Friday at two theatres, the Warner and the Ambassador, on the same day. The plane will arrive from the coast and will attend one of the Washington openings.

**Ernest Meyers with Record Industry Unit**

Ernest S. Meyers has been named counsel to the Record Industry Association of America, Inc. Meyers was formerly special assistant to bureau, attorney general and special counsel to the Federal Communications Commission. While at the Department of Justice he headed up the consent decree section of the anti-trust division and tried several key cases. He is a member of the bar of the state of New York and of the bar of the federal court of New York. He is a member of the bar of the state of New York and of the bar of the federal court of New York.

**Films Gets Three Films**


**Wisefeld Named to UA Foreign Staff**

Jerry Wisefeld, who recently completed a second tour of duty in the Army, has been appointed to the United Artists London office. It was announced here yesterday by foreign distribution vice-president Arnold Picker.

Between his two years in the service, Wisefeld was with 20th Century-Fox, first as assistant manager in Panama, later as office manager in the Minneapolis exchange.

**Newsreel Parade**

**EARTHQUAKE** in Japan, and the revolt in Cuba are currently highlighted in "Earthquake," the new film of Eisenhofer in Greece, and the Schuster murder case. Complete follow-ups of "Earthquake," "The Schuster" murder, Japanese earthquake, and the "Viva" ship's rescue. jet are available from the Newsreel Service of the RCA Victor newsreel corps.

**Telex Digest**

**April 21—** Japan—Atomic attack on New York.

**April 22—** Japan—U.N. attack on New York.

**April 23—** Japan—U.S. attack on New York.

**April 24—** Japan—U.S. attack on New York.

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**Personal Mention**


Belle Mixter has resigned from the United Artists foreign department to rejoin S A L. S. EDDRALL as his executive secretary, at E.Film Corp., which he established here recently.

Louise Wetrach, secretary to Max E. Younghusband, United Artists vice-president, has returned to her desk following a nine-week leave-of-absence.

D. John Phillips, executive director of the Metropolitan Motion Picture Theatre Association, will return to New York from Albany tomorrow.

William B. Zoeller, head of M-G-M’s short subject and newsreel sales, will be back in Los Angeles today from New York.

Sam Eckman, managing director for Louis B. Mayer in Great Britain, has postponed his planned departure from here today for England.

Dr. Herbert T. Kalmus, president of Technicolor, Inc., postponed his leave from Hollywood for New York from yesterday until Tuesday.

Roy Disney, president of Walt Disney Pictures, will be back from the Coast yesterday.

Rube Jacker, assistant general sales manager of Columbia Pictures, is vacationing in Miami.

Philip Gerard, Universal Pictures eastern publicity manager, left here yesterday for Detroit.

Sam Zimbalist, M-G-M producer, will leave here for the Coast tomorrow.

Victor A. Pecora, general manager of RKO Pictures’ office in Italy, is in New York.

Charles P. Skouras, president of National Theatre’s, has arrived in New York from the Coast.

Cowan on ‘U’ Assignment

Phil Cowan, formerly with Eagle-Lion Pictures, United Artists and Robert Taglinger, has been engaged by Universal Pictures for a special publicity assignment in connection with the New York premiere of "Bell of the West" at the Paramount Theatre on April 9.

Set 2 SMPE Meetings

The Atlantic Coast section of the Society of Motion Picture and Television Engineers will hold a meeting at the Brooklyn Navy Yard on March 19, and a joint meeting will be held at the Hotel Drake in Chicago on April 21-25.

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**MOTION Picture Daily**

Monday, March 12, 1952
ONE! TWO! THREE! WHEE!

M-G-M presents
3 HITS IN A ROW!

"THE BELLE OF NEW YORK"
Technicolor

"THE WILD NORTH"
NEW ANSCO COLOR

"SINGIN' IN THE RAIN"
Technicolor

Amazing Novelty!
Fred taps and teeters on New York's skyscrapers!

Thrills!
Savage Wolf Pack Attack!
The Avalanche!
Ordeal of the Rapids! The Indian Princess!

What a Glorious Feeling when those holiday crowds pour in!

M-G-M's Dancing-On-Air Musical Springtime TECHNICOLOR Joy
"THE BELLE OF NEW YORK"

M-G-M's "King Solomon's Mines of 1952." NEW ANSCO COLOR
"THE WILD NORTH"

M-G-M's "HAPPY EASTER" GOLDMINE TECHNICOLOR Holiday Treasure
"SINGIN' IN THE RAIN"
Paramount's "Aaron Slick" Is Solid Click!!

Here Are The Angles That Give It Highes'

FULL-COLOR NATIONAL ADS
in Saturday Evening Post, "Look and Collier's—plus farm papers to total of 45 million readers...

50,000 STAGE PERFORMANCES
made the play a bigger hit than "Oklahoma!" or "Life With Father!"

65,000 BROCHURES
now in the mail to the amateur groups everywhere who played it, love it and will help sell it

13 TERRIFIC SONGS
make it the year's singing-est picture. Hear 'em on the air! Top tune 'Marshmallow Moon' one of 'em!

SONG HITS
Marshmallow Moon • Saturday Night In
Punkin Crick • The General Store • Chores
I'd Like To Baby You • Will You Be At
Home In Heaven? • Put' Nigh, But Not
Plumb • My Beloved • Still Water • Why
Should I Believe In Love? • Life Is A
Beautiful Thing • Step Right Up • Soda Shop
DINAH SHORE

"STRONG BOXOFFICE"

RIZE PACKAGE" says M. P. Daily and Showmen’s T. R. leading off rave reactions of reviewers

DINAH SHORE

sings great score and "is provided with nifty costumes that look good in Technicolor" (Variety)

"Strong Boxoffice"

ALAN YOUNG AND ROBERT MERRILL

big names—fresh personalities! "Young perfect!" (Herald)

"Merrill clicks strongly" (Daily Variety)

PERLBERG-SEATON

"will be the best friends of every happy exhibitor who plays it!" says Showmen’s T. R.

ALAN YOUNG

DINAH SHORE

and ROBERT MERRILL

Metropolitan Opera Star in

AARON SLICK FROM PUNKIN CRICK

Produced by WILLIAM PERLBERG and GEORGE SEATON • Direction and Screenplay by CLAUDE BINYON • Based on the play by Walter Benjamin Hare.

COLOR by Technicolor
Reissues Held
(Continued from page 1)

to secure aged product that has a reputation for achieving good returns at the boxoffice.

In the opinion of the national Allied president, Walt Disney features cannot properly be labelled reissues no matter how old they are. Every seven years, he said, "Snow White and the Seven Dwarfs" can be regarded as a new picture, for there is always a new generation of youngsters emerging. On the other hand, he said, there is no apparent explanation for the non-availability of old Judy Garland pictures, which, in Snaper's view, can accurately be identified as first-rate reissue product.

The New Jersey membership meeting, which was preceded by a board meeting presided over by Irving Dolinger, was the scene of bitter expressions of resentment against distributors who sell their theatrical pictures to television. Snaper reported. Sid Sterp of the Aldon Circuit was named chairman of a committee which will line up "kiddie talent" for stage shows in the New Jersey theaters as a means of offsetting, if possible, the box-office decline. William Basle was named to handle promotion work in this connection.

Snaper announced that he sent in behalf of Allied a letter of congratulations to Roy O. Disney, president of Walt Disney Productions, on the latter's recent published announcement that Disney films would not be sold to TV.

WARNERS TENDER STOCK
(Continued from page 1)

stock sent to stockholders of the corporation. For the second redemption of stock last fall, the board of directors has appropriated $10,000,000 and fixed a maximum price of $15 per share for purchasing the stock. The purchase of 200,000 shares of stock owned by the Brothters Warner and their families would reduce their holdings from 1,124,298 shares to 924,298 shares, still approximately 25 per cent of the WB shares to be outstanding.

Using the $15 per share maximum as the base for figuring, the Brothers Warner would be paid $3,000,000 for the cancellation of their stock, providing all of it was accepted at the offering price, too, could be less than $15 per share.

Tenders Irrevocable
The letter to stockholders stated that tenders must be received by the Guaranty Trust Co. of New York of New York, agent for the corporation, on or before 3:00 P.M. April 4, 1952. All tenders at a lower price will be accepted before any tenders accepted at a higher price, it was said. The tenders are irrevocable last fall, WB appropriated $15,000,000 and bought up slightly over half of the maximum price of $15 per share.

In an accompanying financial statement, the net profit for the second quarter ending March 1, 1952 was estimated "substantially less" than the net profit of $2,014,000 earned during the corresponding quarter last year. However, it was pointed out, that the net profit for the six months ending March 31, 1952 was not to vary substantially from the net profit for the six months ending Feb. 24, 1951.

Divestiture Progress
Regarding the progress made in the divestiture of theatres, stockholders were informed that since Dec. 31, 1951, contracts have been entered into for the sale of seven theatres in fee including two theatres required to be divested pursuant to the consent judgment. The aggregate sale price for the seven theatres amounted to $369,800.

Turning to 20th-Fox's CBS color theatre Eidophor television system, he noted that the equipment has been utilized for religious themes, "We look to this development to revolutionize present methods of screen entertainment," said the president. "It's a marvelous kind of artistry to the motion pictures as attractions for the theatre-going public. We've demonstrated that Eidophor equipment would arrive here from Europe on Sunday and that demonstrations are planned in April." Commenting on complaints received from Protestant groups that religious films do not sufficiently cover Protestant subjects, Skouras said he acknowledged that the majority of "purely religious pictures...have been pointed out, however, that the situation was not due to Hollywood's partiality for any religion and said he would welcome religious themes.

"Our purpose," he continued, "is to fulfill the wishes of our audiences' for spiritual films regardless of whether they are Protestant or Catholic, whether they are based on the Old or New Testaments.

Truère to the industry and to Skouras was paid by Mrs. Jessie M. Bader, national president of the Council, who presided at the luncheon, and by Dr. Daniel Poing of the Christian Herald Association, who made the presentation.

Ralph D. Hetzel, Jr., head of the New York office of the Motion Picture Association of America, appeared in behalf of Eric Johnston, MPAA president. Others from the industry were Charles Einfeld, 20th-Fox vice-president in charge of publicity, and Sterling Silliphant, 20th-Fox publicity manager.

Mutual Productions
Set New Product

Policy for its first production, "Models, Inc." was set at Mutual Productions Corp.'s first international sales conference held here. Production heads Jack Dietz and George Bader also made plans for future releases, with immediate production being set for "Virgin Island Mutiny," "Monster from Beneath the Sea" and "High Bridge."
Skouras
(Continued from page 1)

of the pressure of other business, they feel that he might be able to do so, if only for an interim period. It is being suggested that he might be pre-
vented by the army, but this is unlikely, or until the next COMPO board meeting at which a new president could be elected.

Indications are that some such ef-
fort will be made in the near future.

Skouras was elected president of COMPO last month. He was in Zurich, Swit-
zerland, on a business trip at the time and, since he was not planned to persuade COMPO officials that his free time is insufficient to do justice to the post. Efforts to convince him otherwise may be initiated on the return to New York of Eric Johnston, Nicholas M. Schenck, Barney Balaban and other of Skouras's friends.

Meanwhile, Arthur L. Mayer, COMPO executive vice-president, who also is anxious to be relieved of his duties, has again had to postpone a promised European trip. Scheduled to leave early this month, he deferred his departure once more last month, and now has set the date back to the end of April. The COMPO board promises that the election will be given the greatest leeway in the choice of a successor to Mayer. Hence, until the presidency is officially filled, the designation, and new executive vice-president is in abeyance.

Martin & Lewis Hub
Draw Disappointing

Boston, March 11.—With the one week, in-person engagement of Dean Martin and Jerry Lewis scheduled to wind up at the New England Theatres Metropolitan here tomorrow night, a top gross of $75,000 for the engagement is being estimated. This is sub-
stantially below the over $100,000 hoped for in advance. The 4,100-seat house has been scaled to $1.80 top for the engagement.

Trade observers here feel that the price may have held down attendance, particularly in view of the fact that the Martin and Lewis starrer, "Sailor Beware," had approximately 15 book-
ings during the week in the Boston metropolitan area, and at an average admission price of 65 cents, evenings. Some of the film bookings were on the New England Theatres circuit.

Speakean Elected
C.E.A. President

London, March 11.—W. J. Speakean, Liverpool circuit operator, was elected president of the Cinematograph Exhibitors Association at its annual meeting here today. Speakean also is a director of Monarch Productions and of an accessory supply firm. He was former managing president of C. E. A., and succeeds Harry Mears.

Also elected were J. W. Davies, vice-president; and treasurer, Mr. Davies was chairman of C. E. A.'s London and Home Counties branch in 1948.

Carroll Puciatto, vice-president of Reaart Pictures and of J. & J. Broder Pictures, has returned from Eng-

land, where he negotiated deals for distribution throughout the Western Hemisphere for both theatres and television on a number of pictures, all recently produced.

Hollywood, March 11.—A five-day advance of dates for national "Mon-
"Monday in March" Week" was announced here yesterday.

The new date, May 16, will co-
incide with a planned national saturation booking of the Walter Mirisch Cincoolor production, "Wild Stallion," which stars Ben Johnson.

Trenton, N. J., March 11.—A pub-
lic hearing will be held at the State House here on Thursday on the pro-
posed bill to legalize bingo-playing in churches, clubs, etc., for charitable purposes.

John G. McCarthy, Motion Picture Association of America foreign de-
partment chief, will meet here today with foreign managers of MPAA member companies to review the present status of the Motion Picture Tax, to meet in Washington on Fri-

day of top officials of the MPAA, the Society of Independent Motion Picture Producers and the State Department.

A five-man exploitation staff, headed by Blake McVeigh, field project officer for 20th Century-Fox's "The Pride of St. Louis," will leave here this week for designated headquarters.

Leaving today for the St. Peters-
burg area in Florida will be Stirling Silliphant, 20th-Fox publicity man-
ager, who will stage a series of special previews at the Beach Theatre for ma-

dor league ball teams. McVeigh is now in St. Louis to set up premiere headquarters. Others in the field in-
clude Mark Kelly.

U. K. Budget Silent
On Admission Tax

London, March 11.—Chancellor of the Exchequer R. A. Butler's "tax and tax" budget, presented to Com-
mons today made no mention of the theatre admission tax. Observers be-
lieve he is prepared to discuss partic-
ulars of the tax incidence during a later stage of the fi-
nance bill.

Butler's budget imposes drastically increased prices on essential foods, in-
ccluding meat, bread and milk, and steepens bank credit interest rates in addi-
tion to the imposition of other anxieties.

Farrell Will Promote
20th's 'Sun Shines'

Twentieth-Century-Fox has en-
gaged the Lynn Farrell organization to conduct a large-scale publicity exploitation campaign for its forthcoming color in Technicolor feature, "The Marrying Kind." As soon as the preliminary work is completed, it was announced here by Charles Emfield, 20th-Fox vice-president.

The Farrell office will develop plans to make a national event of the world premiere.
Fact No.1

...about magazines and motion pictures!

Monthly Magazines are continually pre-selling their multi-million audiences with reviews, articles and stories about Hollywood personalities. That is why Motion Picture advertising in Monthly Magazines enjoys the highest readership of all advertising classifications.

Magazines Go to 82.5% of The Nation's Homes — Everybody Reads Magazines!

COMPANION

Woman's Home

CURRENT CIRCULATION: MORE THAN 4,300,000

**Television--Radio--**

**Comment and Opinion**

O NLY 13 of the nation's 108 television stations reported losses in 1951, the FCC says. Eight of the 13 were located either in New York or Los Angeles where there are seven TV stations in each city. Total TV broadcast revenues for the year came to $239,000,000 before taxes, more than double the $105,900,000 taken in in 1950. Radio income dropped to $10,400,000 from $18,700,000 in 1950.

It might be assumed that a half-hour religious program, scheduled at a time when Milton Berle holds forth on NBC and Frank Sinatra croons on CBS, doesn't stand much of a chance of attracting an audience. "Life is Worth Living" over the DuMont television network, starring Rev. Fulton J. Sheen, Auxiliary Bishop of New York, proves how wrong such a guess can be.

Bishop Sheen's only prop is a black-board, but he has decidedly no drawing talent. The setting of his program is a dignified office-living room. For one half hour he is out there alone facing the camera with no support to lighten the burden. Yet, the show is alternately fascinating and humorous as Bishop Sheen delivers an informal, philosophical discourse on life and living.

He has uncanny stage presence and a truly delightful and spontaneous sense of humor. His timing and delivery are ready-made for television and his personal dignity, accentuated by his vestments, gives added weight to his sermon. His talk favors the Catholic point of view, but is completely acceptable to all faiths. The DuMont network has all reason to be proud of this program.

Among the many panel and interview programs currently on television, "United—Or Not" over ABC-TV stands out as one of the most instructive and best co-ordinated. The guest on last week's show, Carroll Binder, editor of the Minneapolis Tribune and U. S. delegate to the U.N. Subcommission on Freedom of Information, was questioned by the corresdpondents about the proposed code of ethics for journalists. "United—Or Not" takes an international point of view and never lets the audience down.

**People:** Walter Winchell returning to his cimmenting chores over ABC Radio... Drew Pearson coming to television over ABC-TV starting May 4... Ted Gott, hard-driving general manager of WNBC and WNBT, named a vice-president of NBC... Charles A. Comiskey II joins the Liberty Broadcasting System... Thomas Mitchell signed to an exclusive contract with ABC as player, consultant, producer and director... Dagmar returning to TV over NBC.

NBC-TV put on another one of its television operas, "The Barber of Seville" last week and proved convincingly that opera on TV can be both a treat to the eye and the ear. Peter Hermann Adler, the producer in charge of these opera presentations, this time succeeded in fusing the various elements into a highly enjoyable whole. It's too bad that the network can not find a better time than 11:45 at night for these, shows. If carefully selected, they should appeal to a wide audience.

Albany was informed this week that the FCC is allocating three channels in New York exclusively for non-commercial, educational and cultural purposes. These channels can do the job just as well. WNBC and WNBT, NBC radio and TV outlets in New York, are launching an impressive schedule of educational broadcasts Sunday. The subject of their study is New York's school system. There has been an impressive rise in educational shows on the air lately.

DuMont and RCA offering UHF transmitter equipment. Too bad about DuMont's "Famous Jury Trials" going off the air. .. John P. Crackell, DuMont's "Dial 100" Monday. Crackell, who stood up like Gracie Allen is hardly enough to fill a whole show. And it may strike some as quite tasteless too. . . . Robert Montgomery's "Guardian of the Clock," a great show over NBC-TV Monday... The radio-TV code for the political conventions is a good thing... Brian Donlevy off to a promising start in his new TV series, "Dangerous Mission." ... "Big Town" on CBS-TV to be filmed... Josephine Hull and John Forsythe quite a team on "Lights Out," rapidly turning into a first-rate thriller show... All the networks giving intensive coverage to the New Hampshire primaries.

Fred Hift
**Reviews**

**“The Marrying Kind”**

(Columbia)

FRESH from her laurel-winning appearance in “Born Yesterday,” Judy Holliday is back again in another picture of novel appeal. “The Marrying Kind” is a sort of cakewalk of years of a young married couple. There is humor and pathos, sorrow and hope in the story which endeavors to present a portrait of married life without incense. Wisely, script-writers Ruth Gordon and Garson Kanin have written a story with a fine comic edge and an occasional touch of whimsy. It adds up to entertainment that is substantial enough to lure the average patron out of his way to see it.

There is always something delightful about a characterization by Miss Holliday and here she runs a full gamut of emotion. Aldo Ray, who plays his first important role in this film as her husband, gives a sincere and credible portrayal that leaves an impression.

The story opens in the chambers of a domestic relations court judge where Miss Holliday and Ray are seeking a divorce after years of marriage. Each digs into memory and sorts out amusingly conflicting versions of the courtship and marriage.

The story is put into focus through a series of flashbacks and George Cukor’s capable direction handles them unobtrusively. After marriage there come children—two of them—hopes, frustrations, romance, fun, friction, and a touch of tragedy. It all unfolds in patterns that are emotionally moving, although occasionally repetitive. The story ends touchingly, as it should. Miss Holliday and Ray, in reliving their problems, realize the bonds between them and see the stupidity of allowing the marriage to expire in divorce.

Many scenes in Bert Granet’s production were shot on location in New York City thus adding a note of visual authenticity to the picture. Others, lending acting support are Madge Kennedy, the judge; Sheila Bond, Miss Holliday’s sister, and John Alexander, as the former’s husband.

Running time, 93 minutes. General audience classification. For April release.

**“Deadline—U.S.A.”**

(20th Century-Fox)

HUMPHREY BOGART is here presented in a role custom-built for his talents. He plays a two-fisted managing editor who lives the fearless creed of all great newspapermen. Richard Brooks has concocted a screenplay that is briskly paced and packed with solid entertainment values. It should register well at the box-office.

Notable support is given Bogart in roles played by Ethel Barrymore, Kim Hunter and Paul Stewart. The plot is developed on three main levels of conflict. First there is the struggle of Bogart against an underworld czar, Martin Gabel, who has contempt for law and order. Then there are Bogart’s difficulties with his divorced wife, Miss Hunter, whom he would like to remarry but who is being courted by an advertising man. And, finally, there is the battle between Bogart and the sanctimonious newspaperman on the verge of a sale to a publisher who is scarcely interested in the principles of fighting journalism.

Brooks, who also directed, strings out these major threads with a maximum of suspense and growing interest. Considerable melodramatic force is derived from Bogart’s battle with the underworld. The mystery of a dead blonde found floating in a river has the mark of Gabel’s work and Bogart throws his entire staff into grooving it successfully. Involved are some highly tense and exciting sequences.

Miss Barrymore, as one of three owners who inherited the paper, plays a grand old lady who makes a gallant attempt to save it from passing into lesser hands. Although the final sale of the paper leaves Bogart without a job, he thunders out his answer to underworld threats with the roll of a free and fearless press. Bogart’s marital problem ends happily with Miss Hunter returning to his side. Sol C. Siegel produced.

Running time, 87 minutes. General audience classification. For May release.

**“Kisenga, Man of Africa”**

(Two Cities—International Releasing Organization)

THE EFFORTS of medical science to make inroads in the prejudice-ridden Tanganyika Territory of British East Africa are documented vividly in “Kisenga, Man of Africa.” Under the supervision of Filippo Del Giudice the film has been given lavish production treatment, including color by Technicolor.

Robert Adams plays the title role as the native who leaves Africa for England where he becomes a success as a concert pianist and composer. Upon returning to Africa he finds prejudice and ignorance allied against him. When he tries to persuade the natives to leave the district because of a spreading disease they mock and laugh at him. The natives put their faith in the witch doctor while Adams places his faith in modern medicine. Finally, in a showdown scene he challenges the witch doctor to put his curse on him. Burdened with worry and depression, Adams comes close to death, but finally through the enlightened ministrations of Eric Portman, a district commissioner, and Phyllis Calvert, a medical doctor, he rallies, gets better, and puts the forces of superstition to rout.

There are exotic glimpses of native customs and dances in the picture. Occasionally the pace grows sluggish.

John Suito produced and Thorold Dickinson directed, from the screenplay by himself and Herbert W. Victor.

Running time, 90 minutes. General audience classification. March release.

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**Sold Out!**

Despite the enlarged print order for the 1951-52 edition of Motion Picture ALMANAC the demand has exceeded the supply. Sales have substantially topped the previous record set by last year’s edition. It is clear that the demand for “the industry’s most-wanted, most-often-used reference book” continues to grow greater each year.

The 1952-1953 edition of the ALMANAC will be the largest and most comprehensive in its 25-year history. We now invite advance reservations at the still unchanged price of $5 per copy postpaid.

Quigley Publications, 1270 Sixth Ave., New York City
START INTERVIEWING 'EM NOW...

YOU'LL NEED PLENTY OF 'EM WHEN YOU PLAY

WITH A SONG IN MY HEART

THE JANE FROMAN STORY - COLOR BY TECHNICOLOR

There's No Business Like 20 Business!
Insider’s Outlook
By RED KANN

Dick Dickson’s report to the TOA on film cycles and addenda supplied by this observer reminded Senn Lawler of Fox Mid- west Amusement Corp. of “Research Is the Answer,” a year-old pamphlet written by C. Rhoden, president of that circuit. His views were pertinent then and still are: “Naturally, brains cannot be regimented nor inspiration produced on order, but the principles of management engineering might be applied to the mechanical phases of production. Intelligent research might indicate that it would be wise and profitable to institute periodic interstudio story conferences to avoid duplication in subject matter. Thus, by mutual agreement, unprofitable film cycles would be avoided. Research might also recommend a releasing pool to prevent flooding the market with pictures of similar entertainment content, as often transpires, and provide instead an even flow of variety entertainment. Surely a much more satisfactory situation could be developed than that which exists today in distribution if the studios would agree among themselves, each to produce so many dramas, so many musicals, so many comedies, so many documentaries... and time their releases to avoid competition between the same type of attractions at the boxoffice.”

What’s required on this problem is far less the need for research than the determination to do something about it.

CREDIT National Screen Service with a “first”: a preview of an impressive lineup of accessories for “Quo Vadis,” developed in conjunction with M-G-M. Limited to the trade press, the invitation list well might have embraced exhibitors. They would have been interested.

This was a test run, held to the one attraction. But NSS points out such regular and special material has been whipped up on other pictures for other companies, too.

This interesting idea now heads, for a repeat at some future date on a distributor-wide basis and will be designed to demonstrate the range of selling aids of modern merchandising methods.

Treasury Opposes Cut in Federal Admissions Tax

Would Offer UPT Theatre TV Events To Others: O’Brien

Washington, March 12.—United Paramount Theatres would not take exclusive theatre television rights to any event, UPT vice-president Robert H. O’Brien said today.

O’Brien told the Federal Communications Commission’s “catchall” Paramount hearing that the company would make such rights available to all theatres equipped with television. (Continued on page 3)

Kirsch Is Reelected Head of Ill. Allied

Chicago, March 12.—Jack Kirsch was reelected president of Allied Theatres, Illinois, today for a three-year period at the organization’s 22nd annual election meeting. Reelected for one-year terms were: Van A. Nomiros, vice-president; Ben Banowitz, secretary-treasurer; and directors Leonard Bland, Basil Charnias, Jack Clark, James Gregory, Robert Harrison, Verne Langdon, Charles Lindau, Howard Lubliner, Samuel Marks, Richard Salkin, Nathan Stott, and Joseph Stereo. Nicholas Sars, Arthur Schoenstadt, and Bruce Trinz were elected to the board for the first time. (Continued on page 3)

Paramount Has New Plan For Milwaukee Clearance

Milwaukee, March 12.—The Paramount exchange here has sent to Milwaukee exhibitors a new clearance and availability schedule which it will start with the first oiling run of “Sailor Beware” on March 23. Paramount has divided the Milwaukee releasing area into four areas, the Northeast area, the West area and the South. In addition, downtown Milwaukee, after first-run in Milwaukee, will be considered an area. Each area, except downtown, has been divided into two districts. Each exhibitor has a map showing the areas and the theatres within each. Exhibitors have also received a “request for offer” to be used by any of them in submitting any offer under this plan. A single first oiling run in each area will be licensed to one theatre in that area with every theatre in the area having an equal competitive opportunity. (Continued on page 6)

Tells House Ways and Means Committee Its Repeal or Reduction Has ‘Low Priority,’ Won’t Cede It to States, Municipalities

By J. A. OTTEN

Washington, March 12.—The Treasury Department believes repeal or reduction of the Federal admission tax “would have a relatively low priority in any future Federal tax reduction program.” This is true, the Treasury says, “because it is imposed on a relatively non-essential service and is distributed fairly progressively with respect to the lower and middle income groups.”

Moreover, the Department feels, relinquishment of the admissions tax by the Federal government in the interest of coordinating Federal-state-local taxes “would be good policy only if state and local governments made approximately equal effective use of this revenue source within a reasonably short time.” If this were not done, the Treasury adds, the revenue lost to the combined Federal-state-local tax system might have to be made up from other sources “less desirable to the economy.”

The Treasury’s views, which include many other objections to reduction or elimination of the 20 per cent Federal box-office tax, were made known in a

(Continued on page 6)

Would Picket Films With ‘Reds’ in Them

Washington, March 12.—The District of Columbia department of the American Legion is thinking of asking the next national Legion convention to order nationwide picketing of films that have “known Communist Party members and fellow travelers associated with them.”

This was announced by William J. Holliman, commander of the district department, at a news conference.

Gold Seal Sues RKO For $1,125,000

Hollywood, March 12.—Gold Seal Productions, owned by Jack Skirball and Bruce Manning, today sued RKO Pictures for $1,125,000, charging the latter broke an agreement to publicize and distribute “Appointment in Saigon.” The plaintiff asserted that an agreement, made in 1950, called for RKO to pay Gold Seal $1,125,000 plus 20 per cent of the net income from the picture.

(Continued on next page)
Cincinnati Reports Healthy Grosses

Cincinnati, March 12.—Grosses for the most part are continuing the downward trend featured here a few weeks ago. Outstanding examples are “Quo Vadis,” which grossed $14,000 at the RKO Albee, and “The Greatest Show on Earth,” which took $21,500 for a third week at the Capitol. Both pictures are playing at a 90-cent-$1.25 scale. “The Million Dollar Mermaid,” which is big with an estimated $15,500 at Keith’s and “The African Queen,” grossed a relatively impressive $7,500 on its third downtown week at the RKO Lyric.

House Unit Passes FCC Measure

Washington, March 12.—The House Commerce Committee today approved a technical bill to overhaul the Federal Communications Commission and the FCC Act. The measure has already passed the Senate, but the House committee made numerous changes. One change would write into the bill a Congressional intent that the FCC not deny a radio or TV license to any applicant solely because he owns or controls primarily an organization that is engaged in the gathering and dissemination of information.

Covers Only Newspapers

Committee members said there had been some discussion of covering films in this section, but that they felt the section as finally drawn covered only newspapers. They said this did not mean they thought the FCC should deny licenses to film companies, but only that they thought newspapers the only group needing specific legislative protection in this connection. Another change made by the House Committee is aimed at protecting the investors. This is done by a renewal of his license, by requiring the new license to buy at a reasonable price the property of the old licensee.

Meet with Skouras on COMPO Acceptance

Arthur L. Mayer, retiring executive vice-president of the Council of Motion Picture Organizations; Robert W. Coyle, special counsel, and Charles E. McCarthy, information director, met yesterday with Spyros P. Skouras, 24th Century-Fox president, to persuade the latter to accept the presidency of COMPO. Skouras was elected president of the all-industry agency by the COMPO board last month, but was said to have been reluctant to accept the presidency because of the pressure of company business.

The result of the meeting yesterday was that Mayer, Skouras, Robert, and four were said to have engaged in a prolonged conference.

William F. Rodgers, M-G-M distribution vice-president, is due back here Monday from a Miami address.

Paul W. Kayser, newly appointed manager of the Panama branch of the World Wide Film Enterprises, was here from Panama on New York yesterday on the S. S. Panama.

Howard Dietz, M-G-M vice-president and ad-publicity director, and Dan S. Terrell, exploitation head, will return to New York Monday from the Coast.

William Carpenter, station manager of KFWV in Norfolk, has been appointed sales representative of United Artists Television in Norfolk and Richmond.

Jerry Fairbanks, head of the firm bearing his name, is in Miami from Hollywood.

Bill Blowitz, publicist, flew here last night from the Coast.

BARNEY BALABAN, president of Paramount Pictures, will return here tomorrow from Florida.

ERNEST T. CONLON, executive secretary of Allied Theatres of Michigan, was appointed to the honorary office of past executive secretary of the Detroit Variety Club.

MICHAEL POWELL, British producer, is in New York, and will leave here over the weekend for a ‘round-the-world combination business and pleasure trip.

NORMAN S. ROBERTSON, a director of Famous Players Canadian Co., has been named a director of the Toronto General Trust Co.

ERIC JOHNSTON, president of the Motion Picture Association of America, will fly to New York from Hollywood today.

CHESTER ERRISKE, RKO Pictures design head, and his wife, sailed for rope here from the S. S. Libertus Tuesday.

Modernized Sabbath Bill Is Named Platf Is Named Ayde to Nat Levy

ALBANY, N. Y., March 12.—The Senate today unanimously passed a Sabbath Committee bill modernizing the penal law relating to Sunday entertainment and sports. The Assembly took action last week.

The measure, recommended by a Sabbath Observation Committee headed by Lew W. Young of Yonkers, will probably go to Gov.-Gov. Thomas E. Dewey as a 30-day bill, inasmuch as he advocated overhauling alumni Sunday statutes, with the elimination of “more glaring inconsistencies” during the present session. The legislation, its sponsor, believes certain.

One effect of the bill would be to legalize continuance of Sunday performances before 2:00 P. M., where they are now held. Decisions on Sabbath entertainment and spectator sports is to be by local option.

N.Y. Ads Herald ‘Deadline’ Bow

Current gangland headlines in New York are tied in with a series of ads in city newspapers on 20th Century-Fox’s “Deadline,” opening tomorrow at the Odeon Theatre.

The ads, inserted under the supervision of Charles F. Lenchik, executive vice-president in charge of advertising-publicity, shows action scenes from the picture in news-cut and caption style.

De Sica Arriving Today

Vittorio De Sica, Italian director of “Shoeshine,” “Bicycle Thieves” and “Miracle in Milan” and star in the forthcoming “Tomorrow Is Too Far Away” at Loura’s State Theater next week, will arrive here today from Italy.

The need for copper scrap is urgent. SAVE THESE COPPER DRIPPINGS.

MPA Acts to Gain Ground in Jap. Belgian Campaigns

Foreign managers of Motion Picture Association of America member companies yesterday were informed of steps that have been taken by the MPA to seek a reduction of Belgium’s threatened remittance restrictions. Additionally, they exchanged with H. M. Kumashiro, Japan’s deputy finance commissioner, on film export conditions.

These were the principal features of the conference here held along with John G. McCarthy, MPA foreign department chief, who told them he will join Eric A. Johnson, MPAA foreign department vice-president, in Washington tomorrow for a review of the French market situation with State Department officials. A new Franco-American film agreement is due to be negotiated this spring.

Fayette W. Allport, MPAA European manager, who is in Brussels, has been instructed to work out with the Belgian government a remittance formula that will not call for debarring all American films in that country and other similar requirements. It is conceded that the Belgians are intent on working out a situation that will protect the American film industry, but for the time being an arrangement in view of their dismal dollar position, but U. S. film companies, equally intent on avoiding terms that are too severe from their standpoint.

In an informal discussion at the MPAA office here, Kumashiro, who soon will depart for Brazil on a Japanese trade mission, gave a detailed account of his country’s financial situation and the current scarcity of foreign currency. McCarthy and the foreign managers sought to persuade Kumashiro that it would be to Japan’s economic advantage to admit a free flow of U.S. pictures. It was pointed out to him that the American companies’ experience in Japan has been that with a greater number of U.S. films imported benefits such as increased trade and stimulation of native film industries resulted.

MPA’s McCarthy is Decorated by Italy

John G. McCarthy, Motion Picture Association of America vice-president in charge of the foreign department, yesterday received from Dr. Aldo M. Mazio, Italian Consul-General in New York, the Italian government’s Star of Solidarity in recognition of his ‘efforts in behalf of friendly relations between the American film industries of the U. S. and Italy.”

The presentation was made at a reception in the presence of Dr. Lorenzo Baracchini, Italian Vice-Consul; Dr. Renato Guinaldo, general manager of Italian Film Export, and Julius Zorgniotti, managing director of FPE.

Ritz Cuts Prices

MEMPHIS, March 12.—The Ritz Theatre here today cut full admission prices to $0.50 to 50 cents.
NEWS in brief...


columnist, O., March 12—Neighbor- 
hood and downtown houses are 
uniting in a series of monthly promo-
tions in which persons of key indus-
tries will be invited to attend "Movies 
under the stars" at Latouwe's Theatres.

March 12—Gayl Hendricks, 64, opera-
singer and composer, was the guest 
announced at a meeting of the New York 
Music Club Tuesday night.

March 13—The last of the new 
little league baseball season was 
played at the stadium on 
Friday night, with the Caddick 
Cubs defeating the 
Krispy Kreme 1-0.

March 15—The mayor 
announced that the 
annual 
staff picnic will be held 
next Thursday.

March 15—The local 
chapter of the National 
Association of Women in 
Business will hold a 
meeting at the 
Hotel Lincoln next 
Monday night.

March 16—The school 
district announced that the 
summer session will begin 
next Monday.

March 17—The local 
chapter of the National 
Education Association 
will hold a 
meeting at the 
Hotel Lincoln next 
Tuesday night.

March 18—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Wednesday night.

March 19—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Thursday night.

March 20—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Friday night.

March 21—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Saturday night.

March 22—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Sunday night.

March 23—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Monday night.

March 24—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Tuesday night.

March 25—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Wednesday night.

March 26—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Thursday night.

March 27—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Friday night.

March 28—The local 
chapter of the National 
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will hold a 
meeting at the 
Hotel Lincoln next 
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March 29—The local 
chapter of the National 
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meeting at the 
Hotel Lincoln next 
Sunday night.

March 30—The local 
chapter of the National 
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will hold a 
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Hotel Lincoln next 
Monday night.

March 31—The local 
chapter of the National 
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will hold a 
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Hotel Lincoln next 
Tuesday night.

April 1—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
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Wednesday night.

April 2—The local 
chapter of the National 
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will hold a 
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Hotel Lincoln next 
Thursday night.

April 3—The local 
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Endowment for the Arts 
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Hotel Lincoln next 
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April 4—The local 
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April 5—The local 
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April 6—The local 
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April 7—The local 
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April 8—The local 
chapter of the National 
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April 9—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
Thursday night.

April 10—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
meeting at the 
Hotel Lincoln next 
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April 11—The local 
chapter of the National 
Endowment for the Arts 
will hold a 
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April 12—The local 
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April 13—The local 
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April 14—The local 
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Sunday night.
The big f

NOW! FROM WARNERS!
"BUGLES IN THE AFTERNOON"
WILLIAM CAGNEY PRODUCTION

NOW! FROM WARNERS!
"ROOM FOR ONE MORE"

NOW! FROM WARNERS!
"I'LL SEE YOU IN MY DREAMS"

NOW! FROM WARNERS!
"THIS WOMAN IS DANGEROUS"
Treasury Opposes Tax Cut

(Continued from page 1)

study on "Federal-State-Local Tax Coordination," given to the House ways and means committee and released to the press group.

While the study does not say so outright, it leaves the inference that the Treasury might accept a "tax credit" approach to state and local taxes, which the U.S. would continue to levy the admissions tax at a 20 per cent rate, but would give a credit for similar taxes paid to state and local governments.

This would serve to hold the combined Federal-state-local tax load to 20 per cent, instead of allowing it to go up as high as 30 per cent, as the Treasury says "frequently" occurs at present.

The American Municipal Association has suggested this approach as an "intermediate" step toward complete elimination of the Federal admissions tax.

The whole subject came up when a special House ways and means subcommittee made recommenda- tions for elimination of overlapping federal, state and local taxes, met with representatives of city and mayors associations this morning. The meeting concluded that no definite recommendations could be made, since the Treasury's position be- cause of what Federal spending the states would take over before there could be a determination of what Federal revenue the states could take over. It was decided to support a pending bill to set up a governmental Commis- sion to study the whole problem of functions and revenues.

The Treasury study, prepared by the tax advisory staff, pointed out that 20 states now tax theatre admissions with approximately half using a two per cent rate but with four states going up to 10 per cent. It said special admission taxes were levied in only eight of the 25 states, the others including admissions in the base of gener- al taxes, and that the special admissions taxes by municipalities was "a significant recent development, with 15 states using this, sometimes as high as 10 per cent."

State and local governments have long argued the study continued, that the admission tax is one particularly hard to curb on their use, and have said the 20 per cent Federal tax rate is so high as to bar state and local governments from more exten- sive use of this tax. It noted that proposals to deal with the situation have included, at the suggestion of the Federal government from the admissions tax field, a reduc- tion in the Federal tax, a pricce exemption on tickets of less than certain cost, Federal sharing of admission tax reve- nue with the states, counties, cities, and a tax credit scheme.

The study then commented on each of these suggestions. In further oppo- sition to repeal or reduction of the Federal tax, it said the cities would have to wait to levy their taxes until the states passed legislation enabling them to adopt it and suburban areas would not, "leav- ing sharp discrimination between firms operating in the city and those in ad- joining areas outside the city's juris- diction." The Treasury also said that the Federal government tries to tax all admissions, that the "quality of treatment among competing amuse- ments," but that the states and cities might not do this, and so bring "discrim- ination among divergent groups of admissions competing for the con- sumer's amusement money."

Use of price exemptions for low- priced tickets was characterized by the Treasury as "the least satisfactory method of reducing the Federal tax." It said this system would give a rela- tive advantage to the film industry over other amusements because "its price is substantially lower than that for other entertainments."

The Treasury study also objected to proposals that the state and local gov- ernments withdraw from the admiss- ions tax field and merely share in the revenue the U. S. gets from this source. It said this would require more detailed record-keeping and difficult-to-obtain agreements on which govern- ment units would get how much. The Treasury's most favorable comments went to the tax credit scheme. It said increased state and local taxa- tion would be encouraged by the desire to hold the money which the cities would give to the Federal government, but at the same time state and local discretion as to using their revenue would be preserved. The credit device also would improve uniformity of admis- sions taxation, since it would elimi- nate the current multiple rates, the Treas- ury said.

U.K. Exhibitor Plan For Tax Cut Barred

LONDON, March 12—Chancellor of the Exchequer R. A. Butler told Com- mittee which has been examining the British Exhibitors Association's plan for revision of the entertainment tax that "Two defects—it would cost the government several million pounds and would mean an increased expenditure for American films." When the Treasury's remarks are not- regarded as closing the door on negotia- tions for revision of the tax at some time during the course of the government's fi- nance bill.

Merchants Take Theatre

CHICAGO, March 12—The Home- wood Theatre at Homewood is being taken over by a group of the town's merchants in an effort to keep the house from going dark.

enthusiasm to make an offer. Immedi- ately after this first run, one second outlying run will be offered. Then one second-run will be offered to the next district, and the runs subsequent to the foregoing will be licensed by negotiation to those the- matically the last one not obtained one of the foregoing runs.

When a license has been granted for the first and second outlying runs in each such district, the next run is to be the rezoned area or district is invited to do so.

This results in every theatre having in equal opportunity to compete for their run in its area or district.
**Dangerous Bait...**

for any killer...is this reckless woman who risks her lovely neck for the runaway guy she goes for!

RKO presents

ROBERT MITCHUM

JANE RUSSELL

WILLIAM BENDIX

in

**MACAO**

with THOMAS GOMEZ • GLORIA GRAHAME

Directed by JOSEF von STERNBERG • Screenplay by BERNARD C. SCHOENFELD and STANLEY RUBIN

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**TRADE SHOWINGS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Showing Date</th>
<th>Showing Time</th>
<th>Theater</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALCANY</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Fox Screening Room 106 Broadway</td>
<td></td>
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<tr>
<td>ATLANTA</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>RKO Screening Room 195 Luckie St. N.W.</td>
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<tr>
<td>BOSTON</td>
<td>3/18</td>
<td>1:30 P.M.</td>
<td>RKO Screening Room 122-28 Arlington St.</td>
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<tr>
<td>BUFFALO</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Mo. Pit, Que. Ser, Rm. 498 Pearl St.</td>
<td></td>
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<tr>
<td>CHARLOTTE</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Fox Screening Room 308 S. Church St.</td>
<td></td>
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<tr>
<td>CHICAGO</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>RKO Screening Room 1300 S. Wabash Ave.</td>
<td></td>
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<tr>
<td>CINCINNATI</td>
<td>3/18</td>
<td>8:00 P.M.</td>
<td>RKO Screening Room 12 East 6th St.</td>
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<tr>
<td>CLEVELAND</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>Fox Screening Room 2219 Payne Ave.</td>
<td></td>
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<tr>
<td>DALLAS</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>Republic Screen, Rm. 412 S. Harwood St.</td>
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<td>DENVER</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Paramount Ser, Rm. 2100 Stout St.</td>
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<tr>
<td>DES MOINES</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Fox Screening Room 1300 High St.</td>
<td></td>
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<tr>
<td>DETROIT</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>Blumenalk's Ser, Rm. 2310 Cass Ave.</td>
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<tr>
<td>INDIANAPOLIS</td>
<td>3/18</td>
<td>1:00 P.M.</td>
<td>Universal Ser, Room 517 N. Illinois St.</td>
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<tr>
<td>KANSAS CITY</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>Paramount Ser, Room 1800 Wyandotte St.</td>
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<tr>
<td>LOS ANGELES</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>RKO Screening Room 1900 S. Vermont Ave.</td>
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<tr>
<td>MEMPHIS</td>
<td>3/18</td>
<td>12:15 Noon</td>
<td>Fox Screening Room 151 Vance Ave.</td>
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<tr>
<td>MILWAUKEE</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Warner Screening Rm. 212 W. Wisconsin Ave.</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>3/18</td>
<td>1:30 P.M.</td>
<td>Fox Screening Room 1015 Carri Ave.</td>
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<tr>
<td>NEW HAVEN</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Fox Screening Room 46 Whiting St.</td>
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<tr>
<td>NEW ORLEANS</td>
<td>3/18</td>
<td>10:30 A.M.</td>
<td>Fox Screening Room 200 S. Liberty St.</td>
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<tr>
<td>NEW YORK</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>RKO Screening Rom 630 Ninth Ave.</td>
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<tr>
<td>OKLAHOMA</td>
<td>3/18</td>
<td>10:30 A.M.</td>
<td>Fox Screening Room 10 North Lee St.</td>
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<tr>
<td>OMAHA</td>
<td>3/18</td>
<td>1:00 P.M.</td>
<td>Fox Screening Room 1502 Davenport St.</td>
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<tr>
<td>PHILADELPHIA</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>RKO Screening Room 250 N. 13th St.</td>
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<tr>
<td>PITTSBURGH</td>
<td>3/18</td>
<td>1:30 P.M.</td>
<td>RKO Screening Room 1509-13 Blvd. of Allies</td>
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<tr>
<td>PORTLAND</td>
<td>3/18</td>
<td>2:30 P.M.</td>
<td>Star Screening Room 925 N.W. 19th Ave.</td>
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<tr>
<td>ST. LOUIS</td>
<td>3/18</td>
<td>1:00 P.M.</td>
<td>RKO Screening Room 3143 Olive St.</td>
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<tr>
<td>SALT LAKE CITY</td>
<td>3/18</td>
<td>1:15 P.M.</td>
<td>Fox Screening Room 210 East 1st St. South Temple</td>
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<tr>
<td>SAN FRANCISCO</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>RKO Screening Room 251 Ride Ave.</td>
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<tr>
<td>SEATTLE</td>
<td>3/18</td>
<td>1:00 P.M.</td>
<td>Jewel Box Ser. Room 2318 2nd Avenue</td>
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<tr>
<td>WASHINGTON</td>
<td>3/18</td>
<td>2:00 P.M.</td>
<td>Film Center Ser, Rm. 932 New Jersey Ave.</td>
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NEW YORK CELEBRATES HOLLIDAY TODAY!

And this time it's a legal Holliday!

COLUMBIA PICTURES presents
JUDY HOLLIDAY
The Marrying Kind

OPENS TODAY · VICTORIA, N.Y.
COMPO Heads

Heineman, Youngstein to Hold Progress Confabs

William J. Heineman, vice-president in charge of United Artists sales, will leave New York over the weekend for Boston, accompanied by Max E. Youngstein, UA vice-president, to launch a series of meetings with United Artists branch personnel and individual exhibitors. They will bring before the whole UA force an analysis of sales and merchandising programs for upcoming releases scheduled for release this year.

The meetings, which ultimately will cover every UA branch in the United States and Canada, will be attended by branch managers, salesmen, office managers and bookers. Heineman and Youngstein will alternate.

(RKPO Stock Disposal

Negligible progress in the sale of RKPO Theatres' minority stock interest in Metropolitan Playhouses, Inc., an interest it must dispose of under terms of its consent decree, is reported by RKPO Theatres executives. RKPO Theatres states that time

Expect Admissions

To Stay Uncontrolled

Washington, March 13. — Film admissions and rentals will remain free from government price control in any law Congress passes this year to extend the Defense Production Act, Capitol observers believe.

Both the original law in 1950 and the extender voted last year contained provisions exempting these prices from control. With hearings already started in the Senate and slated to start late this month in the House, no pressure has developed to end this exemption.

(Continued on page 5)

Ask's Aids to Film Sales

Chicago, March 13.—A plea for distributor assistance in the form of special showmanship campaigns to stem the closing of more Chicago theatres was made by Jack Kirsh, president of Allied, in his annual report to the organization.

"The official three percent city tax

Okay Construction Of Six; Deny Two

Washington, March 13.—The National Production Authority today announced approval of another six theatre construction projects, and the denial of two projects. The actions were contained in a supplemental list of February decisions on applications for all types of

QP Showmanship Awards to Grossman and Harrison

Louis Grossman, manager of the RKPO Alden Theatre, Jamaica, L. I., and John Harrison, manager of the Lyric Theatre, Waycross, Ga., have been designated the twin Grand Award winners of the 1952 annual Showmanship competition conducted by the Managers' Round Table of Motion Picture Herald.

A third award, the Quigley Overseas Grand Award, won by Florent Schollhart, proprietor of the Agora Theatre, Brussels, Belgium. Fifty-one judges, made up of distribution

Humphrey Bogart

and Katharine Hepburn

Produced by S. P. Eagle
Directed by John Huston
Color by Technicolor

7 Complaints Before Grievance Board

Atlanta, March 13.—The T.O.A Southeren grievance panel met here yesterday at the Hotel Piedmont where seven complaints were entered against exchanges, but they will not be reported until an arbitrators meeting is held on April 13. At that time, J. H. Thompson reported, there would be about 25 more complaints. O. C. Lam, Ray Edmondson, Jay Solomon and Bill Griffin comprise the grievance board.
Personal Mention

Leon J. Bamberger, RKO Pictures sales promotion head, will address the Theatre Owners of Oklahoma convention in Oklahoma City on March 24.

Gene Arnet, of the Variety editorial staff, and Doles Kuthy, secretary to M. H. L. Davis, channel Goldwyn's assistant ad-publicity director, have become engaged.

Charlton Heston and his wife, Betsy Ives and William Pizor, vice-president of Lippert Productions, will fly to London from here Sunday via BOAC.

Allen M. Wood, motion picture editor of the Hartford Times, will fly to Los Angeles Sunday for a week's stay.

Sir Philip Warner, chairman of Associated British Pictures Corp., Ltd., will leave here today for England aboard the S.S. Queen Mary.

Arthur Mason of the Harold Samelson office, will leave here today for Philadelphia.

Michael Hyams, vice-president of Globe Films, left here by plane yesterday for London.

Bert Oem of of Redbook magazine, returned here yesterday from the Coast.

Hugh Herbert, 66, Dies on the Coast

Hollywood, March 13.—Hugh Herbert, film comedian of "Woo-Woo" fame, died of a heart ailment last night at his home here at the age of 66. Herbert's brother, Jimmy, who is a leading character actor, appeared in 40 pictures between 1933 and 1938.

Among the pictures were: "Ever Since Eve," "Beauty for Sale," "Kismet," "Men in Her Diary," "One Way Ticket," "Miracle Can Happen," "Beautiful Blonde from Bashful Bend."

Funeral arrangements were held up pending the arrival of his former wife from Texas. A brother also survives.

Devereux Jennings, Pioneer Cameraman

Hollywood, March 13.—Funeral will be held tomorrow at the Lincoln Memorial Mortuary, for Devereux Jennings, 67, pioneer cameraman, who died yesterday following a long illness. Jennings had been a cinematographer 42 years, the last 30 at Paramount, where he worked on all DeMille films from "Cleopatra" to "I Was a Movie Maker." After leaving the film industry, he sold his camera to John Ford, and later turned to photography. Ford's 1948 film, "The Greatest Show on Earth," notably on special effects. A brother, Gordon, also at Paramount, and two sisters survive.

Talks Open in U. S. And France On New Film Agreement

By Henry Kahn

Paris, March 11 (By Air Mail)—Talks looking to negotiation of a new French-American film agreement will be underway on two fronts by the end of this week. One site is here in Paris where a committee of the French Foreign Office and the French Ministry of Commerce. In Washington on Friday, officials of the Motion Picture Association of America and the Motion Picture Producers will meet with U. S. State Department officials on the subject.

U. K. Theatres Fear Austerity Effects

London, March 13.—Review of the time here of their fears that the new government's budget might call for increased taxation, British showmen are now assaying the possible effects of other phases of the new fiscal measures on theatre attendance.

Many industry officials point out that such regulations are designed to lessen the spending money available to the public for luxuries and that, while their full effect may not be felt for some time, they are almost certain to reduce theatre attendance eventually.

NEW YORK THEATRES

Radio City Music Hall

Rockefeller Center

Geil B. D'Amille's

"The Greatest Show On Earth"

Color by Technicolor

Spectacular Stage Presentation

Walt Disney's

Snow White and the Seven Dwarfs

Color by Technicolor

Criteion

45th Street
Skorunas Joins in Tribute to Terry

Spryos P. Skorunas, 20th Century-Fox president, and several others, paid tribute to Paul Terry, head of Terrytoons, Inc., at a testimonial luncheon held here yesterday at the Society of Illustrators headquarters.

Skorunas, commenting on the occasion of Terry’s 100th release, expressed confidence that the long association between 20th-Fox, which has handled the distribution of Terrytoons for the past 20 years, would continue many more years.


L. A. Orpheum Files Amended Complaint

Los Angeles, March 13.—Metropolitan Theatres has filed an amended complaint in Federal Court here in its year-old anti-trust damage action against five major distribution companies involving its Orpheum Theatre.

The suit was filed when the Orpheum was closed last March, allegedly for inability to obtain product. It asked injunctive relief to make films available to the theatre. Recently, the Orpheum reopened after obtaining product. The amendment to the suit asks treble damages of $500,000 for alleged losses during the period it was closed, and Columbia and Universal have been added as defendants.

Jack and Beanstalk’ Premiere on April 5

The world premiere of “Jack and the Beanstalk” Abbott and Costello’s new Exclusive Productions picture, in Superfine Color for Warner Brothers, will take place at the Fabian Theatre in Paterson, N. J., Lou Costello’s home town, on Saturday evening, April 3, with the net proceeds going to the Emergency Athletic Fund operated by the Old Timers Club of Paterson for the youth of that city. Bud Abbott and Costello will make personal appearances at the theatre as the highlight of the premiere activities.

“Jack and the Beanstalk” is the fifth picture Abbott and Costello have made together, their first for Warner Brothers and their first motion picture in color.

The need for copper scrap is urgent. SAVE THOSE COPPER DRIPPINGS

NPA Cites the Film Industry for Cooperation in Salvaging Copper

Washington, March 13.—All branches of the film industry are showing “splendid cooperation” in the Government’s copper dripings salvage program, National Production Authority film chief Nathan D. Golden said here today.

National Carbon Co., he reported, is including a salvage slogan in all of its advertising on projector carbons, and is also putting a “stuffer” with a slogan in each box of carbons sold, to put a constant reminder before projectionists. Pledge cards from 155 RCA Service Co. fields engineers also promise to bring the program to the attention of operators, and such programs are in from Altec Service Corp., Golden said. He also praised film delivery associations, trade papers, and the various Variety clubs for carrying out the program.

New Firm Takes Over Chicago’s Palace

CHICAGO, March 13.—The Palace Theatre, which was vacated by RKO Theatres the day before yesterday, will be operated by the Palace Theatre Holding Corp., effective immediately, Rollin Stonebrook, manager of the North Center Theatre for Arthur Whelan, will act as general manager of the Palace, indicating that Wirtz is one of the members along with Otto K. Eitel (of the Palace Theatre Building, which also houses the Bismarck Hotel).

Decision Requested

CHICAGO, March 13.—The major film companies today entered a cross complaint before Judge Barnes in Federal District Court here asking for information details on the Towne Theatre decision which set definite limits for first runs in Milwaukee.

Critics Pick ‘Vadis’ And ‘Streetcar’

Metro-Goldwyn-Mayer’s “Quo Vadis” last night was named the best motion picture of 1951 by the Foreign Language Press Film Critics’ Circle. The award was made during a broadcast on New York City’s municipal station, WNYC. Guest speaker during the presentation was Frank S. Hogan, district attorney of New York County. W. Borzacki, president of the Circle, announced the award awarded to L. Simon of M-G-M accepted for the company.

“A Streetcar Named Desire,” announced as a close contender for the best film award, was named “distinctive in many phases of production,” receiving awards for best producer, Charles Feldman; best actress, Vi- vien Leigh; best director, Elia Kazan; and best scene play, by Tennessee Williams. The Warner awards were accepted by Albert Howson, scenario editor, Kirk Kekwick of “Detective Story,” was named best actor of 1951.

Drive-ins Discuss Institutional Ads

Albany, N. Y., March 13.—An institutional advertising campaign, in insurance and legislation were the three subjects discussed at a special meeting of drive-in theatre operators held today in the Albany Theatre Owners of America offices. It was decided to abandon the plan of using 28 sheets, cooperatively, and to proceed with the purchase of jumbo window cards.

### Paramount Trade Shows

**Leo McCarey’s “My Son John”**

Starring HELEN HAYES · VAN HEFLIN ROBERT WALKER · DEAN JAGGER

Screenplay by MYLES CONNOLLY and LEO McCARey

Adaptation by JOHN LEE MAHIN

Produced and Directed by LEO McCAREY

**CITY** | **PLACE OF SCREENING** | **TIME**
---|---|---
ALBANY | FOX SCREENING ROOM, 1052 Broadway | 2 P.M.
ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St., N.W. | 2 P.M.
BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 2 P.M.
BUFFALO | PARAMOUNT PROJ. ROOM, 464 Franklin Street | 2 P.M.
CHARLOTTE | PARAMOUNT PROJ. ROOM, 305-7 South Church Street | 10 A.M.
CHICAGO | PARAMOUNT PROJ. ROOM, 3304 South Michigan Avenue | 10 A.M.
CINCINNATI | PARAMOUNT PROJ. ROOM, 1214 Central Parkway | 2 P.M.
CLEVELAND | PARAMOUNT PROJ. ROOM, 1733 East 23rd Street | 8:15 P.M.
DALLAS | PARAMOUNT PROJ. ROOM, 400 North Preston Street | 2:30 P.M.
DENVER | PARAMOUNT PROJ. ROOM, 2010 Stout Street | 2 P.M.
DES MOINES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M.
DETROIT | PARAMOUNT PROJ. ROOM, 479Ledyard Avenue | 2 P.M.
INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 1 P.M.
JACKSONVILLE | FLORIDA STATE THEA. SCREENING ROOM, Florida Theo. Blvd | 8 P.M.
KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M.
LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M.
MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON
MILWAUKEE | PARAMOUNT PROJ. ROOM, 1211 North Eighteenth | 2 P.M.
MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Corrie Avenue | 2 P.M.
NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M.
NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 10:30 A.M.
NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 2:30 P.M.
OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 70 A.M.
OMAHA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M.
PITTSBURGH | PARAMOUNT PROJ. ROOM, 1777 Boulevard of Allies | 2 P.M.
PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M.
ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 1 P.M.
SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st Street | 1:30 P.M.
SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate | 2 P.M.
SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave | 1:30 P.M.
WASHINGTON | PARAMOUNT PROJ. ROOM, 306 H Street, N.W. | 2:30 P.M.
Compo Heads

(Continued from page 1)

announcement could be expected “early next week.” The visitors to Skouras’ office here last week included William W. Leary, COMPO executive vice-president; Robert W. Coyne, special counsel, and Charles E. McCarthy, information director.

A possibility that further talks with Skouras, perhaps with company presidents participating, might lead him to change his mind is that COMPO executives’ characterization of the Wednesday meeting as “satisfactory,“ the implication is that it was more productive than the 20th Century-Fox president, who has been said to be reluctant to accept because of the pressure of company business had asked for more time to consider.

It is understood, meanwhile, that Skouras declines with finally Robert J. (Bob) D’Onnay, head of the Interstate Circuit of Texas who has been interested, if he is interested, in the possibility for the Texas circuit, has agreed to take the COMPO presidency for at least an interim period. D’Onnay, who is due to return from a vacation abroad, was said to have indicated he would take the post only if he was assured Skouras acceptance had been exhausted.

Progress Confabs

(Continued from page 1)

Youngstown will spend at least two days in each situation in order to explore the possibility of further improvements.

In announcing the meetings, which will begin just one year since the acquisition of the company by Arthur B. Krim and his associates, Heiman stated, “In our view, this series of meetings, such as those which permit us to sit down with all of our personnel, to hear their problems and plans provides us with an opportunity to further improve our sales organization and bring it to the very peak of operating capacity. We will discuss national sales operation in detail and get to know in specific terms what the branches need of us. We hope this will also provide us with the opportunity of bringing the total picture of our company’s program to each person in our organization so that all of us can work with full knowledge toward the same objectives. Bringing the whole UA story before our organization — the high quality of our forthcoming releases will be of inestimable value to all concerned.

Heiman also revealed that a tentative release schedule for the balance of the coming year will be announced.

The meeting in Boston will take place on Monday and Tuesday and will be followed by a meeting in Buffalo on Wednesday and Thursday, and will end by one in Toronto next Friday and Saturday.

Not Nathanson, Eastern sales manager, will attend the three meetings.

Report on YWCA Drive

The Business Men’s Committee for the YWCA of Vineland is planning campaign reports that the motion picture division delivered the greatest number of letters to theVineland YWCA during its drive. Ned E. Depinet, president of RKO Pictures, heads the Committee and was assisted in the drive by Leon J. Bamberger, RKO sales promotion head.

“Pinky” Appeal

(Continued from page 1)

...to have the highest court in the land rule on the constitutionality of motion picture censorship.”

The filing of the appeal came after reconsideration of his earlier decision not to sign. Now it will not be enough for Gellhorn to try to get a Supreme Court justice to sign the appeal papers.

The appeal was filed by Gellhorn’s attorneys, the Park and O’Brien firm, of Beaumont, Texas. Associated with Park in the appeal are Herbert Wehlander, assistant Texas state’s attorney, and Philip J. O’Brien, Jr., of the legal staff of the MPAA.

The appeal brands as outmoded and no longer the law Supreme Court’s 37-year-old decision in the “Mutual Film” case wherein the court said the motion picture business and the picture industry is a “spectacle,” was held to be excluded from the communication media entitled to Constitutional protection.

The Texas Court of Criminal Appeals relied on the “Mutual Film” decision in upholding Gellhorn’s conviction.

The appeal calls upon the Supreme Court to reverse the mutual decision on the grounds that because it may have had in 1915 it “has been undermined by supervening changes of both law and fact.”

These changes, the appeal states, “call emphatically for examination and correction” by the Supreme Court, and a new interpretation will be given the Constitutional protection now afforded the press.

Secondly, we speak for the first time of one of us has a stake in the outcome of the “Pinky” case. We know it’s a basic and abiding truth that no one man, woman or child has ever been chopped without endangering all others.

Further that the freedom-of-speech safeguards of every individual are jeopardized when the press does not possess an accepted, protected right to be free from the sweeping of the screen as a Constitutional right — sacred along with freedom of speech and freedom of the press.

82 Aides to Attend ‘Vadis’ Rome Meet

Some 82 managers, sales and publicity heads will converge on Rome from 37 countries for the Loew’s International Corp. “Quo Vadis” conference there Monday, March 23, Arthur M. Loew, president, and Morton A.Spring, first vice-president, will head the New York contingent.

Two lion cubs, named Quo and Va- dis, have been secured from the Au- dubon Zoo in New Orleans for the conference.

$2,550 Gross for ‘Fury’

New Orleans March 11—Universal-Southern’s “Flesh and Fury,” starring Tony Curtis and Jan Sterling which had its world premiere at the United Theatre here Friday, was opened Saturday, opened to $2,550, said to be the best gross of any U-1 picture to play the United since “Winchester 73” in July, 1950.
Divestiture
(Continued from page 1)

to time negotiations have been carried on looking to the possibility of selling Metropolitan Playhouses of RKO Theatres 20 per cent ownership of Metropolitan's Class A stock, now retained by George W. Alger. These talks, however, have been in 
decision. The divestiture of the Metropolitan Playhouses interest, plus the disposition of a trusted one-third interest in Gifta Theatres Corporation, is the only outstanding terms of the RKO consent decree divestiture still to be met.

First of the Majors

Other terms of the decree, the first of the major ones, which was filed on Nov. 8, 1948, called for either purchase or disposal of 22 theatres and the disposition of minority interests affecting about 243 theatres. Of the theatres which RKO was given a choice, the company chose to acquire all of them. With another six theatres sold, not mentioned in the decree, the theatre company was left with its original 103 theatres, compared to the 103 it operated at the time of the decree.

Regarding the disposition of RKO Theatres' minority interest in Metropolitan Playhouses, which consists of about 120 theatres, the decree set a two-and-a-half-year deadline for the trustee to dispose of the interest, in a court order dated May 18, 1950. RKO theatres minority interests, mainly in the W. S. Butterfield circuit, has been sold.

Divestiture of the old RKO parent company into two separate production-distribution and exhibition firms came Dec. 31, 1950, due to the various extensions obtained, which took back the initial one-year deadline.

M-G-M to Key
(Continued from page 1)
six recently-appointed special field promotion representatives. Dietz said that the 1952 campaign would be one of the biggest conducted by the company, emphasizing the planned individual handling of each picture, both national and local, depending upon box-office potential established by pre-release engagement.

Scharay Opens Session

Dore Schary, vice-president in charge of production, opened the session with a welcome to Emory Austin, Southern division; Arthur Canton, Eastern division; E. B. Coleman, Southwestern; E. C. Pearson, Central; Irv Fuldauer, Midwestern, and Ted Garhaha, Western division.

Attending, in addition to Schary and Dietz, were E. J. Mannix, Ben Thau, J. J. Col, Lawrence Venglar, Charles Schene and L. K. Sidney, executives, and company producers, as well as Dan Terrell, head of exploitation.

Dietz pointed out that M-G-M has long recognized the fact that individual campaigns in key situations were a necessary climax to over-all national campaigns which start even before a picture goes in release.

Dietz and Terrell announced plans whereby field division representatives will return to Culver City at regular intervals to see new product and to discuss sales angles with executives, producers and directors.

UPT TV Plans Await FCC
(Continued from page 1)

ahead with 14 additional theatre TV installations now planned and would continue to experiment with any theatre TV events that come along. According to Edward J. Goldenson, the company president, Patrick as to long-range UPT theatre television policy, however, Goldenson said that the forthcoming hearings on theatre TV frequencies and said that "until such a determination is made, I don't see how any policy can be evolved.

The UPT president said his firm would equip theatres in Buffalo, Omaha, Salt Lake City and San Francisco with four theatre TV installations which it has on hand, and in addition, 10 other theatres would be fitted with installations now on order. Beyond that, however, he said, UPT has no intention of committing itself to any more theatre TV equipment "until we know what the rule-making determination will be."

No Plans to Produce

UPT has no plans to produce any programs, he said, but it is "prepared to experiment" with any event if its "local people" want it. He made no public statements during testimony at the FCC's catch-all Paramount hearing. Earlier, UPT secretary-treasurer Robert H. O'Brien told hearing examiner Leo Resnick that UPT's theatre TV program had been for the purpose of testing and that the company had expected a financial loss on the program. He added he felt the losses will be covered by the theatre TV and didn't indicate one way or the other whether theatre TV has been a failure or success.

Goldenson told FCC counsel Frederick Ford that UPT would not apply for theatre television frequencies should the Commission decide to give frequencies to persons other than common carriers. He did not elaborate on this answer.

If one of his theatres and one of his television stations could afford to compete for a picture, Goldenson said, he would be interested in the theatre TV activity, as much as it felt it could and still make a profit and "I would tell the same thing to the television station." He added that "at this time and in the reasonable future" he didn't think a television station could compete with a theatre, but that in five or six years "there will be competition on both sales and competition will answer the question.

In his opinion, Goldenson said, one problem to the answer of whether to put a picture in a theatre or on television would be that pictures would be specifically for one or the other medium. Pictures for theatre exhibition would be tailored to a "disciplined audience," would be made for a large screen and would take the time to develop a "background of a certain type." Pictures for home television sets would be shorter, he explained, and attuned to the interferences that cut into home viewing.

He also said he didn't envision any time in the future when the entire program in a theatre would be televised.

O'Brien, who was questioned at length on the financial results of UPT's theatre television activity, said he didn't think the figures proved much one way or the other except as to the drawing power of individual events.

"Only the unusual events have drawing power," he declared. "When we went into the theatre television program, we realized we were going to suffer losses," he continued. "They weren't surprising to us, but we didn't do it for that purpose. We did it for the purpose of experimenting and testing."

O'Brien pointed out that the theatre TV statistics which UPT had introduced into the record showed a net loss, but said, "we haven't inferred from that that it is necessarily an unprofitable enterprise through which we would continue to lose. "He didn't know what UPT's future activities would be in the theatre television field, he explained, but "to me it has been exploration, experimentation, testing, to find out what it is. I don't predict that it will be a failure and I don't say that it has been a failure. But I don't think it has been proved a success."

QP Awards
(Continued from page 1)

Brooks. The judging took place at Toots Shor's Restaurant here this week. It was followed by a luncheon at which Martin Quigley said it was evident that the industry was facing a bright and possibly a golden future, and that the extent of the potential prosperity it might enjoy was limited only by the extent to which industry public relations were improved.

Russell Downing, president of Radio City Music Hall, the principal speaker at the luncheon, told Quigley that, "By creating additional incentive through these Awards, you have made a great and continuing contribution to the motion picture theatre."

The awards to Harrison and Grossman were bronze plaques on which the citations were inscribed. Grossman's covered the category of theatres termed "major situations," wherein the managers have the assistance of a circuit or home office staff in promoting product. Harrison's Award was for smaller situations where the managers are frequently on their own in promoting showmanship.

Jane Froman Luncheon

A testimonial luncheon will be given Jane Froman by the board of directors of U.S.O. Camp Shows at the Waldorf Astoria here on March 24. Miss Froman will be presented with a citation as a tribute for her work for the Armed Forces. Miss Froman's film story, "With A Song in My Heart," will be released shortly by 20th Century-Fox.

What an Easter Present! present 'em with JUDY HOLLIDAY
in Columbia's

The Marrying Kind

in

JUDY HOLLIDAY
in Columbia's

What an Easter Present! present 'em with JUDY HOLLIDAY
in Columbia's

What an Easter Present! present 'em with JUDY HOLLIDAY
in Columbia's

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in Columbia's

What an Easter Present! present 'em with JUDY HOLLIDAY
in Columbia's

What an Easter Present! present 'em with JUDY HOLLIDAY
in Columbia's
Inside New York—50 years ago...

Re-creating a corner of old New York for the theater is a stage designer's problem.

But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California
Goldenson Sees

Theatre TV
As ‘Incidental’

**Finds Real Possibilities In Non-theatrical Field**

WASHINGTON, March 16.—The real possibilities for theatre television are in non-theatrical events shown in a theatre's off-hours, United Paramount Theatres president Leonard H. Goldenson declared.

"Theatre television is only incidental to the theatre program," Goldenson told the Federal Communications Commission's Paramount hearing Friday. "I regard the real possibilities for theatre television in the non-entertainment, non-theatrical field in the off hours of the theatre.

The conclusion of Goldenson's testimony marked the end of the eighth week of the hearing. On Monday it will go into the question of the proposed merger between UPT and the American Broadcasting Co., with either ABC president Robert Kintz or NBC president Robert L. Adams.

(Continued on page 3)

To Act on Old Plans
If Merger Is Out

Washington, March 16.—If the proposed merger between United Paramount Theatres and the American Broadcasting Co. does not go through, UPT will pursue its former applications for television stations in Boston, Detroit, Des Moines and Tampa, UPT president Leonard H. Goldenson said. If the merger goes through, the combined company would already have the maximum allowed one owner by the FCC.

(Continued on page 3)

**6 Legislatures Close, No Damage to Films**

Washington, March 16.—Six state legislatures have now adjourned this year, with no damage to the film industry in any, according to Jack Bryson, legislative representative of the Motion Picture Association of America. Ten legislatures are still in session or still to meet. Three legislatures to quit recently were in Maryland, Virginia and South Carolina.

(Continued on page 3)
**Personal Mention**

NORMAN KRASNA and his wife arrived here from Hollywood on Friday.

- SAM DIAMOND, 20th Century-Fox's Philadelphia branch manager, will make the conference address at the convention of the American Academy of General Practice in Atlantic City on March 24.

- JACK FAYE, chairman of the board and president of General Aniline & Film Corp., has left here for Paris and London.

- ROY DISNEY, president of Walt Disney Productions, and LEO SAMUELS, sales representative, were in Washington over the weekend from New York.

- GAIL SULLIVAN, executive director of the Theatre Owners of America, on April 15 will discuss the film industry with a class before the Scranton, Pa., Chamber of Commerce.

- H. ALEXANDER MACDONALD, vice-president of Douglas Corp., has left here for London and Paris. DOUGLAS FARRENBACH, Jr. is expected to follow in two weeks.

- CHARLES SCHLAFFER, advertising agency head, is in French Hospital here for a week's vacation. He will be absent from his desk for the next two weeks.

- HUGH OWEN, Paramount's Eastern-Southern division manager, returned here over the weekend from Atlanta and New Orleans.

- BERRY GREENBERG, Warner International home office sales representative, has returned here from Australia and New Zealand.

- FRED C. MATTHEWS, sales manager of the Metrogolden Co., of Chicago, was in Louisville on route home from a vacation in the South.

- MORT NATHANSON, Eastern publicity- advertising director for Horizon Films, is in Boston from New York.

- LOU FREEMAN, 29th Century-Fox Coast fan magazine contact, arrived in New York over the weekend.

- EMORY J. SMITH, assistant secretary-treasurer of RKO Radio, left here over the weekend for Mexico.

- LOUIS WINEBERG, Columbia circuit sales executive, left here yesterday to visit midwestern exchanges.

- ALICE GINSBERG of the Theatre Owners of America office staff here, is vacationing in Bermuda.

- JONAS ROSENFIELD, Italian Film Export's public relations chief, will leave here March 16 for Rome.

- DAVID E. ROSE, producer, will arrive here from Hollywood today on route to London.

**NEWS in Brief**

**Hollywood, March 16.—** Federal Judge Ben Harrison has terminated a General Pictures’ suit against Republic seeking to prevent release of the picture “The Warrior,” an epic in three reels, which was decisively won by Rogers’ favor. That decision has been appealed by Republic.

**Mexico City, March 16.—** The National Exhibitors Association closed all theatres here in a one-day demonstration over the arrest of its treasurer, Manuel Espinosa Iglesias, theatre circuit operation. Iglesias was arrested and released on bail on complaint of the National Song Writers’ Union that he has not paid royalties on music of its members.

- **Hartford, Conn., March 16.—** A concertized drive to revitalize newspaper and trade-trip interest in machinery picture attendance is underway in Metropolis Hartford, with every theatre participating. The drive is in an "Early-Late Plan," designed to shift the screening of the main feature from the present time of 9:00 to 9:30 P.M. to 8:00 to 8:30. All Hartford area theatres are participating with newspaper co-operative newspaper promotion, free trailer, special advertising, and extensive newspaper editorial and publicity efforts to get votes submitted by the public, "Man on My Shoulder" and "Man on My Shoulder." Ballots are being printed in the local dailies.

**Early-Late Show**

**Drive Is Underway**

Hartford, Conn., March 16.—A concertized drive to revitalize newspaper and trade-trip interest in machinery picture attendance is underway in Metropolitan Hartford, with every theatre participating. The drive is in an "Early-Late Plan," designed to shift the screening of the main feature from the present time of 9:00 to 9:30 P.M. to 8:00 to 8:30. All Hartford area theatres are participating with newspaper co-operative newspaper promotion, free trailer, special advertising, and extensive newspaper editorial and publicity efforts to get votes submitted by the public, "Man on My Shoulder" and "Man on My Shoulder." Ballots are being printed in the local dailies.

**Name Olsen Para. Denver Manager**

The appointment of Clarence Olsen, former Denver's Denver Corp. manager, succeeding Ward Pennington, who resigned, has been announced by A. W. Schwalberg, president of Paramount here.

Olsen formerly was manager of United Artists' exchanges in Denver and San Francisco, and managed Warner's Milwaukee and Omaha branches.

**Funeral Services For Gumbiner, 72**

Hollywood, March 16.—Funeral services were held Friday for H. L. Gumbiner, former manager of the Pathe-Exhibitor, who died Wednesday night. He is survived by a son, daughter, and two grandchildren.

**Sixth K-B House Opens**

Washington, March 16.—K-B Theatres has opened its sixth house, the Langley in Langley Park, Md., the newest theatre here that includes a nursery, party room, parcel checking service and other features. Parking space for 250 cars is directly in front.

**NEWSreel Parade**

**THE revolt in Cuba and the New Hampshire primaries are currently highlighted. Other items include sports, horse racing features. Complete contents follow:**


**RKO Sales Heads Touring Exchanges**

Walter E. Bronko, RKO Western division sales manager, his assistant, Harry Gittleson; Charles Bosberg, North-South division sales manager, were in Nashville on Tuesday. Myron Mooney began a three-week tour of exchanges over the week-end.

- **Browns and Gittleson will arrive in Chicago today. They will then visit Milwaukee, Minneapolis, St. Louis, and San Francisco. Myron Mooney will be in Toronto, Dallas, Oklahoma, Memphis, New Orleans, Atlanta and Charlotte.**

- **A. A. Schubart, branch operations manager, is currently touring RKO exchanges. He is in Los Angeles today and then goes to Dallas and St. Louis.**

**20th Wins Delay in Iowa Situation**

An extension to June 7, 1952, for the 20th-Fox's "SixthK-B" tour, joint interest in the Strand Theatre, Council Bluffs, Iowa, was granted here by Federal Judge Sam H. Kaufman. The application was made by the Department of Justice and 20th-Fox attorneys.

$3,100 for 'Steel'

Detroit, March 16.—Universal International's "Steel Town" opened to a big $3,100 here at the Palms Theatre Tuesday. The tie-up with a joint interest in the Strand Theatre, Council Bluffs, Iowa, was granted here by Federal Judge Sam Kaufman. The application was made by the Department of Justice and 20th-Fox attorneys.
Italian Films

(Continued from page 1)

award for the "best foreign production of 1951"—"Miracle in Milan"—at a luncheon attended by Mr. "Singin' In The Rain." On Friday, the Italian film-maker will be in Chicago to attend a University of Chicago reception. From Chicago, he will go to New York to meet with Hughes and others.

Notwithstanding his unwillingness to cut a deal with De Sica, RKO has transferred the De Sica stock to Paramount from the parent company; recognition of tax laws of KTLA, Paramount's Los Angeles television station, and the transfer of the station to Paramount from the parent company.

The renewal of license of WBKB, WKB1 and WSMB, UPT's Chicago television station, Chicago Public Broadcasting and New Orleans AM station, and the transfer of control of these stations to UPT from the parent company.

Goldenson's comments on theatre television came in answer to a question by DuMont attorney John K. Gannett, who wanted to know whether the UPT would put a program on a television station, or on a television broadcast station, if he had to choose a single medium.

Goldenson replied that he has a "saturated" television, since theatre television was "only an incident in the life of the theatre business."

"Only a few sports events have interés for theatre television," he continued, "and only unusual events have value." He had told his stockholders, he said, that most events he could do "would not have any value for theatre television. He couldn't see "more than five or six events" that would have such value, he said, and didn't explain whether that meant five or six a year or five or six events altogether.

Goldenson told FCC counsel Fredrick Ford that television was not affecting "A" theatres, but was "kicking" B theatres "off the last rug of the ladder" which "economic conditions and selectivity," he said, had already kicked them. UPT's "A" theatres, operating in areas which were "saturated" with TV, he continued, were doing "as well if not better than they did in 1946, sometimes "growing eight to ten million." UPT has divested itself of all but one television station, Goldenson said, and has retained its "A" house.

Goldenson said that by the time the UPT finished theatre television it would have retained less than 10% of the theatres allowed by the consent decree.

List Issues Covered

To date the hearing has covered these issues:

The question of control of Allen B. Dulmont Laboratories, Inc., by Paramount, the transfer of the Dulmont stock to Paramount from the parent company; recognition of tax laws of KTLA, Paramount's Los Angeles television station, and the transfer of the station to Paramount from the parent company.

MPAA and Museum of Modern Art Will Honor Vittorio De Sica

Vittorio De Sica, Italian film director, will be the guest of the trustees of the Museum of Modern Art at a reception here tomorrow.

Italian Films Export, in conjunction with the Motion Picture Association of America, will honor De Sica at a reception Wednesday at Hampshire House.

Movietime' Tours

(Continued from page 1)

sible, making appearances before civic groups, charitable organizations and schools.

Those in the troupe include Harold Shumate, William Lindsberg, Chill Will, Ted Hohleben, Pauly Raymond, Laura Elliott, Virginia Hall and Irene Martin. Several of the group are expected to remain for the annual meeting of the Oklahoma Theatre Owners, scheduled for March 24-26.

Color TV Ban

(Continued from page 1)

be okayed. He explained that the delay in announcing a final decision arises from the fact that "no one is pressing us very hard to make up our mind" and "we still aren't sure how far to go." A decision is unlikely before late this week or early next week, he said.

20th's Pressbook on 'Song' Keys Music

Racking up what is said to be an unprecedented total of 8 pages de
toted exclusively to music promotions, the 20th Century-Fox pressbook on "With A Song In My Heart" is on its way to theatremen to set campaigns on the Jane Froman biography.

Feed off with a multi-color cover, the showman's music guide has a complete advertising campaign, the publicity portion contains numerous stories and mats, while the exploitation portion outlines many new promotions and stunt ideas.

Theatre TV for Off-hours

(Continued from page 1)

er or ABC general counsel Geraldine Zorbaugh as the first merger witnesses.

See More Old Films For TV, Reissues

Peerless Film Processing Corporation's "Peer-Run" restoration system for film slrmaing will, in the opinion of its sponsors, headed by Victor Krupa, its inventor, make available for television and film industry re

er effect many slrmas, relaxes negatives that would have been impracticable or too costly to reproduce satisfactorily. Krupa, who is the designer of Peerless, has said:

"He states that the process will re

duce the amount of shrinkage—which comes from lengthy storage periods—suffciently to make commercially acceptable prints available from a con

etuous printer, both 16mm. and 35mm. width. The treatment is said to be applicable also to duplicating positives and to Kodachrome and other color originals.

Judd Spiegel to Classic

Judd Spiegel has been appointed sales representative for Classic Pictures in the Cleveland area, with supervision over Cincinnati, by Max J. Rosenberg, president of Classic...
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<tr>
<th>WEEK OF</th>
<th>COLUMBIA</th>
<th>LIPPERT</th>
<th>M-G-M</th>
<th>MONO</th>
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<td>Feb. 3</td>
<td>(Feb. Releases) DEATH OF A SALESMAN Fiddler on the Roof D—45 min. (m/s) (Feb. 2/25/52)</td>
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<td>Feb. 10</td>
<td>THE HARE GIRL Joan Davis (Color) (m/s) (Feb. 1/15/52)</td>
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<td>Feb. 17</td>
<td>HAWK OF WILD RIVER Charley Grapewin, Smiley Burnette D—55 min. (m/s) (Feb. 17/52)</td>
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<td>Feb. 24</td>
<td>THE FIRST TIME Robert Cummings, Barbara Stanwyck D—60 min. (m/s) (Feb. 24/52)</td>
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<td>Mar. 2</td>
<td>(March Releases) MY SIX CONVICTS Milford Mitchell, Gilbert Roland, CD—90 min. (m/s) (March 2/52)</td>
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<td>Mar. 9</td>
<td>SECOND SHEET Frederick Crawford, Barbara Hale, Charles Coburn, Preston Foster, D—90 min. (m/s) (March 9/52)</td>
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<td>Mar. 16</td>
<td>JUNGLE JIM IN THE FORBIDDEN LAND Johnny Weissmuller, D—85 min. (m/s) (March 16/52)</td>
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<td>Mar. 23</td>
<td>LORNA MOUNTAINS Charles Starrett, Roy Barcroft, 0—81 min. (m/s) (March 23/52)</td>
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<td>Mar. 30</td>
<td>THE MARRIED BLIND John Derek, Alida Valli, D—81 min. (m/s) (March 30/52)</td>
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<td>Apr. 6</td>
<td>WALK EAST ON BEACON GEORGES WAGNER, Fanny Corrigan D—81 min. (m/s) (April 6/52)</td>
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<td>Apr. 13</td>
<td>LORNA MOUNTAINS Charles Starrett, Roy Barcroft, 0—81 min. (m/s) (April 13/52)</td>
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*Dates are based on national release schedules and are subject to change.* Letters denote the following: (D) Drama.
COMPO Fight Against Tax Will Continue

TEN

Film Censorship Bill Introduced in Ky.

Frankfort, Ky., March 17—A bill providing for motion picture censorship to be administered by the State Education Department has been introduced in the Kentucky Legislature by Senator C. W. A. McCann of Jefferson County.

The proposal was listed as Senate Bill No. 267.

Hit Monopoly Charge At FCC Hearing

WASHINGTON, March 17—Lengthy tables and statistics designed to prove that a merger of American Broadcasting Co. and United Paramount Theatres would not give the new company a monopoly on theatre-broadcasting entertainment in any city in the U. S. were put into the record of the Federal Communications Commission Paramount hearings today.

The hearings, which entered their ninth week, today turned to the issue of the merger, with five witnesses on the stand. Research manager Donald Coyle said in no city the merger would be a monopoly.

$1,000,000 Expansion For Color Set by Pathe

By MURRAY HOROWITZ

A $1,000,000 color expansion program is now underway at Pathe's laboratory here, James Wolcott, vice-president in charge of sales of Pathe Laboratories, Inc., has disclosed. Pathe, realizing the quickening "swing towards color," will increase its color capacity during the two-year expansion program three or four-fold, Wolcott estimated. Pathe uses the new Eastman negative-positive system, but the laboratory can also handle Ansco and DuPont processes.

At the same time Wolcott disclosed that construction of Pathe's new 16mm. $500,000 Coast laboratory will begin in July. It will be adjacent to Pathe's present plant in Hollywood and will handle the growing demand for TV films, including those produced by Pathe's new TV company, Pathe Television Corp.

Tests with the Eastman process were uneventful and successful.

Big $42,000 Bow For 'Marrying,' "USA" Hits $75,000

"The Marrying Kind" opened to a big $42,000 for its initial week at the Victoria, pacing New York first-runs which reported business bolstered somewhat by yesterday's St. Patrick's Day celebration.

The robust $42,000 was raked up at the Victoria despite picketing during evening hours by members of the Catholic War Veterans and Jewish War Veterans protesting the alleged Communist sympathies of Judy Holliday and script-sitter Garson Kanin. Another strong opener is "Deadly." (Continued on page 10)

Huge $1,355,000 For 'Greatest'

"The Greatest Show on Earth," now approaching the Radio City Music Hall's all-time record run of 11 weeks, is expected to gross a terrific $1,355,000 for its total run at the Hall, which is scheduled to end March 27. "Singin' in the Rain" is the Hall's Easter attraction.

The Cecil B. DeMille production, "The Time, the Place and the Girl," produced by M. Samuels, opened yesterday to a big $27,000.

Majors Take Milgram Case To High Court

Bitterly Assail Ruling Of 3rd Circuit Bench

BY J. A. OTTEN

WASHINGTON, March 17.—The eight major distributors today asked the U. S. Supreme Court to reverse the Third Circuit Court of Appeals decision in the Milgram case.

In that case, the Circuit Court held the distributors guilty of violating the anti-trust laws for refusing to license first-run films to the Boulevard Drive-in Theatre, near Bethlehem, Pa., operated by David E. Milgram, Samuel Milgram, Nathan Milgram, Francis Kret and Beasie Hoberman.

In the appeal today, the distributors bitterly complained about the willingness of the Third Circuit Court to use the Supreme Court Paramount case.

(Continued on page 10)

MPA Acts to Avoid Ban in Argentina

The Motion Picture Association of America took steps yesterday to secure the exception of U. S. newsreels from an Argentine government decree prohibiting the importation and exhibition of newsreel footage from foreign countries in which Argentine newsreels are not exhibited.

The decree was proclaimed suddenly over the weekend in Buenos Aires.

By HUMPHREY BOGART — KATHARINE HEPBURN

Produced by S. P. EAGLE

Directed by JOHN HUSTON

Color by TECHNICOLOR

Humphrey Bogart and Katharine Hepburn are shown in a scene from "The African Queen." Bogart, who will be arraigned in Federal District Court on Friday, was indicted on two counts—for failing to return to appear before the House Un-American Activities Committee on Jan. 25, and on Jan. 28.
**Eady Fund Payment Of 45% Is Voted**

London, March 17.—Payments to producers from the Eady Fund for the 13 weeks ended Jan. 26 will be on the basis of 45% of distributors’ grosses. The highest payment yet made from the Production Fund, it compares with 33% paid last quarter.

Directors of the Fund, representing the four trade associations concerned, in the future will allocate the maximum payment possible each quarter.

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**18 in Technicolor On ‘U-I’s’ Program**

Universal—International will release a preliminary report on Technicolor color by Technicolor during the current fiscal year, the company disclosed. More pictures of a Technicolor release, a number of color pictures made in a year.

It was added that this program of color pictures includes ‘M鐵;’ the Technicolor project. If the present favorable market for outdoor action color pictures continues, then the Technicolor committee, it was pointed out, "already substantially exceed those of any other major film company and the release should be turned out, up, mean that at least every picture placed in circulation by U-I will be in color."

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**Finished and Waiting**


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**Personal Mention**

A R N O L D M. PICKER, vice-president of United Artists in charge of foreign distribution, will leave here by plane today for London on the first leg of a tour of the company’s offices in Britain and Continental Europe.

J A C K H A R R I S, film buyer for Walter Reade Theatres, and his wife, David Boger, managing director of the circuit’s Park Avenue Theatre here, are in Florida on vacation.

H A R O L D PERLMAN, advertising manager for Filmkast in Chicago, became a father last week with the birth of a son, David Michael, to Mrs. Nora Perlman.

W I L L I A M B. Z O E L L N E R, M-G-M short subjects and newsreel sales head, left San Francisco in person a few days ago, and tomorrow will leave for Portland, Ore.

L E O N C H A P I R will arrive here from London on the S. S. Queen Elizabeth tomorrow to discuss film and television deals.

T E D G A M B I L L, in Portland, Ore., will be acting treasurer in the campaign of a local Republican, a who is running for state treasurer.


---

**$61 Millions of U.K. U.A. Profit Sure As Earnings Unfrozen**

L O N D O N, March 17.—American film companies spent more than $22,000,000 ($61,600,000) of their unremitted earnings on foreign films released here during the period from June, 1948, when the remittance agreement was effective, to the end of December, 1951. Peter Thorencroy, president of the Board of Trade, stated in reply to a question put to him in Parliament.

According to figures in the sterling area by American companies accounted for $8,000,000 ($22,400,000) of their earned foreign film profits, Thorne- croft said. Acquisition of distribution rights to British films, payment for prints, personal services, traveling and transportation, publicity services and other permits, accounted for the remainder, he said.

K A T O Meet May 28-29

L O U I S V I L L E, March 17.—At a meeting of the Kentucky Association of Theater Owners, the organization committee it was decided to call the KATO annual meeting for Wednesday and Thursday, May 28-29 at the Brown Hotel.

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**New Jersey House Sold**

Berk and Krugman, theatrical real estate tycoons, have finally disposed of the Berkeley Theatre, Bernardsville, N. J., which they recently leased to Arthur Reitan, to Lucien Feldman, who formerly operated the Strand at Newark.

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**‘Pinky’ Case Waits Texas Move Before High Court Appeal**

The Supreme Court-bound “Pinky” censorship case is marking time and will continue to do so until perhaps the end of this month pending a decision as to whether or not the jurisdiction of the high court is challenging in this instance to the authority of the State of Texas.

If the State of Texas, which now has succeeded the City of Marshall, Tex., as a controller of the action, does file an objection, then the jurisdiction of the U. S. Supreme Court within 15 days from March 13, the plaintiff, Arthur H. Krim, owner of the Strand Theatre and partner in the Paramount, will then have 20 days in which to file with the high court a printed brief opposing the objection.

There was no word from Austin yesterday whether or not the State would raise an objection. The Motion Picture Association of America and others who are depending on the case as a means of eliciting from the Supreme Court a ruling as to the constitutionality of motion picture censorship are hoping the State will not be able to show that the case on the high court will be asked at the end of the 15 days to decide whether or not it has jurisdiction in the action.

Mr. Judge H. N. Graves of the Texas Court of Criminal Appeals in Austin signed appeal papers yesterday and his conviction for showing the 20th Century-Fox production in violation of a Marshell censorship ruling.

**Fairbanks to Europe**

Douglas Fairbanks will leave here Friday for Europe on government mission to inspect his production, “Elephant Walk.” He arrived from the Coast yesterday.

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**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

ROCKEFELLER CENTER

CEcil B. DaHLIE’s

THE GREATEST SHOW ON EARTH

Color by Technicolor

SPECTACULAR STAGE PRESENTATION

WALT DISNEY'S

SNOW WHITE and the SEVEN DWARFS

Color by Technicolor

CRITERION

WILLIAM HOLDEN

Boots Malone

March is American Red Cross Month. GIVE.
OHIO SHOOTS THE WORKS IN THE ALL-OUT 200-THEATRE

"OKINAWA"

WORLD PREMIERE!

OK! OKINAWA!

Let's go at the RKO Palace, Cincinnati; the RKO Grand, Columbus; the Colonial, Dayton; the Palace, Cleveland; the Palace, Akron; and the Palace, Youngstown . . . the dates keep pouring in for another great one from Columbia.

Columbia Pictures presents PAT O'BRIEN in "OKINAWA" with CAMERON MITCHELL • RICHARD DENNING • Rhys Williams
Screen Play by Jameson Brewer and Arthur Ross • Produced by Wallace MacDonald • Directed by Leigh Jason
DeSica Credits US for Its Productions

American audiences and film critics yesterday were credited by Vittorio DeSica, Italian producer-director, with possible fulfillment of his “Bicycle Thief,” “Miracle in Milan” and the forthcoming “Umberto D.” He told the New York Film Critics at the 21 Club here that his first picture, “Shoe Shine,” failed in Italy, and that he believed his pictures would find their real audience “in the most American of arts.”

Impellitteri to Welcome Vittorio DeSica May 1

Mayor Vincent Impellitteri will today extend an official welcome to the City of New York to Vittorio DeSica, director and producer of his first visit to this country. DeSica will be accompanied by Dr. Renato Guaslini, general director of Italian Film Export, B. B. B. Productions, and the American Film Export Association of America and Joseph Barstyn, distributor of DeSica’s films in the U.S.

Legion of Decency Puts 5 in Class B


The Legion also notes that M-G-M’s “The Wild North,” presented last month in Class B, has been reclassified to A-2 due to a change in the film.

B.B.C. Extends TV Service to Scotland

London, March 17—British Broadcasting Co. has opened its first trans- mission in Scotland, midway between Glasgow and Edinburgh. The potential audience is estimated at well over 4,000,000, extending B.B.C. television service to about 20 per cent of the population of the United Kingdom.

The new station will carry the same programs as do B.B.C.’s other three stations.

Herbert Yates Wed To Miss Ralston

Hollywood, March 17—Herbert J. Yates, president of Republic Pictures Corp., and Vera Ralston were married at the Hollywood Methodist Church at North Hollywood, Cal. The Reverend John Wells officiated. The couple is at home at Sherman Oaks, Cal.

Franco-US Talks to Open Before June 1

Following his return here from Washington, where he met with the State Department, Simpp and other MPAA officials to plan future forthcoming Franco-American film talks, John G. McCarthy, MPAA foreign department chief, said yesterday he expected negotiations would get underway in Paris with French government officials to discuss when the present Franco-American film pact expirers.

Ratner, Compo Aide, Resigns Macy’s Post

Victor M. Ratner, who has resigned effective April 1 as R. H. Macy’s sales promotion vice-president to open his own public relations office here, has been among the exhibitors of Picture Organizations in the preparation of its forthcoming nationwide newspaper advertising campaign, Arthur H. Mayer, COMED executive vice-president, reported yesterday.

Mayer said it was likely that Ratner would continue his association. Ratner has indicated that his new firm will do special work for 20th Century-Fox, Warner Bros., and the National Tele- vision Association of America and Joseph Barstyn, distributor of DeSica’s films in the U.S.

Arthur Will Produce Canadian Pageant

Toronto, March 17—Jack Arthur, veteran head of Fullers Canadian, has been appointed producer of the grandstand pageant of the Canadian National Exhibition, Toronto, to be presented July 25 and 26. The pageant, scheduled for May 22-Sept. 6, at a salary of $12,000, plus seven and one-half per cent of the gross gate above $350,000, Arthur, who will be on loan from Famous Players, succeeds Leon Leondidoff of Radio City Music Hall, New York, who was paid $18,000 last year.

As the nominee of Mayor Allan Lamport, Arthur was the unanimous choice of the board of directors in a move to Canadianize the big show, which had Jimmie Durante as the headliner last summer.

Two Conventions Are Set in Canada

Toronto, March 17—The dates of Oct. 27-29 have been set for the first annual meeting of the Motion Picture Industry Council of Canada, headed by J. J. Fitzgerald, president of Famous Players Lasky, and the national committee of the Motion Picture Exhibitors’ Association of Can-

The joint meetings will be held at the Chateau Laurier at Ottawa. In the past two years, the sessions were conducted in Toronto and Montreal.

National Pre-Selling

WOMAN’S Home Companion has a large circulation in its history with the February issue over 4,000,000 copies distributed (more than 1,750,000 on news stands). The March 16 issue is the last in a four-part series sponsored by various national advertisers in which motion picture stars or new film credits are featured. The pictures, 20th-Century Fox, Paramount and Universal were on the receiving end and the magazine’s circulation was the best for the April issue of Playmate has a follow-up with a series of regional film shows.

Inmates of the Washington State Penitentiary at Walla Walla have a preview for a week of "The Greatest Show on Earth" and Paramount says it must be the result of pre-selling in national magazines for this potential audience does not have any other way of learning about the picture. Paramount’s “Anything Can Happen” has been selected as the “Picture-of-the-Month” for May by Seventeen magazine.

Universal International has launched a four-week series of promotions on its TV and network television and radio programs for its forthcoming color by Technicolor picture, “Steel Town,” which will reach the home of 35,000,000 people from Coast to Coast.

The company has also made a tieup with Everlast for a week’s display and promotion to picture the box office commissioners of 47 states who will be attending the National Boxing Association convention at the Hotel Mayflower in Washington March 28-29.

The April Good Housekeeping skips from page 17 to page 303 with Ruth Herber’s studio guide, “Assignment in Hollywood.” The line is recommended—“Phone Call from A Stranger,” “The Wild North” and “Song of the Road” are also featured.

With the Easter release of “With A Song in My Heart” early April away, 20th-Century Fox has racked up 150 major network plugs for the picture to date, with many more title soundings continuing on Coast to Coast shows. Jane Froman personally has appeared on 15 top radio and TV shows in the major cities, and the New York area and hundreds of others across the nation are doing a particulars job in support of the motion picture. In addition to the American Academy of General Practice in Atlantic City next Monday.

Walter Brooks

Coming Events

March 19—Society of Motion Picture and Television Engineers, Atlantic Coast Section meeting, Biltmore Hotel, Hollywood.

March 20—Academy of Motion Picture Arts and Sciences 24th annual meeting, Pantages Theatre, Hollywood.

March 24-26—Theatre Owners of Oklahoma annual convention, Biltmore Hotel, Oklahoma City.

March 24-27—National Theatres executives’ meeting, Los Angeles.

March 26—Motion Picture Film Council quarterly all-day forum, Warwick Hotel, N. Y.

April 15-17—Iowa-Nebraska annual meeting, Fontenelle Hotel, Omaha.

April 16—Society of Motion Picture and Television Engineers 71st semi-annual convention, Hotel Drake, Chicago.

April 27-30—Independent Theatre Owners of Iowa-Nebraska annual convention, Omaha.

April 27-29—Motion Picture Theatre Collectors meeting, Hotel Astor, New York.

April 28-May 1—Variety Clubs International semi-annual convention, Las Vegas.

Abbott & Costello To Tour 15 Cities

Bud Abbott and Lou Costello will make personal appearances in 15 cities in the United States and Canada in April in connection with Warner’s presentation of their new Exclusive Productions Picture in Superine Color, “Who Done It?”

The comedians will launch their tour April 5 in Lou Costello’s home town, Paterson, N. J., where “Jack and the Beanstalk” will have its world premiere at the Fabian Theatre. On April 7 the stars will appear on the Sino at New York for the opening day of “Jack and the Beanstalk” there.

Other theaters and cities to play host to the “in person” Abbott and Costello tour will include the Stanley Theatre in Philadelphia on April 8, Roger Sherman Theatre in New Haven on April 9, Paramount, Boston, April 10, Stanley, Pittsburgh, April 11, the Astor Theatre, Reading and the Senate in Harrisburg on April 12, and the Warner in Washington on April 13.

Set 60 Papers for SMPTE Convention

There will be 11 or more sessions at the spring convention of the Society of Motion Picture and Television Engineers, to be held at the Palmer House in Chicago, April 21-25, with 60 papers scheduled to be delivered.

Linz is Monogram Indianapolis Head

Indianapolis, March 17—Norman Linz, formerly a salesman in the Monogram office here, has been named branch manager to succeed H. K. Embleton, who will retire.
It makes no difference whether it's New York's Madison Sq. Garden or Molalla, Oregon ... Chicago, Boston or Sulphur, Oklahoma

RODEO spells BIG DOUGH!

Now YOU can book a BIG ONE with a great story IN COLOR for your own boxoffice bonanza!

1000 THRILLS
Roaring Inside Story of the Top Rodeo Riders ... Out to Win!

DEATH-DEFYING SPILLS

MONOGRAM presents
RODEO

"RODEO"
starring Jane NIGH - John ARCHER
Produced by WALTER MIRISCH - Directed by William Beaudine - written by Charles R. Marion

News headlines on this page reprinted from BILLBOARD
“The Story of Robin Hood” (RKO Radio Pictures)

The familiar Robin Hood legend is given a new and exciting re-imagining in this Walt Disney production. The film, in color and Technicolor, was made in England in authentic settings in Sherwood Forest and surrounding areas, with considerable historical research adding factuality to the screenplay. Robin Hood, as the timeless symbol of opposition to tyranny, has a universal appeal. As such, the picture should register well with patrons of all ages, but especially with the younger set.

Richard Todd plays the dashing and adventurous outlaw who takes to U.S. and holds leading role. While his performance is not without concessions to the whimsical, it is nonetheless a fine portrayal. The film is directed by William Keighley, known for his work in the field of historical drama.

Running time, 78 minutes. General audience classification. For release.

“Whispering Smith vs. Scotland Yard” (RKO Pictures)

Scotland Yard had written off the death of a rich American’s daughter as an apparent suicide, but Richard Carlson who portrays the vacationing American detective, discovers otherwise. The film was directed by John Gilling and starred Richard Carlson, Mary Astor, and Michael Redgrave.

Running time, 75 minutes. General audience classification. For March release.

“Tarzan’s Savage Fury” (Lester Productions-RKO Pictures)

This third lightweight of Tarzan’s savage fury falls on Charles Korvin and, to a lesser extent, Patrice Knowles, a pair of jungle interlopers who dupe Tarzan. They deceive him into guiding them to the land of the Wazuri, fierce, war-like tribesmen who possess fabulous amounts of diamonds. The plot thus set off by Len Barker, as the American, plenty of opportunity to indulge in the kind of heroics that have paid off so well for many years.

Dorothy Hart is his beautiful helmsmate and young Tommy Carlson, introduced in this film, plays his foster son.

Tarzan’s idyllic existence here is disturbed by the appearance of Korvin and Knowles who, posing as British agents, pursues the jungle man that England needs and demands. The film was directed by Roy del Ruth and starred Robert Armstrong.

Running time, 75 minutes. General audience classification. For March release.

“Ma and Pa Kettle at the Fair” (Universal-International)

A homespun tale, chock-full of the previously tested ingredients, is served up in this latest “Ma and Pa Kettle” production, as played by Marjorie Main, remains true to form—the strong, warm and humorous personality, Pa’s perfect mutton.

Its humor is for the unsophisticated audience. There are many persons throughout the country who prefer their fun in broad, unsubtle strokes. "Ma and Pa Kettle at the Fair," the family, consisting of 14 unmarried children and a new baby on the way, come to New York and enter the fair. The beginning it looks as if the eldest daughter, just out of high school, will not be able to afford college. But Ma, and Pa Kettle's resourcefulness overcome all the obstacles previously. In order to obtain an audience, they stake everything on Ma's showing at the country fair in the jam and home-baked bread contest.

The film is a sequel to Ma’s winning the jam contest by retailing the "Kettle Special" in stores. This falls through, however, when Ma inadvertently enters the harness race instead of the jelly event. Undaunted, an old trolley is entered. It would not be cricket to tell who wins the race, but be assured the money is raised to put the daughter through college.

Others in the cast include James Best, Lorin Nelson, Esther Dale, Edmoe Parnell and Oliver Blake. Leonard Goldstein produced, while Charles Barton directed.

The story was written by Martin Ragaway, Leonard Stern and Jack Henley.

Running time, 78 minutes. General audience classification. For April release.

Running time, 63 minutes. General audience classification. For March release.

“Valley of the Eagles” (Nat Bronstein/Universal)

The best elements of natural history and melodrama are combined in this admirably made film. "Laplanders"-hunted eagles swoon down and "Valley of the Eagles" is a pack of wolves on an Arctic plain at 45 below, in a scene of high impact.

You will have to see a thousand-head herd of reindeer plodding in a endless, snow-covered landscape, and then look into a self-destructing stampede over a vertical precipice, to realize the gripping power of this picture that held an unperturbed audience at Hollywood’s Egyptian theatre motionless and silent until breaking into applause at the conclusion of its screening. Of course you can take that audience’s and this reporter’s word for it that "Valley of the Eagles" is an entertainment experience rare and stimulating beyond the power of nonmelodramatic or adventurous billing to convey. That’s what thrilled customers, with their own Fletcherian eloquence, will be telling friends and neighbors after they have seen it.

The overpowering natural drama of life as lived and forces unleashed in the natural environment, is punctuated by the crash of gunshots which are about preceding on the screen, but come second to a tensely melodramatic story that opens, and is photographed, in Stockholm, which has a Norwegian scientist rushed by his valiant assistant and faithful wife of an invention valuable in the aid of the Allied Forces to destroy the enemy. They fly across Sweden enroute to Finland and, presumably, Russia, with the scientist and a Norwegian inspector of police in close pursuit. This melodramatic plot is woven into the more general story of the ease of the eagle and the Huns and the "Valley of the Eagles." Anthony Dawson, is finely told and highly suspenseful in its own right, and is brought to a smashing climax in a snow avalanche the like of which has not been seen since.

Young Norwegian Nat Bronstein produced and directed.


"The Pace That Thrills" (RKO Pictures)

A straightforward action picture which should find a ready reception among action fans has been fashioned in "The Pace That Thrills," an entertaining motor-racing melodrama.

Comprising the triangle about which the story moves are Bill Williams, an ace motorcycle test driver and racer; Carla Baland, pretty newspaper reporter who objects to some of Williams' ethics in the rough and tumble world of racing; and Richard "Flash" Williams' sidekick and rival for Miss Baland's affections. The two men work for Robert Armstrong, manufacturer of motorcycles whose company is heading for a bad spot unless it can perfect a revolutionary hydraulic transmission. Miss Baland begins by being shocked at Williams, wants to win the race and ends up loving both him and the sport and even investing her money in the new transmission. Numerous scenes of racing and trick riding punctuate the proceedings and make them quite lively.

Lewis J. Rachmil produced and Leon Barsha directed, from a screenplay by DeVallon Scott and Robert Lee Johnson. Others in the cast are Frank McHugh, Cleo Moore, John Mallory and Diane Garrett.

Running time, 63 minutes. General audience classification. For March release.

"Valentine's Eve" (Paramount)

A delightfully told story of the romance and heartache of a young, newly-married lady that is about to be married off. The story is set in a small town where the heroine, played by Elissa Landi, is about to marry a wealthy suitor.

Running time, 90 minutes. General audience classification. Release date, March 27.

"The Pink Panther" (MGM)

A comedy film that follows the life of a pink panther, a somewhat aggressive and irritable cat. The film also features a Pakistani crook, played by John Cleese, who tries to steal the panther's diamond.

Adequate projection lighting is the only thing you need add to what Hollywood is already doing to "show" the movie-going public that movies are better than ever. The talent, direction, settings, the fidelity of color and detail are all ON THE FILM. Your projection lighting determines how much of that excellence is translated TO YOUR SCREEN . . . how much of it your customers SEE . . . how much more of it they will WANT and BUY.

SHOW 'EM IT'S MOVIETIME...
GIVE 'EM THE LIGHT TO SEE!

ARE YOUR MOVIES BETTER THAN EVER?

How long since you checked your:

• Screen Brightness?
• Screen Light Distribution?
• Screen Reflectivity?
• Color of light?
• Projection Equipment?

Get in the SCRAP for Defense . . .
Save Your Copper Drippings!

The term "National" is a registered trademark of Union Carbide and Carbon Corporation

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O'Connor Names 50 To Charity Group

A film industry committee of 50 to serve as part of Cardinal Spellman's Committee of the Laity in the 1952 Catholic Charities Drive of the Archdiocese of New York, which seeks $2,500,000 in gifts through 40 different business committees, was announced here yesterday by John J. O'Connor, vice-president of Universal Pictures, who is chairman of the motion picture committee. George J. Schaefer is treasurer of the 1952 drive and Rev. Sanford is vice-chairman. The committee includes the following:

Frank J. Meehan; Charles A. and John W. Aliche, Jr.; William E. Bary, Shea Enterprises; Frank E. Cahill, Jn., Warner Theatres; F. X. Carroll, 20th-Fox; Frank Fox; Patrick Casey, Casey Enterprises; T. J. Connors, Roy W. Cymo, C.M.R.O.; Thomas Crehan, RKO Theatres; William Cronin, Comerford Theatres; J. F. Dailey; John Dervin, Monogram Pictures; Russell V. Downing, Radio City Music Hall; Joseph Eagan and S. Fabian, Fabian Theatres; James M. Franey, United World Films; J. M. Geoghan, Century Theatres; E. C. Grainger; James R. Grainger, Republic Pictures; William J. Haggerty, United Artists; Walter F. J. Higgins, Prudential Theatres; Al Howell, Century Theatres; William W. Howard, RKO Theatres; John Hughes, United Artists; John Kane, Columbia; Sherwin Kate, Motion Picture Daily; Austin C. Keough, Paramount. Also, T. J. Martin, Warner Pictures; Joseph A. McConville, Columbia; Joseph E. McMahen, Republic; William J. McSween, RKO Pictures; Paul C. Mooney, Sr., National Screen Service; Peter J. Mooney, Audio Productions; John F. Murphy, Louis; William P. Murphy, Republic; L. D. Netter, Jr., Altec Service; Paul D. O'Brien, O'Hara, and Rafferty; Robert H. O'Brien, United Paramount Theatres; Thomas F. O'Connor, RKO Theatres; Joyce O'Hara, M.P.A.; Charles L. O'Shea, A.B.C. Vending Corp.; E. K. O'Shea, Paramount; Martin Quigley; Charles M. Reagan, M-G-M; Phil Reisman, RKO Pictures; Herman Robbins, National Screen Service; George J. Schaefer; George Skouras, Skouras Theatres; Skouras, Sr.; 20th-Fox; J. E. Smith, Jr., RKO Pictures; Gad Sullivan, TOA; Frank C. Walk; Comerford Theatres; Richard F. Walsh, IATSE; William A. White, Skouras Theatres; J. L. Wolcott, Pathe Laboratories.

To See ‘Pride of St. Louis’

A special tribute will be paid to Dizzy Dean at the final annual “Dinners of Champions” of the American Baseball Association at the Waldorf Astoria here on April 12, 1952. The hundreds of notables expected at the event will see a special preview of 20th-Century-Fox’s screen biography of Dizzy, “Pride of St. Louis,” in which the pitcher is played by Dan Dailey.

Paramount Rides ‘Tide’

Paramount has placed in the current issue of Tide, magazine of advertising and sales, a two-thousand page ad promoting George Stevens’ “Something to Live For,” starring Joan Fontaine and Ray Milland. The ad, written in trade text, offers “a really terrific opportunity for a top account executive.”
Now... for the first time!

**STOCK**

**ACADEMY AWARD**

Gummed Seals

for all your ADVERTISING DISPLAYS!

Order your Academy Award Seals now... and have them on hand for the announcement of the Academy Awards. They can be used anytime. Beautifully produced with a bronze “Oscar” and black lettering, they are available in three styles —

a. “Best Picture of the Year”

b. “Best Performance by an Actor”

c. “Best Performance by an Actress”

FIVE tailored-to-fit SIZES... ready to snipe on all your advertising displays.

Available Now

1½" sq. Seals... for 8 x 10 and 11 x 14 lobby photos. 60c per dozen

2" sq. Seals... for 14 x 20 window cards and 22 x 28 window cards. 60c “ ”

3½" sq. Seals... for one-sheets, 30 x 40’s, 40 x 60’s 60c “ ”

24 x 60 banners and 24 x 82 banners. 60c “ ”

8" sq. Seals... for three-sheets and six-sheets. 60c “ ”

Be Prepared! Order NOW from your NSS salesman or nearest branch.

24 SHEET SNIPE

...available in the same colors... for “Best Picture of the Year”, “Best Performance by an Actor” and “Best Performance by an Actress”... measures 44” x 12¼”.

3 for $1.00

1951 ACADEMY AWARD WINNER

Best Picture of the Year

NATIONAL Screen SERVICE

Pride Baby of the Industry
currently in its 10th week at the Hall, will match the showcase's record run set by "Random Harvest," in December, 1942, to March, 1943. Comparable gross figures with "Random Harvest," the Hall management said, would not give an accurate picture because admission prices in 1942 and 1943 were lower than they are today.

However, the $1,355,000 estimate for the DeMille film is comparable to the Hall's biggest grosser, "The Great Caruso," which racked up a huge $1,395,000 for its ten-week engagement at the Hall in the summer of 1951.

Although the running time of "The Greatest Show on Earth" is longer than most features, the Hall has been able to maintain its four shows per day schedule by cutting its stage show. The audience turnout, however, was said to be lower because of the length of the film.

Aspen Will Produce Two Films for UA

Two stories from James A. Michener's "Return to Paradise" will be filmed by Aspen Productions for United Artists release, it was announced here by Arthur B. Krin, president of UA.

The first, which according to present plans will be made with color in Technicolor, will be "Return to Paradise," the second will be "Until They Sail."

Six New Theatres For Famous Players

OTTAWA, March 17.—Since Jan. 1, 1952, Famous Players Canadian Corp., and its associates have opened the Paramount theatre, Port Alberni, B. C., and Paramount theatre, Bathurst, N. B. Between now and June 1, they will open the Alouette, Montreal, Westwood, Islington, Ont., a new drive-in theatre at Moncton, N. B., and another drive-in at Ottawa.

Levy Abroad on Filming

Bill Levy who recently formed William Levy Enterprises, will leave here for Europe April 1, on the News Amsterdam, to set arrangements for production in Europe in association with both British and American interests. While in London Levy will confer with the directors of Odhams Press, Ltd., co-owners of which they will soon be Publshes Mickey Mouse Weekly.

Motion Picture Daily

June 1952

N.Y. Grosses

(Continued from page 1)

The distributors, said this ruling of the Third Circuit conflicted with the Fourth Circuit Court of Appeals decision in the Wallrock Amusement Co. case, which held that "similarity of action under substantially like circumstances affecting each distributor is not proof of conspiracy."

A "conscious parallelism" justifies an inference of conspiracy, the high court was told, then the distributors have no basis for preventing the inferences of conspiracy unless they conspire to create a diverged situation of fact. Each distributor independently decided not to license the drive-in, the distributors said, they stipulated the record that one or two distributors should license the drive-in so as to avoid a showing of "conscious parallelism."

In conclusion, the distributors said the case has "an importance which far transcends the particular decision."

"In light of the record and the findings of the district judge, we would hold that throughout the U. S. against the distributors since the Paramount case decision, and said that as long as this decision on conscious parallelism and the credibility of distributor evidence is allowed to stand, other district courts in the Third Circuit must follow this principle and the distributors are "at the mercy of the plaintiff's in the area of litigation with which we are confronted."

With great earnestness, we submit that until this Court has reviewed the record which the Circuit Court of Appeals is deciding cases in which motion picture distributors are involved, they cannot obtain fair consideration in that circuit.

Another 'Miracle' Delay

WORCESTERS., March 17—Argument before the Supreme Court on the "Miracle" appeal, testing New York State's film censorship law, is now tentatively set for the week of April 21, according to court officials. It had been slated for the week of March 31, but was pushed back. The April 21 week is the first time the Supreme Court will hear arguments this term, indicating the case will probably be one of the most important before the court for the summer.

To View 'Convicts'

Columbia Pictures' "My Six Convicts" will be shown in 200 theatres attending the in-service course, through the joint cooperative effort of the Board of Education and the Organization of the Motion Picture Industry for the City of New York, today at the Roosevelt Memorial Hall, American Museum of Natural History.

'Greatest'

(Continued from page 1)

line, U. S. A." at the Roxy, which also features a stage show. There, a sold-out $6,000 opening week is currently in progress.

"The Greatest Show on Earth" at Radio City Music Hall, continues doing fine. A swell $103,000 is seen for its third week, while at least tying house's run record.

'Boots Malone' Fair

At the Paramount, a fair $53,000 is forecast for the opening week of "Boots Malone," starring Ella Fitzgerald headlining the stage bill. "Meet Danny Wilson" will bow at the Roxy for its second week.

For the fourth week of "African Queen" at the Capitol a nice $30,000 is seen. The long-standing "Quo Vadis" at the Astor will be replaced March 27 by "My Six Convicts." "Quo Vadis," currently in its 20th week, is expected to gross a substantial $21,000.

Holding up well is "Sailor Beware" at the Roxy. It is estimated for the seventh inning, while "Viva Zapata" at the Rivoli is forecast to do a good $15,000 for its sixth week.

"Snow White and the Seven Dwarfs" at the Criterion is doing excellent business at $4,200 for its first week in the fourth stanza. "The Captive City" will have its premiere there March 27.

At the Globe, "A Streetcar Named Desire" will replace "Hoodlum Empire" Friday, which is expected to bow out with a rather weak $11,500 for its second week, while "The Long, Hot Summer" will up its two-week run with a tepid $12,000 for its final five days.

Second Week Forecast

A fairly good $18,000 is forecast for the second week of "The Belle of New York" at Loew's State, where "Flesh and Fury" will bow in March.

Among off-Broadway houses, "Cry, the Beloved Country" at the Bijou is expected to gross a solid $6,500 for its second week, while a bargain at $5,500, "The Snake" is seen for the 22nd inning of "The Lavender Hill Mob" at the Fine Arts Theatre. The show is indicated for the fourth stanza of "The Woman in Question" at the Park Avenue.

At the Sutton, a fair $4,200 for the 10th week of "Tales of Hoffman" is forecast, while a robust $9,000 is seen for the 28th week of "The River" at the Paris. "Navajo" at the Barone is doing fairly well, with $2,900 indicated for the fourth stanza.

"Royal Journey" at the Guild Theatre is proving a solid attraction with a second week expected to rack up $7,500.

Renown Gets Rights to 5

Acquisition of United Kingdom distribution rights for a set of five of new American features has been set by Richard Gordon, president of Renown Pictures of America.

'Arch Oboler needs...'

'Do Not Box Office Needs...'

"Exhibitors Need..."
**RKO Files**

(Continued from page 1)

Activities Committee, and who "on the domestic scene, is not qualified to answer the question of whether they were Communists."

RKO executive screen writer Paul Jarrico as defendant. Hughes, managing director of production of RKO, declared: "I am long enough a former director of RKO Pictures Corp., this company will never terminate, conciliate with, or yield to Paul Jarrico or anyone guilty of similar conduct."

**Discarded All Manuscripts**

RKO charged in Los Angeles Superior Court that Jarrico refused to testify whether he was a member of the Communist party. RKO asked the court to determine that RKO is not required to pay Jarrico's demands for money for alleged damages, and that RKO "is not required to continue at any cost, either for screen credit or otherwise."

Hughes stated: "A great deal of pressure has been brought to bear upon me to pay off and settle Jarrico's demands out of court."

"It would be much simpler, easier, and probably cheaper to pay what Jarrico demands than to try to settle. And first, it seemed the sensible decision to pay off and forget this matter. Just get it over and proceed to more productive activities."

"Sensible Thing"

"And maybe it is the sensible thing to do. The RKO executives, attorneys and I have our hands full to try and run a successful company and operate in these times, and we do not have the man hours for the endless depositions that are being taken, the conferences and preparation which are necessary to fight a lawsuit. However, for whatever reason, I have been given this matter my most careful and conscientious thought. I have reached a decision and it is final and irreconcilable, regardless of what it leads me to."

"As long as I am an officer or director of RKO Pictures Corp., this company will never terminate, conciliate with, or yield to Paul Jarrico or anyone guilty of similar conduct."

In the complaint filed today, RKO stated that, after discharging Jarrico, RKO then hired a new writer to write an entirely new script, and that the picture was made from this new script, which contained nothing whatever created by Jarrico. However, the complaint charged that, because of these facts, the RKO studio suffered a delay in starting production.

**Stars to Aid Crippled**

Several personalities in the entertainment field have accepted invitations to support Easter Seal campaign of the National Society for Crippled Children and Adults. Jack Benny is chairman for radio and television, while Sid Caesar, Mr. and Mrs. Ronald Coleman, Joan Crawford, Bing Crosby, Jimmy Durante, Ethel Merman, Mrs. Jim (Fibber McGee and Molly) Jordan, Art Linkletter, Don McNeill, Don Quinn and Doris Day.

**Hit Monopoly Charge**

(Continued from page 1)

where UPT has the only theatre which would ABC be affiliated with a radio or television station. In most cities, it indicated there would be no theatre and broadcasting competition.

Coyle said that ABC's net after taxes in 1951 was $360,000, but he did not have a definite term in television sales in December, and in January the network actually had a loss. After divesting LUF would have 644 theatres in 297 cities, hearing examiner Leo Remick was told. In all, UPT runs first-run theatres and 3,249 competing run theatres, Coyle said. He added that in none of the 297 cities would UPT have the only theatre, and in only 20 small cities would it have the only first-run theatre. And ABC and television in any of those 20 cities, he stated. There would be 479 cities in which either ABC or UPT or KTTV or UPT would have the only theatre. And in only 220 small cities would it have the only first-run theatre. And ABC and television in any of those 220 cities, he stated.

Of professional championship boxing is engaged in a broadcast by a broadcast Justice attorney's Harold Lasser and Harold J. McAuley, under the supervision of UPT. Coyle explained, the complaint contends that "the public as well as the contestants, promoters, radio and television broadcasters and others engaged in this business is entitled to a free competitive market in the broadcast of professional boxing and commands such wide public interest."

"Named as defendants in addition to the plaintiff UPT, the chief interest is the Square Garden Corp., of New York, James D. Norris of New York, and Arthur M. Wirtz of Chicago. Norris owns the Garden and the Square Garden Corp., are the principal stockholders of the IBC of New York and Illinois."

**Pathé Color**

(Continued from page 1)

are now underway on the set of "The Pilot."

Wolcott added; three studies are interested in making features using Eastman Color film. For expansion in the East, he explained, is beginning to be duplicated in Pathé's present Hollywood laboratory, where new broadcasts is being brought. and is making plans to convert color."

Wolcott said most revenue of Pathé Laboratories still comes from the processing of theatrical motion pictures and while he sees some adjustment in the industry as a whole in the home TV, the Pathé executive said there will always be a thriving theatrical industry. It is, he said, based on the basis of this belief. Wolcott explained, that Pathé has begun its $1,000,000 expansion program. At present, Pathé handles the output of Universal Pictures, in addition to newsreels of Warner, Universal and NBC-TV, and also processes United Artists and RKO Pictures, the latter films on the Coast.

**The River' Is Cited**

A proposal that the board of governors of the Academy of Motion Picture Arts and Sciences consider a special award "the most significant cooperative international achievement" has been made by the General Federation of Women's Clubs. Besides the American Federation of Women's Clubs, the ruling body which comprised the organization of "The River" for the projected award.

**WTO Meeting Sept. 1-5**

San Francisco, March 17—Western Theatre Owners, Inc., will hold its 1952 annual convention in the Fairmont Hotel from Sept. 1-5, it is disclosed by president Roms Harvey.

**Bldg. Code Hearing Set in Puerto Rico**

By E. Sanchez Ortiz

San Juan, P. R., March 16 (By Airmail)—The Puerto Rico planning board has adopted a building code that will be submitted to public hearings March 30, before it is finally approved.

This regulation is being prepared in accordance with the provisions of Act No. 168 of the Insular Legislature, authorizing the planning board to adopt and enforce a building code that will cover security, stability and health conditions constructed in Puerto Rico, including motion picture houses.

Galindo to Handle Selznick Product

Mexico City, March 17—Pedro Galindo, producer-distributor, will distribute Selznick pictures in Mexico during the next four years under a contract made with Fred S. Gutman, Selznick manager here. Of late, various Mexican distributors have handled Selznick productions in this country. Coincident with the making of this deal, Galindo announced that he will produce six pictures this year.
Monthly magazines offer a producer real economy* in reaching millions.

*Available only through magazines...

ECONOMY for PRE-SELLING with LONG LIFE and in COLOR too.

McCall's
—America's THIRD Largest Magazine

MAGAZINES GO TO 82.5 PERCENT OF THE NATION'S HOMES. EVERYBODY READS MAGAZINES.
Allied Urges Arbitration
Meet at Once

Demands Quick Action by Distributors, ‘Or Else’

Allied States Association, through its president, Wilbur Snapper, yesterday coupled a threat of greater “militancy” in combating trade practice difficulties with a bid for “speed” on the part of the distributors in setting a date for an industry conference on arbitration.

At a press conference held in his office here, Snapper hinted that Allied would welcome at this time an arbitration conference with even the “few” distributors who have indicated [(Continued on page 4)]

‘Red’ Probers Hail RKO’s Jarriico Suit

WASHINGTON, March 18—House Un-American Activities Committee Chairman John S. Wood used the occasion of the RKO Pictures’ suit against writer Paul Jarriico to make it clear that he did not agree with the recent Committee report criticizing the film industry.

Congratulating Howard Hughes for filing the suit, Wood declared that he was "one member of my committee who has felt for some time that the (Continued on page 4)

Sees ‘New Heights’ For Film Industry

WASHINGTON, March 18—A conviction that the motion picture industry still has a “very good future” and has not reached the “heights” it will still reach was given as one of the reasons why the American Broadcasting Co. would like to merge with United Paramount Theatres.

In testimony yesterday before the Federal Communications Commission, (Continued on page 4)

NT Hopes to Meet Decree Deadline on Sale of 90

By MURRAY HORIZOWITZ

Despite what was described as the current market decline in the demand for theatres, Charles P. Skouras, president of National Theatres, would be able to dispose of the 90 Century-Fox consent decree within the deadline date of June, 1953.

The NT has been working here the past week here discussing divestiture plans with 20th-Fox president Spyros P. Skouras, in addition to mapping details of the Century-Fox’s pending contract on its remaining theatre following divestiture. He will be here today for his headquarters meeting.

National Theatres will acquire the Roxy and Skouras said he planned to retain David T. Katz as executive director.

Skouras said that the divestiture of the 20th-Fox parent company into two separate firms—production-distribution and exhibition—will be brought about on June 28. He added that the entire program will be outlined at NT’s annual convention in Los Angeles which begins on Monday.

The convention program, Skouras (Continued on page 4)

Columbia Officers Are Re-elected

Harry Cohn was re-elected president of Columbia Pictures Corp. at a meeting of the board of directors, it was disclosed here yesterday.

Other officers re-elected include: Jack Cohn, executive vice-president; A. Schneider, vice-president and (Continued on page 4)

Advance State Bill On Educational TV

ALBANY, N. Y., March 18.—The Assembly passed today and sent to the Senate a Rules Committee bill creating a temporary 15-member commission to study the use of television for educational and cultural purposes.

The commission would have an appropriation of $25,000.

A "legislative declaration" states that the Federal Communications Commission is currently proceeding with the allocation of channels which should be used exclusively for educational TV.

SAG and SIMPP Set New Labor Contract

HOLLYWOOD, March 18—Screen Actors Guild and the Society of Independent Motion Picture Producers today announced agreement on terms of a new collective bargaining contract which embodies all of the provisions in the recently negotiated contract between SAG and the Association of Motion Picture Producers,
MPAA Group Plans Application of 'Movietime Abroad'

The International Film Relations Committee of the Motion Picture Association of America yesterday enacted a resolution to provide admission to various foreign distributors of the series "Movietime" by providing accreditation for similar business-building drives in a number of overseas markets.

At the meeting, Lawrence H. Lipskin of Columbia Pictures, who is named to succeed Gerald R. Keyser, ad-publicity head of Warner International, as chairman of the committee for the next one-year term, is in charge of public relations and assistant to Joseph A. McConville, president of Columbia International.

A sub-committee will be appointed shortly to study aspects of the "Movietime" campaign in relation to its adaptability in various foreign countries, and to formulate recommendations for submission to the full committee.

The committee adopted a resolution to invite visiting American film executives and directors and directly schedule frequent meetings to share with the group first-hand information on public relations and advertising-pumping activities.

First guest will be Mr. M. Spiegel, MPAA International Division representative in Germany and France, who will arrive in New York this week.

Present at the meeting, in addition to Keyser, were Lipskin, Keyser, Louis B. Robinson, Miss Bessie Lucille Sideman, Mr. and Mrs. Naazegh Nazeri, and Armand, Mrs. Nazeri's secretary, who have been in the town to confer with members of the special committee appointed to the board to review the plans.

The screening was scheduled following objections to requests for tour divisions by members of the committee to be visited here today. The screening was rejected in the interest of the tour divisions.

A special screening of "Latuko," a film long held high by theatrical distributors in New York State by the Motion Picture Division of the Board of Education, was held here Friday by members of the special committee appointed to the board to review the plans.

The screening was held to outline the Museum's position to the Alliance censor board. The screening of the film, which also failed to gain a Production Code seal, will be held in the Division's offices here. It is being released elsewhere for theatrical distribution by Producers Representatives, Inc.

Mayor Urges DeSica To Make Film in N.Y.

At welcoming ceremonies yesterday at City Hall, New York City, Vincent R. Impellitteri urged visiting Italian producer-director Vittorio DeSica to film a picture in this city. To do so would be "good for the city, its business and its people," Impellitteri said.

New-Nosratdamus Series

A new series of "Nosratdamus" shorts will be produced for 1952-53, according to plans of Charles B. Carey Wilson, who produced the first "Nosratdamus" subject eight years ago for a Spanish producer.

Newsreel Parade

PRESIDENT TRUMAN talks to school children today as overseas news are current newsreel highlights. Other items include human interest flashes and sports. Complete contents below.


PARAMOUNT NEWS, No. 41—Paris film market opens. President addresses students. Elephant trio Lemmings wins in sweet spot. All-time Yankees, on 50th anniversary.

TELENEWS DIGEST, No. 12A—Korea air war; British split over trade. DCW hostes O'Brian. Red grumps flee to Western Germany. Germany hunts for uranium. Spain: Florida basketball game.


'McCall's' Features 'Singin' in the Rain'

"McCall's" Goes to the Movies," that magazine's new front-of-the-book feature, has hit the top bill in the April issues—on newsstands today—to M-G-M's 'Singin' in the Rain,' which carried a two-column story, "Mail-Order Star," which describes the operations for handling the fan mail of Paramount's Alan Ladd. Remaining columns in the new "Going to the Movies" feature are devoted to RKO's "How the West Was Won," which has been engaged to handle publicity and exploitation for the New England premiere of "The Captains." It was announced yesterday by Francis W. Winikus, United Artists' national director of advertising-publication, of Boston, Massachusetts.

Services for Hutton

ALBANY, N. Y., March 18—A requiem mass was held at the Francs De Sales Church, in Troy, tomorrow, for Francs W. Hutton, 47, formerly in association with Union Arts and Strand theatres in Schenectady. Hutton, sales manager for a local fuel company, formerly worked in Schenectady. His Theatre, then owned by W. F. Farley (his father-in-law), and William M. Shirley. The widow, a brother and a sister survive.

William Healy Dies

William Healy, film industry veteran associated with United Artists' exploitation operations for some 25 years, died Sunday in his home, 1607公園路, in Philadelphia. He is survived by his widow.

Reisinger in New Post

INDIANAPOLIS, March 18—William Reisinger, editor of the Daily News, has been named advertising manager of Greater Indianapolis Theatres.
"I'M SO PROUD OF MY STUDIO!"

"The cheers of the Preview audience at Loew's 72nd Street Theatre, N.Y. for 'SINGIN' IN THE RAIN' are still ringing in my ears."

"Not in all the history of M-G-M Previews has there been the equal of it."

"Many exhibitors who had not even seen 'SINGIN' IN THE RAIN' took our word for it and reserved their precious Easter holiday time. They will be very happy showmen to learn that audiences rate it Tops of All!"

"For the rest of the nation's exhibitors may I suggest that when you play this phenomenal Technicolor entertainment, you clear your playing time ahead for a long and profitable run."

"Yes, indeed, I'm mighty proud of my Studio!"

(Signed) Leo

my paw podner

NEW ALL-TIME HIGH! Audience Preview Survey of M-G-M's NEW TECHNICOLOR MUSICAL TOPS THEM ALL!

"SINGIN' IN THE RAIN" 98.8% 98.1%
"AN AMERICAN IN PARIS" 98%
"SHOW BOAT" 97%
"THE GREAT CARUSO"

Congrats to All!
THE RADIO CITY MUSIC HALL EASTER CHOICE!
"SINGIN' IN THE RAIN"
Starring GENE KELLY DONALD O'CONNOR DEBBIE REYNOLDS
with JEAN HAGEN • MILLARD MITCHELL and CYD CHARISSE
Color by TECHNICOLOR
Story and Screen Play by BETTY COMDEN and ADOLPH GREEN
Lyrics by ARTHUR FREED • Music by NACIO HERB BROWN
Directed by GENE KELLY and STANLEY DONEN
Produced by ARTHUR FREED • An M-G-M Picture

P.S. The Good News Studio has just screened the new Tracy-Hepburn comedy "Pat and Mike"—sensational! The Sneak Preview of "Lovely To Look At" spectacular Technicolor Musical confirms forecast of another smasheroo. Already previewed and tabbed for the BIG MONEY are "Ivanhoe," "Scaramouche," "The Merry Widow," "Skirts Ahoy!," "Because You're Mine," all of them Technicolor. And look for Big Things from "Carbine Williams."
5 Reply to Allied Arbitration Bid

Washington, March 18—Al lied States Association general counsel Abram F. Myers said Allied had received replies from five of 10 distributors to whom it submitted its arbitration proposal.

Four of the five replies were formal acknowledgments under Rule 4, and one, said, while a fifth expressed interest but made no commitment. Myers refused to identify any of the companies and also declined to make any further comments on Allied president William Snaper's New York press conference on arbitration held today.

Skouras Can't Accept

(Continued from page 1)

this year in divestment and reorganization under the Federal consent decree entered into by the company in 1952 in the government antitrust litigation.

Although under the decree, 20th-Fox will remain until June of next year in which to divest itself, the company has set next June 28 as its target date for the separation of its operations from the exhibition operations from theatre operations. A corporate reorganization of the company is a corollary of divestiture and will make extra demands on Skouras' time. In addition, the 20th-Fox president is known to travel abroad to visit and inspect some of the company's foreign operations and interests this year, which have not had his attention for some time.

In declining the COMPO post for those and other reasons, Skouras is said to have expressed a willingness to accept the COMPO presidency or other office next year, should his services be required.

It is also learned that Robert J. O'Donnell, head of COMPO's tax committee, who had been suggested as a possible successor to the event Skouras was obliged to decline the COMPO presidency, will now become eligible for the post. O'Donnell is now on a European tour.

Arthur L. Mayer, COMPO executive vice-president, has announced his resignation at the February board meeting; Robert W. Coyle, COMPO counsel; and Charles E. McCarthy, COMPO information director, now are canvassing other possibilities for submission to member organizations. It is known that the information that an effort may be made to induce Red E. Depinet, RKO Pictures president, to resume the COMPO presidency at least for an interim period, or to get William F. Rodgers, Loew's president, to continue at least until the next COMPO board meeting and an election can be held. Both men are known to be personally reluctant to do so.

Allied Urges Arbitration

(Continued from page 1)

While his decision was disclosed, United Artists' schedule provides for a program of 36 pictures each year.

It was produced by Arthur Gardner and Jules Levy for Allart Pictures.

Colombia Officers

(Continued from page 1)

treasurer; A. Montague, N. B. Spindler, R. R. Kellerman, L. W. Roth, Joseph A. McConville and Louis J. Barbana, vice-presidents; Charles Schwartz, executive vice-president; William stormer Wormer and Leo Jaife, assistant treasurers; David Fogelson and Duncan Cassell, assistant secretaries; C. W. Wickoff, controller.

healthiest expressions to come out of any industry in many months.

Jackson said six witnesses before the Committee had identified Jarrico as a troublemaker and Jarrico has a long record of Communist front associations. He contended that COJU leader Howard Hughes made the initial decision to fire Jarrico and today's suit to "make the firing stick.

The action, Jackson predicted, would have "widespread public approval" through the country and here in Los Angeles.

Representatives Walter, Velda, Potter and other members of the Un-American Activities Committee were out of town and could not be reached for comment.

United Artists Gets Feature From Gardner and Levy

(Continued from page 1)

responsible members of major producers are sincerely trying to eliminate men and women of subversive tendencies from the industry.

Woud said that it was "very pleasing" to him that "Hughes has taken this positive action along with other producers who have similarly announced and put in practice these same sentiments. This position taken by Mr. Hughes along with other members of the industry who have taken similar action should be a strong incentive to every member of the producing industry to likewise which would place the entire industry in a more enviable position with the American public."

Rep. Donald Jackson, California Rep ublican and one of the House Un American Activities Committee members was head of the film industry today also hailed the RKO Pictures suit against Jarrico as "one of the

YOUNG SPARKPLUG AVAILAIBLE

Seeks right position for utilization of his abilities for the benefit of the industry and ground in promotion and publicity.

BOX 302

MOTION PICTURE DAILY

1270 Sixth Ave., New York 20, N. Y.
**Motion Picture Daily**

**Television--Radio**

**Comment and Opinion**

*At a time when far too little good music is to be heard on television, NBC is trying to help fill that gap. Last Saturday's telecast of the Tocatucini concert may have had its technical flaws—two strategically located cameras broke down—but if it again demonstrates the tremendous effectiveness of TV in bringing outstanding events into the home, Director Kirk Browning, though obviously handicapped, did a fine job and has a chance to try again next Saturday.*

**If the Television Playhouse, sponsored on alternate Sunday nights over NBC-TV by Goodyear and Philco, rates high among the best and most consistently impressive shows on the air, the credit goes largely to producer Fred Coe, a young man with an enviable record in the art of electronic showmanship. He has been with the Playhouse since it started four years ago, turning out one full-hour program a week and defying the law of averages with a steady string of TV hits. Now 35, he wrote his first play at the age of 12 and was producing plays when only 18.**

**The Television Playhouse is prepared to go eight weeks ahead and rehearse for a show take-up about eight days out of a 10-day schedule. The TV producer must of necessity spend more time digging for material and developing new writers than his Hollywood counterpart, says Coe. His program hasn’t suffered a much more rise in costs because I don’t use the star system, he observes. He uses two directors, but on occasions takes over himself. Also he has done a film for television which has not yet been released.**

**Coe says he recognizes there is a trend towards Hollywood and the filming of the big shows, but insists that “there will always be a place for live” dramatic programs.” As for the Playhouse, he says: “We don’t do many big, spectacular scripts, that is, we leave to the movies. But we do some thrillers and TV. He thinks television production should be kept simple, adding: “There’s too much money being spent on scenery and costumes.”**

**After an unevent start, the CBS “Television Workshop” is finally settling down into the experimental groove for which it is designed. Like so many other CBS ventures, this one, too, suffers from the severe time limitations which do not permit real plot development. Martin Ritt gave a fine performance Sunday in “The Rocket.” Unfortunately, the skill of the actors was not matched by the quality of the script.**

**Quite a few new shows coming up. “Gangbusters” stars over NBC-TV Thursday, “Foursquare Court” moderately impressive in its bow over ABC-TV. “Escape With Me” made a nice impression in the opening show over ABC-Radio. Kitty Norris is narrator and hostess. “Police Story” stars over the CBS-TV network April 1, “Dagmar’s Canteen.” NBC-TV’s new variety show starts March 22.**

**The trade’s still buzzing over the executive realignment at CBS. Howard S. Meighan, president of CBS-Radio since July, 1951, and a vice-president of CBS since 1948, rejoins the corporation’s general executive group. He is succeeded as CBS-Radio president by Adam Murphy, who continues as CBS vice-president. At NBC, Harry Bannister, general manager of WWJ and WWJ-TV in Detroit, is joining the network in an executive capacity starting April 14. Bannister is a veteran of 26 years in the business. With a strong ABC, Leonard (Buzz) Blair has been named Eastern program director of radio. As Eastern production manager for the network he has been responsible for many outstanding ABC radio shows.**

**Fred Hipt**

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**ABC President Robert E. Kintner said his company reached its conviction after careful study of the motion picture industry. Kintner, on the stand all day at the Federal Trade Commission, said that over the last several years there had been discussions of ABC merging with CBS and with two film companies, but that it had finally decided after lengthy study of the field, to join up with UPT. The major reason, he said, was UPT’s financial position and earning power. He stressed the dominance of CBS and NBC in the broadcast field, and said in that situation would continue if ABC did not get additional funds. But if ABC could get more money, he declared, it would be able to put on better programs, invade new markets, and threaten the dominance of CBS and NBC.**

**The other reasons why ABC decided to link up with UPT were these: Kintner said; UPT’s management, shown early in the company (top-quality personnel); and its “excellent” record through its Chicago television station, WKBV, in the home television field and through its part interest in New Orleans standard station WSMB.**

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**Dietz Back From Product Confab**

Howard Dietz, vice-president of Loew’s and director of promotion for M-G-M, returned to New York yesterday from a month at the company’s Culver City studios, where he saw new product, met with studio heads on product promotional plans and introduced a new company system of exploitation to be handled by six divisional supervisors. Accompanying him on his trip was Terrell Sauveur, M-G-M exploitation director.

Dietz expressed enthusiasm over product coming up. He previewed screening of some of the films, including “Ivanhoe,” “Saramouch,” “The Merry Widow,” “Because You’re Mine,” “A Hole in the Roof,” “Love to Look At,” “Pat and Mike,” “Carbine Williams,” “Mr. Congressman” and “Fearless Fagan,” in addition to other M-G-M films.

**Oust NABUG from AFL TV, Radio Unit**

The New York Council of the National Association of Broadcasters and Guilds has voted unanimously to oust the National Association of Broadcasters and the United Radio and Television Assistants from membership, it was disclosed here yesterday.

The engineers and technicians associated with the creation of “radio” are creating “disharmony” by NABET, an association embracing American Federation of Labor unions in the TV and radio field.

**Sinatra at Paramount**

Frank Sinatra will open on the stage of a new picture on March 26, the same time “Meet Danny Wilson,” the latest film he stars in with Shelley Winters, will open.
By CHESTER B. BAHN
Editor, THE FILM DAILY

For the first time in the history of THE FILM DAILY's poll of the nation's film writers and commentators to establish the year's premier performances, four players appearing in the same picture emerge as winners in major brackets of the 1951 Filmdom's Famous Fives.

The picture is Warners' widely acclaimed "A Streetcar Named Desire," Tennessee Williams' own adaptation of his Broadway success which earlier won the Pulitzer Prize as well as the New York Critics' Award.

Vivien Leigh's touching portrayal of the neurotic Blanche DuBois and Marlon Brando's powerful delineation of the brutish Stan, her brother-in-law, take the stellar performance honors, while those for the best supporting performances go to Kim Hunter as Stella, Blanche's sister, and to Karl Malden as Mitch, Stan's poker-loving pal with whom Blanche falls in love.

Voting in the poll were the country's leading critics and reviewers who professionally write and comment upon motion pictures for newspapers, wire services, press syndicates and magazines, together with radio and television commentators whose field is the film.

Note: They also voted Elia Kazan one of the year's Five Top Directors for "A Streetcar Named Desire."
**Insider’s Outlook**

By RED KANN

IT IS inevitable that the majors will resort to the U. S. Supreme Court to find out where they stand on what is known as the MGM case. Briefly, this deals with the refusal of distributors to sell the Boulevard Drive-in, near Bethlehem, Pa., first-run against conventional key theatres in the Allentown-Bethlehem area. On appeal, the Third Circuit Court of Appeals upheld the lower Federal court and Judge William H. Kirkpatrick’s original findings.

Tied to this is the decision in the Walbrooke case in nearby Baltimore in which Judge John W. Calvin Chestnut, in essence, determined the distributors could choose their own customers, a decision subsequently upheld by the Fourth Circuit Court of Appeals. To the layman, it appears clear that, thus, one Federal court has ruled the distributors cannot pick their customers—and, in another, they cannot without breaching the law. To distributors’ lawyers this also appears clear, but it will be up to the high court to overlook these apparently conflicting decisions and determine the legal score.

But the majors have their mettle up on another point, and very vital it is when one realizes that the hundreds of anti-trust actions cascaded on the industry from all corners of the land, in the main, have one common root: U. S. versus Paramount, et al. The majors are complaining, and bitterly, over what is discretely described as the tendency of the Third Circuit Court to assume that distributors prefer to violate the law rather than observe it regardless of the case, the issues, the evidence, the arguments at law, and so on. They see themselves “at the mercy” of present and future plaintiffs, no matter where, and want the Supreme Court to remind the Third Court of Appeals—and, so, others in the Federal system—that fact, not history, ought to prevail.

**B. & K. Dividend Is Boosted 25 Cents**

Chicago, March 19.—Balaban and Katz Theatres Corp. has declared a quarterly dividend of $1.75 per share, payable March 27. The payment represents an increase of 25 cents over the regular quarterly dividend.

The annual meeting of B. & K. stockholders is scheduled to be held here in mid-April.

**Says Merger Would Boost Radio, TV**

WASHINGTON, March 19.—American Broadcasting Co. president Robert E. Kinter today called the proposed merger between his company and United Paramount Theatres a “shot in the arm” for the radio and television broadcasting industry. Kinter told the Federal Communications Commission’s Paramount (Continued on page 3)

**$703,616 Rise in ‘World’s Gross**

Universal’s world gross for the first fiscal quarter of 1952, ended February 2, was $703,616 over the figure for the corresponding period in 1951. The company reported yesterday to (Continued on page 4)

**74 NT Delegates To Attend Meet**

LOS ANGELES, March 19.—Some 74 home office and field representatives of National Theatres will be given an outline of the circuit’s divestiture plans and the new company set-up to follow the fulfillment of the 20th Century-Fox consent decree, during the annual NT meeting which will get under way here on Monday, running through Thursday. Charles P. Skouras, president of NT and of its subsidiary, (Continued on page 4)

**Majors Talk Arbitration**

At a meeting here yesterday attended by Eric A. Johnston, Motion Picture Association of America president, members of the MPAA distribution committee, steps were taken to pave the way for a meeting with representatives of Allied States Association and the Theatre Owners of America on the possible establishment of an industry arbitration system. The distribution committee, which consists of sales managers of MPAA member companies, named a sub-committee which will draft distribution’s proposals for an arbitration system, it was reported.

The sub-committee is understood to be prepared to include in its proposals (Continued on page 5)

**My Son, John**

*Paramount*

LEO McCAREY, producer, director and author of “My Son, John,” has succeeded in each category in making distinguished dramatic entertainment of his compelling story of the dehumanizing effects of Communism on a young American intellectual, the product of an average, small town, middle-class American family.

Much of his achievement can be credited to the superior performances of his principals, Helen Hayes and Dean Jagger, as the parents, and the late Robert Walker, as the studious son for whom the parents and two brothers made sacrifices to provide him with an education. Authentic as are their performances, however, it would have been difficult to avoid the suggestion of preaching, as it has been successfully avoided in “My Son, John,” had it not been for a script that rings true throughout and for McCarey’s superb direction.

The resultant picture is a stirring and poignant drama of American family life in a setting identifiable to all audiences. It is an important contribution, as well, to public understanding of an important problem. It is likely to make a deep impression on audiences and, in doing so, to win (Continued on page 4)

**Mayer Staying With COMPO; Urges Support Declination by Skouras A ‘Great Disappointment’**

Notwithstanding the “great disappointment” in the Council of Motion Picture Organizations over Sypros P. Skouras’ declination to serve as the replacement director of the COMPO program is going full steam ahead, and Arthur L. Mayer will continue on as executive vice-president pending the installation of new officers.

Mayer set forth this information in letters sent yesterday to all members of COMPO’s executive board. He included with the letters copies of a list of the major items on COMPO’s program, and urged that the recipients do their “utmost to bring them to a successful fruition.”

Simultaneously, it was widely re—

(Continued on page 4)

**McCarthy Optimistic On Belgian Decree**

Accepting as inevitable a Belgian remittances restriction decree, John G. McCarthy, Motion Picture Association of America foreign department chief, yesterday said he believed “it may not be too big” a restriction, or at any rate might seem at first glance to be more severe than it would prove to be.

He said Fayette W. Alport is continuing discussions with Belgian government officials in Brussels.

**House Passes Mass. Drive-in Measure**

Boston, March 19.—A bill prohibiting the granting of licenses for the construction of drive-in theatres within 2,000 feet of schools, hospitals or churches duly approved by the Joint Legislative Committee on Mencuville Affairs, was passed by the State House of Representatives and sent to the Senate for action.
AmusementDivision
Company Chairman
Set for UJA Drive

Company chairmen for the amuse-
ment division of the United Jewish
Appeal of 1952 will be announced here
yesterday at an organizational meet-
ing at the Hotel Astor.

They are Irving Greenfield, Louis
William Brenner and George Denbou,
National Screen Service; Arthur Israel,
Jr., Paramount; Robert
W. Waterman, United Paramount The-
aters; Robert Goldfarb, RKO Pic-
tures; Harry Mandel, RKO Thea-
tres; Jack Warner and Hal Wall-

ter Fox; Samuel Schneider, War-
ner Brothers; Adolph Schimmel, Uni-

eral; Max Youngstein, United Art-
ists; Seligman, Columbia.

Chairmen of other groups are:
Legitimate theatres, Richard Rod-
gers; exhibitors, Sel Strauss, Man-
nie Frisch and Fred Schwartz; pur-
chasing agents, Charles Moss; Labo-

datories, William German; exchanges,
A. L. Schwartz, The Theatre Pub-
lishers; Julius Collins; publicity,
Youngstein; publications, Chic Lewis,
Red Knapp, Jack Aliceto and Martin
Quigley.

At a recent pre-organizational meet-
ing, Mr. Greenfield said Mr. Greenfield
will lead the 1952 UJA campaign. Co-

chairmen of the campaign are Barne
Baltman, Jack Cohn, Ned Depinet,
Si Falandorff, Mrs. I. J. Weitman, Abe
Schneider, Fred Schwartz and Spyros
Skouras.

At yesterday's meeting were:
Benjamin Abes, Fabian, Harry Gold-
berg, Monroe Goodman, Leo Jacob,
Kra, Nat Lebowitz, Don Meredith,
Lawrence, Frank, Joel Rinzler, Edward Rugoff, Leslie
Schatz, Morton Sunshine, Mort Worm-
ser.

Mrs. Manheimer to Head Women's Tent

CHICAGO, March 19.—Mrs. Arthur
Manheimer was elected president of the
Women's Variety Club, an organi-

tation of the Variety Club of Illinois
members, at a meeting held here
last night.

Other officers elected were:
Mrs. Meyer, vice-president; Mrs. J.
Waters, secretary; Mrs. Irwin Joseph,
treasurer, and Mrs. Joseph Berzofsky,
named as chairman of a committee
organized to aid the charitable and
social activities of the local Variety Club.

MOT Film on Russia

March of Time will distribute “If
Russia Strikes,” produced by MOT,
starting in May, it was disclosed here
by Phil Williams, theatrical sales
manager of the company. The picture
was made in this country.

Robinson Boul on TV

The Sugar Ray Robinson-Rocky
Grasso middleweight championship
bout in Chicago on April 16 will be
broadcast to the Coast and by TV and
radio networks under the sponsorship of Pabst, it was disclosed here.

MOTION PICTURE DAILY, Thursday, March 20, 1952

NEWS in brief . . .

ALBANY, N. Y., March 19.—The
Sakur coat manufacturer, Inc. has registered for a certificate under the membership corporation law, to "bring together the correspondents of foreign publications and radio television stations to promote the exchange of cultural values between those nations and the creative forces representing those fields in the United States."

Foster a uniform publication of customs and exchanges within the profession, formulate a higher standard of ethics for all those involved in the settlement and arbitration of differences among members.

David Savage, manager of the WCB-TV film department here, has been put in charge of feature film buying for all departments of the television division, it was announced by Merle S. Jones, CBS-TV vice-

chairman of CBS. Savage was named last week to head the various film travel expenses for CBS television-owned stations, it was announced by CBS-TV spot sales.

Name Tax Agent As
"U" Guest in 1947

WASHINGTON, March 19.—Charles
D. Prutzman, former vice-president
of Bureau of Agents of the Motion Pic-
tures, admitted to a House Ways and
Means investigating subcommittee that
he used state and travel expenses for the
benefit of his hotel, Beverly Wilshire Hotel in Los Angeles, paid by Prutzman, his wife and child also traveled to Los Angeles by plane to join Ash, Guina said, and their expenses also were paid by Uni-

versal.

Later Ash recommended that Universal get almost the full EPT credit it claimed, Guina said. But this recom-

mendation was reviewed by higher
Bureau officials, he added, and approxi-

mately 75 per cent of the added credit disallowed.

Later, Prutzman himself took the stand and admitted paying Ash's hotel bill and the plane travel expenses. Rep. Kean (R. NJ.) bitterly criticized Universal, declaring that "business
departments who attempt to corrupt by any other means the comparatively low paid agents of the Bureau are entering into just as reprehensible conduct and procuring the same results as does the agent himself who ac-

cepts the favors. I don't know if there had been any in it at the office, but officials of Universal Pictures responsible for this attempted influence can be put in jail, but I wish there were.

MOTION PICTURE DAILY, Thursday, March 20, 1952

Personal Mention

SPYROS P. SKOURAS, 20th Cen-
tury-Fox, president, plans to leave
the Coast next week for studio conferences.

VICTOR GHIBALIA of Warner Broth-
ers home office pressbook department, will be married to ROBERTA EPEST in
March. 3.

GAEL SULLIVAN, Theatre Owners of
America executive director, was con-
fined to his home yesterday with a

cold.

JAMES V. O'GARA, Republi-
can manager, is the St. John on the
first stopover of a tour of Canadian
branches.

PHILIP GERARD, Universal assistant
publicity manager, was in Washington yesterday from New York.

DR. HERBERT T. KALMUS, president of Technicolor, will arrive here tomor-
row from the tropics.

LEON GORDON, M-G-M producer,
will leave Hollywood tomorrow for
London.

BARNEY BALABAN, Paramount
Pictures president, and PAUL RATHBUN, vice-president, left here yesterday for the Coast.

JAMES R. GRABERGER, Republic ex-
ecutive vice-president in charge of
sales and distribution, will leave here
for Washington today and will be in
New York on Monday.

DAVID T. KATZ, executive director
of the Rocky Theatre here, will leave
tomorrow for Los Angeles where he will attend the annual National Thea-

tres convention.

VITTORIO DE SICA, Italian produc-
tor-director, will leave here today for
Chicago. He will be in Hollywood on
Monday.

HERMAN M. LUBY, general coun-
el of Theatre Owners of America, was
in New York yesterday from New
Haven.

CHARLES SCHLAFER, who
left French Hospital here tomorrow to
take care of his recent illness at his
home.

M-G-M Delegation To Rome Tomorrow

Arriving in New York today, en
route to Rome for M-G-M's "Quo
Vadis" sales conference, are the fol-
lowing company territorial managers:
Julian Berin, Cuba; Jose Blain, Puerto
Rico; Myron Karlin, Vene-

guza; Carlos Niebla, Mexico; W.
Panama; Alberto Walker, Colombia.

All will leave for Rome tomorrow by
KLM Airways, accompanying the
honorary delegation, will be headed by Arthur M. Loew, president of Loew's International Corp., and
Mort A. Spring, vice-president.

MPAA Hosts DeSica

At Reception in N. Y.

With John G. McCarthy, Motion
Picture Association of America inter-
national division held, acting as host.
De Sica, Italian producer-director,
was honored at an MPAA recep-
tion at the Hampshire House here last night.

Stores of executives of the MPAA
member-companies as well as foreign
film distributors attended.

Clarence Hill's Sister

Funeral services will be held today
at West Point Pleasant, N. J., for Mrs.
Clarence A. Hill, branch operations
manager of 20th Century-Fox, Mrs.
Hill was the widow and a daughter, died
suddenly on Monday at her home.

SAG Cancels Contract

Hollywood, March 19.—Screen
Actors Guild today announced can-
celation of its contract with Jack
Schaefer, producer of "The
Gay Desperado." On May 18, on
grants of non-payment of $3,500 to
actors in "Son of Stam-
pete."
NOW! A RIP-ROARING SMASH AT POPULAR PRICES!

RETURNS ARE JUST COMING IN...WATCH FOR A FLOOD OF SMASH RESULTS COMING UP!

ST. PETERSBURG — Capitol Theatre — HIGHEST UA GROSS ON RECORD!
WEST PALM BEACH — Center Theatre — BEAT "RED RIVER"!
WORCESTER — Plymouth Theatre — TREMENDOUS OPENING AND GOING STRONG!
SPRINGFIELD (Mass.) — Paramount Theatre — HOLDOVER! GREATER THAN "RED SHOES"!
TUCSON — Lyric Theatre — ALL TIME OPENING DAY RECORD GROSS!
MONTREAL — Orpheum Theatre — HOLDOVER — 3rd WEEK! HIGHEST GROSSER EVER!

"THE RIVER"
Color by TECHNICOLOR

Kenneth McEldowney presents Jean Renoir's production of THE RIVER. Color by Technicolor • with Nora Swinburne, Arthur Shields, Esmond Knight, Suprova Mukerjee, Thomas E. Breen, and introducing Patricia Walters, Radha, Adrienne Corri • Produced by Kenneth McEldowney • Directed by Jean Renoir • Assistant to Mr. Renoir — Forrest Judd • Screenplay by Rumer Godden & Jean Renoir • Based on the novel by Rumer Godden

Another BIG ONE thru UA
MOTION PICTURE DAILY
Thursday, March 20, 1952

NT Meet

(Continued from page 1)

Fox West Coast Theatres, will preside at the meeting.

John B. Bertero, chief counsel, will present the legal run-down on the various aspects covering the divestiture order which the company plans to put into effect by July, 1952. Division presidents, district managers, film buyers, bookers, advertising-publicity, real estate, merchandising, and purchasing heads, will be in attendance from Fox West Coast Theatres, Fox InternationaL, Fox Midwest, Fox Michigan, Evergreen and Fox Philadelphia.

Among division heads set to attend are Elmer Rhood, Kansas City; Frank H. Redketon, Jr., Denver; Frank L. Newman, Sr., Seattle; Harold J. Fitzgerald, Milwaukee; Harold Suedenberg, Philadelphia; and David Idal, Detroit.

Executives from Los Angeles will include H. C. Cox, NT treasurer; George Heisserer, FWG general manager, and Dick Dickson, Southern California division manager. From San Francisco will come M. Spencer Leve, FWG's Northern California division manager.

Another topic on the agenda will be a discussion on the new Swiss Edrophon television system.

‘U’s’ World Gross

(Continued from page 1)

the Security and Exchange Commission that the gross for the 13 weeks ended February 2 was $13,426,766. This compares with $12,723,150 for the 13 weeks in the year previous.

Top Air Froman Tribute

A tape recording from the USO-Camp Show Waldorf Astoria Hotel tribute on Monday to Jane Froman will be broadcast later in the week over the NBC Tex and Jinx program. Miss Froman's story has been dramatized in the new 20th Century-Fox production, “With A Song In My Heart.”

Honor Anna Neagle

LONDON, March 19—Anna Neagle today received the Order of the British Empire from the Duke of Gloucester for her service to the British film industry.

‘My Son, John’

(Continued from page 1)

for the picture a vast amount of favorable and interested discussion. Moreover, it commands itself to the interest and attention of civic and patriotic organizations, to public officials from the local to the national level, and to newspaper and magazine editorial writers. With their support and its own considerable catalogue of merits, its experience at the box office should be rewarding to exhibitors and audiences alike.

Adding to the dramatic impact of Walker’s involvement in Communism, is not only the fact that he is the favorite son of a God-fearing, patriotic American family, but also that he is in government service in Washington and his participation in the Communist conspiracy is treasonous. The particular severity of the depiction of material devotion to the son, which the great talent of Miss Hayes provides, accentuates the basic tragedy of the story. Further emphasis is provided by Jagger’s identification with the local American Legion post and his devotion to American ideals, carried into his profession, that of an elementary school teacher. In addition, the other two sons of the family are Marines who, at the time of the action, are about to leave for Korea.

On a visit to his home Walker’s behavior first breeds doubt, then suspicion in the minds of his parents. Suspicion crystallizes when Vau Heflin, as an F.B.I. agent, makes a visit of a 20 weeks to the home. With Walker’s help, Miss Hayes finds the trace from her son by recourse to every appeal to honor, decency and devotion of which a mother is capable, but Walker meets her with lies and evasion. Jagger, openly believing the son is either a Communist or a sympathizer, endeavors to reason with him, but is provoked into striking Walker.

A series of ensuing events leaves the mother in possession of evidence linking the son with a woman arrested as a Communist spy. Confronted with the evidence, Walker at first seeks escape by lying, then, abandoning at pretext of decency, he first endeavors to recover the evidence from his mother by force and, finally, threatens to discredit her testimony against him by accusing her of mental incompetence.

Returning to Washington, Walker is about to flee the country when conscience overtakes him. In his office he makes a recording of an address to the graduating class of his alma mater in which he confesses to being a Communist and traitor, and relates the process of his delusion and downfall through associations formed in his college days. About to surrender to the F.B.I., Walker is shot to death by Party executioners.

The outstanding performances of the principals make living people of each character. Miss Hayes’ work, in her first screen appearance in 17 years, is specially noteworthy. She is a scene-breaker throughout the picture that Bracing the burden of the story’s emotional impact rests upon her, aomer foundation for a dramatic performance would be difficult to name. Still, Jagger and Walker are not far removed from Miss Hayes in the excellence of their performances. The support of Heflin; Minor Watson, as the family doctor; Frank McHugh, as a village priest; Tod Karans, as an F.B.I. man, and Richard Jacek and James Young, as the sons in service, is substantial and in keeping with the high level of authenticity achieved throughout the performance.

The adaptation of McCarey’s story is by John Lee Mahin. Miles Conolly and McCarey did the screenplay.

“My Son, John,” is an important contribution to the screen drama of our day. It has significance beyond its dramatic stature. By the very nature of its subject matter, that is unescapable. But its message is subversive at all times to an order of theatre that makes its people and its story come alive. Paramount is deserving of credit for making possible the picture. It speaks so well of matters about which the screen cannot afford to be quiet.

Running time, 122 minutes. General audience classification. For April release.

GIVE to the American Red Cross.

March is American Red Cross Month. GIVE.

Mayer Staying

(Continued from page 1)

ported in the trade yesterday that efforts are being made or will be made to persuade Mayer to take the presidency of 20th Century-Fox, either immediately or after the president of 20th Century-Fox, had originally notified COMPo that he would be unable to continue as chief executive. Skouras was elected to the post at the board meeting, but his being in Zurich, Switzerland, at the time made it necessary to determine whether or not he would accept. Since his return to the U.S. about two weeks ago, Skouras has made his decision on whether to accept the post and was approached meanwhile by Mayer and other COMPo executives and was asked to consider accepting his decision on Tuesday to decline arise from pressure of company business, Mayer said that he would not have sufficient time this year to do justice to the COMPo position.

Intended to “clear up any misunderstanding” the Mayer letter assured COMPo board members that “there has been no confusion in COMPo activities and that we are going full steam ahead on the COMPo program.” Mayer said that the executive board meeting,... notwithstanding our great dis- appointment over Mr. Skouras’ reluctance to accept the post of president.

“I shall not discuss the subject of COMPo officers at this time,” Mayer wrote. “I want you to get this letter is quite possible that you will have received word clarifying the situation from Jack Allicato, chairman of the nominating committee, I want to make it clear, however, that pending the installation of officers, I am continuing in COMPo activities, as I have been doing, and that I, Robert W. Coyle, COMPo special counsel, and Charles E. McCarthy, the vice president, are going ahead with our daily work and are giving all our energies to carrying out the COMPo program discussed at our board meeting.

He emphasized the importance of the program enclosed with the letter, and added that it was possible for the execution of this program will be done both by your COMPo officers and the various committees to which the various projects have been allotted, it will not succeed unless it has the enthusiastic and vigorous support of you, therefore, to look on these projects as your own tasks and to do your utmost to bring them to a successful fruition.”
Would Boost Radio, TV

(Continued from page 1)

JUDY HOLLIDAY in
THE MARRYING KIND
Introducing ALDO RAY
Produced by Bert Granet
Directed by George Cukor
A COLUMBIA PICTURE

millions of teens will mark this movie a "must"...because they "saw it in SEVENTEEN"
YOU'LL BE THE PROUDEST SHOWMAN WITH YOUR EASTER PARADE...

THERE'S NO BUSINESS LIKE 20TH CENTURY-FOX BUSINESS!
Industry's Ad Plans Stalled At Meet Here

Disagreement May Cause Delay of a Month

Disagreement among members of the Motion Picture Association of America's Advertising-Publicity Directors Committee on one or more facets of the projected second industry institutional nationwide newspaper advertising campaign is likely to delay appearance of the layouts by a month or more, it appeared yesterday.

The MPAA committee, which is headed by Charles Simonelli of Universal, discussed the project at length yesterday but failed to get it "off the ground." Disagreement was said to center around the format of the advertisements and on which of the major companies should inaugurated the program.

Earlier this month, following a (Continued on page 9)

See 3 More Weeks Of Parah. Hearings

WASHINGTON, March 20 — The Federal Communications Commission’s Paramount hearings will last at least another three weeks, and perhaps longer, officials believe.

The hearings, now in their ninth week, are currently dealing with the proposed merger between American Broadcasting and United Paramount theatres. Starting Monday, in an effort to expedite matters, they will get under way at 9:00 each morning, instead of the usual 10:00 a.m. ABC and UPT witnesses who have testified so far on the merger are slated to (Continued on page 9)

Eidophor to Use Altec Audio Unit

Altec will assist with the initial installation of 20th-Century-Fox's Swiss CBS color television system in this country, it was disclosed here yesterday.

Altec, which was selected at the request of Earl I. Sponable, 20th-Fox research director, will provide the engineers and equipment for the (Continued on page 9)

Academy Awards for 1951

BEST PICTURE

BEST PERFORMANCES


BEST DIRECTION
"A Place in the Sun," Paramount, George Stevens.

BEST WRITING

 Screenplay—"A Place in the Sun," Paramount, Michael Wilson and Harry Brown.


BEST ART DIRECTION


BEST CINEMATOGRAPHY


BEST COSTUME DESIGNS


BEST FILM EDITING
"A Place in the Sun," Paramount, William Hornbeck.

BEST SOUND

BEST MUSICAL ACHIEVEMENTS
Scoring of a Musical—"An American in Paris," M-G-M. By Peter Herman Adler and Johnny Green.

 Dramatic or Comedy Film Score—"A Place in the Sun," Paramount. By Franz Waxman.


BEST SHORT SUBJECTS


BEST DOCUMENTARIES
Short Subject—"Benji," made by Fred Zinnemann with the cooperation of Paramount for the Los Angeles Orthopedic Hospital. Feature—"Kon-Tiki," Artfilm Production, RKO Pictures (Norwegian). Olle Nordemar, producer; film presented by Sol Lesser.

SPECIAL AWARDS
Irene G. Thalberg Memorial Award: to Arthur Freed.


Gene Kelly for his exceptional ability to put choreography on film.
'Movietime, U.S.A.' Star Tours Are Hailed in Oklahoma

OKLAHOMA CITY, March 20—The Council of Motion Picture Organizations declaration in New York yesterday that the industry agency's pro- gram is in operation. A committee of the council, which had been testifying to today in this territory where the "Movietime" tour of nine "Hollywood Nights" across the nation, saw a public reception surpassing in enthusias- maeven the wild acclaim given the first "Movietime" troupe here last October.

The present troupe, which is split into groups of three, covered 47 towns in this territory in the first two days of its tour. The units, made up of speaker Harold Shumate and actors William Lundigan, Cliff Wills, Paula Raymond, Irene Martin, Laura Elliott, Virginia Hall, Tim Holt and Regis Toomey, were met at each town by a band and escorted by "Round Up Clubs" to Red Cross luncheons and other civic gatherings.

J. C. Herter of Los Angeles, co-chairman of the Oklahoma Motion Picture Committee, reported today that in Hugo, Okla., the state, the rolling of Giants and Lions and Kiwanis featured an "open forum meeting in which our Holly- wood friends were able to answer many of the questions at no cost, and present answers with some tough questions, for a terrifically favorable reception. Hunter said he thought they would beat a circus parade. Hunter said the units are improving with each ap- pearance and that they are giving complete co- operation in carrying out the "Movietime" committee's plans.

Wagner Heads Film Council of America

CHICAGO, March 20.—Dr. Paul A. Wagner, former president of Rollins College, has been named executive director of the Film Council of America. The organization, with headquarters at 57 East Jackson Boulevard, will be open to membership for more than 100 councils throughout the country. Also affiliated with the council will be such organizations as the American Legion, American Medical Association, CIO and National Association of Manufacturers, with a total membership of 17,000,000

The organization's avowed purpose is to promote the showing of better movies in theatres, and schools, as well as in clubs and before other cultural groups.

John D. Swain, 82, Dies

BOSTON, March 20.—John D. Swain, 82, novelist, playwright and motion picture script writer, died at his home in Whitefield, Mass., last night. Many of his stories and novels, including "The Last Man on Earth," "White and Silver," "Death of a Man Alive," were made into films. His widow, Edith, survives. Services will be held at the home of Funeral Home in Whitman tomorrow.

Personal Mention

T. R. RENATO GUALINO, general director of Italian Films Export, will hold a trade press con- ference here on Monday. He is scheduled to leave for Rome at the end of next week, concluding a four weeks visit.

J. L. ERIC HOREL, grandson of Warner Brothers, will be at the studio here on Tuesday. He was born in Hollywood last week.

EDWARD BURROCK, Boston exhibitor and amusement park operator, was elected national president of the New England Showmen and Bees Association of America.

Frederick S. Scharberger, Jr., co- owner of Keith's Theatre, Baltimore, is ill in Florida, where he had gone on vacation.

Enrique Baz, United Artists general manager in Brazil, is in New York for a vacation.

Allen Rivkin, M-G-M writer, will return to the Coast today after a 10- day visit here.

Katharine Hepburn will sail from here for Europe on the S.S. America.

R. OBERT M. WEITMAN, United Paramount Theatres vice-president, left here yesterday for Wash- ington to attend the UPT-ABC Fed- eral Government hearings in progress there.

Edward C. Dowdow, Loew's The- atres assistant publicity director, on Wednesday addressed a meeting of the supervisors of the Sisters and Broth- ers of Mercy of the Catholic church of Brooklyn and Long Island on the religious aspects of "Quo Vadis" and "My Son, John.

Nat Levy, RKO Pictures Eastern division sales manager, and Sidney Kaynor, assistant, will be in Cincinnati from New York Monday on the first stop of a tour of exchanges.

Myron Saland, son of Nathaniel Saland, president of M-G-M Film Library here, will be married Sunday to Barbara Ellen Cohen.

Robert S. Wolff, managing direc- tor of RKO Pictures in Britain, will sail from here for England tomorrow on the S.S. Queen Elizabeth.

George Sidney, M-G-M director, and Mrs. Sidney are due here from London March 31 for a three-week vacation.

Babila’ in Four Pact Delay Halts Languages for U.S. Spanish Filming

"Babila” will be given the unusual treatment of being dubbed in four lan- guages—French, German and Spanish—by exhibitors in selected theatres throughout the United States, it was announced by William J. Hein- man, United Artists distribution vice- president. The English-language pro- duction was generally released last year.

All four versions will be uncut, from the original, and will play three hours. Those who have already been completed and the French and German versions are cur- rently in production. "Babila” is a Jules Levey production.

Coast Services for Myron H. Lewis

Funeral services for Myron (Mye- ke) H. Lewis, industry pioneer and former Western district manager for Para- mount, were held here this weekend in Los Angeles, the company reported here yesterday. Lewis died last Sat- urday after a brief illness in Carlsbad, Cal. He is survived by the widow, Edid, two broth- ers.

Carroll Found Dead

BOSTON, March 20.—John R. Carroll, an executive of American Theatres Western, failed to return home from his home in Newton this morning in his apartment in New- ton. According to word received at the home office of American Theatres, he was apparently the victim of a heart attack.

Morriss R. Olesky

Baltimore, March 20.—Funeral services were held today for Morris R. Olesky who died suddenly Tues- day last. Among his many friends are the Windsor and Victory theatres here, he was from the Northern and specialized firms dealing with American film distribution will not want to distribute Spanish pictures, or that they may do so wrongly. This put American producers in a bit of a quandary, he said. If they begin production without knowing how the situation will be affected by agreements.

Distribution is particularly worried. There is always the fear that Amer- ican or specialized firms dealing with American film distribution will not want to distribute Spanish pictures, or that they may do so wrongly. This put American producers in a bit of a quandary, he said. If they begin production without knowing how the situation will be affected by agreements.

The formula, according to Snader, would virtually eliminate the present practice of "dubbing" foreign music used by the majority of TV producers and would have the effect of increasing revenue and jobs for American musicians.

AFM Studies Snader Scoring Proposals

The American Federation of Musicians yesterday approved an agree- ment to the proposal to revise its TV film scoring contract, made by Louis Snader, head of Snader Tele- scripts. The agreement was approved by official Clax Meader, but the session was de- scribed by the TV producer as "inauthentic" and plans to return to the Coast on Monday, ex- pressed hope that the AFM would be able to state its position in about another two weeks.

Under the Snader plan, TV pro- ducers would be allowed to use 26 minutes of music for a maximum of three half-hour TV shows, thus cut- ting present scoring costs one-third. Another Snader proposal, allowing pro- ducers to pay musicians on the basis of advances on their AFM five per cent royalties, instead of the present practice of first paying the salary and then allowing the royalty payments as the film is sold. The formula, according to Snader, would virtually eliminate the present practice of "dubbing" foreign music used by the majority of TV producers and would have the effect of increasing revenue and jobs for American musicians.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
CECIL B. DEMILLE
"THE GREATEST SHOW ON EARTH"
Color by Technicolor
SPECTACULAR STAGE PRESENTATION

WILLIAM H. SNADER'S Boot's
"PARK MOUNTAIN"
MORRIS R. OLESKY
Baltimore, March 20.—Funeral services were held today for Morris R. Olesky who died suddenly Tues- day last. Among his many friends are the Windsor and Victory theatres here, he was from the Northern and specialized firms dealing with American film distribution will not want to distribute Spanish pictures, or that they may do so wrongly. This put American producers in a bit of a quandary, he said. If they begin production without knowing how the situation will be affected by agreements.

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IN THIS YEAR 1952 COLUMBIA HAS THIS TO SAY IN TERMS OF PRODUCT
INCOMPARABLE!

JUDY HOLLIDAY
The Marrying Kind

matching her Academy Award “Born Yesterday” performance!

introducing ALDO RAY

ANTHONY DEXTER
in The BRIGAND

An Edward Small Production
Color by Technicolor

ASTONISHING!

MARCH
My Six Convicts
From the Book of the Month sensation!

ROMANTIC!

AUGUST
The Golden Hawk
starring Rhonda Fleming, Sterling Hayden
Based on Frank Yerby’s novel. In golden color by Technicolor

THRILLING!

JULY
Immortal Dumas Adventure!

COLORFUL!

NO WHITE MAN DARED FOLLOW HIM!

JUNE
Brave Warrior
starring Jon Hall
Color by Technicolor
SUSPENSEFUL!
Topical!
Top Secret!
Top Grosses!

Louis de Rochemont's
WALK EAST ON BEACON
starring
GEORGE MURPHY
From F.B.I. files!

AWAITED!
Rita Glenn
HAYWORTH · FORD
Affair in Trinidad
A Beckworth Production
NOW SHOOTING

OUTSPOKEN!

A STANLEY KRAMER COMPANY
production
THE
SNIPER
Adolphe Arthur
MENJOU · FRANZ
MAY

GRIPPING!

A Day to Live in Violence!
CRIPPLE CREEK
starring
GEORGE MONTGOMERY
color by Technicolor
A Resolute Picture
AUGUST
COMPARE ALL COMPANY LINE-UPS FOR 1952 AND YOU’LL PLAY COLUMBIA ALL THE WAY
Ad Plans

(Continued from page 1)

See 3 More Weeks
(Continued from page 1)

Phillips Satisfied with Legislative Results

Albany, N. Y., March 20.—D. John Phillips, executive secretary of Metropolitan Motion Picture Theatres Association, expressed satisfaction tonight with the results achieved by him and other industry units at the 1952 session of the legislature. Phillips said, "We are not hurt," pointing to the defeat of the Condon-Roman Bill which was bottled up in committee.

Lipton to Map Plans For New Productions

David A. Lipton, Universal Pictures vice-president in charge of advertising-publicity, is scheduled to arrive in New York today to make arrangements for the Hollywood weekend for conferences with home office executives on promotion plans for forthcoming releases. Lipton will map campaigns for "Red Ball Express," "No Room for the Groom" and "Sally and Saint Ann," plus long-range plans for "The World in His Arms."
2 More Suits Filed in Chi.

Chicago, March 20—Attorneys John F. Sullivan filed two anti-trust suits in Federal District Court here today on behalf of Louis Spirito, one of the old-time theater owners, and Balaban & Lombard, Inc., asking $70,000 treble damages, the other involving the Villard Theatre, Villa Park, III., asking $880,000 in treble damages.

Both suits, for the period 1938 to 1948, name the major film companies, and charges are made in the complaint that the defendants, Redpath, Loew, Katz and Warner Brothers Theatres as defendants, charging that the defendants, Redpath, Loew, Katz and Warner Brothers, as defendants, charging that the Du Page case has been assigned to Judge William Campbell, the Villard to Judge Michael L. Igoe.

Shreveport Exhibitor Files $195,000 Anti-Twist Suit

NEW ORLEANS, March 20—Attorneys for Don George, Shreveport, owner of the Don Theatre, has filed suit in Federal District Court against 11 companies claiming damages of about $195,000 in connection with its phenomenal success against his Alexandria Theatre.

The complaint alleges that the companies violated the Sherman-Clayton Anti-Trust Act. Defendants named are Paramount, United Paramount Theatres, Paramount Film Distributing Corp., Paramount Gulf Theatres, RKO Pictures, RKO Radio, Warner Brothers Pictures, Columbia Pictures and Columbia of Louisiana.

‘Greatest’ in 26 More Situations

“The Greatest Show on Earth” will open this week in 26 additional situations, raising to 63 the total number of U. S. pre-release engagements of the picture. Seventeen runs have already been completed, while 30 playdates are still running.

Midnight Bow for ‘Anything,’ April 2

“Anything Can Happen” will have a midnight premiere at the Mayfair Theatre here on April 2, with Joseph Ferrer, who stars in the film, as honor guest. Following its initial showing, the film will be shown on a continuous 24-hour schedule on the subsequent day. Regular Mayfair hours will resume on April 4.

Start Transfilm Series

Transfilm, Inc., is starting production on a series of 13 short subjects featuring readings from popular literature. The first in the series was announced by Walter Lordenwood, executive vice-president. Featured in the films will be Dean Martin, Gaye Castron, Roddy McDowall, Madeline Carroll, Monty Woolley, Burgess Meredith and Walter Hampden.

Goldwyn, Jr., Film on TV

“Alliance for Peace,” the film produced by SHAPE for Lt. Samuel Goldwyn, jr., will be telecast over the CBS-TV network tonight at 10:30.

Reviews

“Macao” (RKO Radio)

A SLICK job of melodrama-making has been turned out in “Macao.” The film is a “tall” story, as old as the Orient, set in a Oriental setting, robust romance, mystery and fast action. The cast is also calculated to bring in customers. Robert Mitchum and Jane Russell have the leads, with William Bendix, Thomas Gomez and Gloria Grahame in supporting roles. The course of the proceedings is Miss Russell cavorts about in striking form-fitting gowns and also has occasion to deliver several vocal numbers. There is nothing of great distinction in the screenplay by Bernard Herbstman and Stanley Rubin, but it is designed to please the general film-goer.

In the early phases of the film a steamship heading for the island of Macao throws three Americans together. They are Mitchum, an adventurous charter pilot who runs away from trouble back to the States; Miss Russell, a buffed entertainer looking for a job; and Bendix, a hearty American salesman.

Once on the island a lot of melodramatic things happen. It seems that the island’s skullduggery all stems from Brad Dexter, an underworld czar who runs a nightclub and is desperately wanted for a number of crimes back in the U. S. Dexter receives information that a U. S. detective is due on the island with the assignment of luring him out past the three-mile limit. He suspects Mitchum to be the detective and thinks that Miss Russell is his girl. Actually the detective is Bendix, in drag, and in a series of maneuvers he uses Mitchum as a cat’s paw to get at Dexter. The result is a string of close calls and beatings for Mitchum. By the time the story runs its course, Bendix is killed, and Mitchum is instrumental in capturing Dexter. His reward is the美人 of the freedom Miss Russell.

Alex Gottlieb produced and Joseph von Sternberg directed in crisp, exciting fashion.

Running time, 80 minutes. General audience classification. For release.

M. HERBSTMAN

“The Lion and the Horse” (Warner Brothers)

A ROUSING outdoor drama is built around a man’s devotion to a wild horse in “The Lion and the Horse.” The film is the first feature to be done in color by Warnercolor and the process appears to be on a high standard and very effective. The lion of the title belongs to a rodeo and when the jungle beast escapes it tangles with the stallion in a climactic scene to come out second best. There may be some question as to the likelihood of a stallion vanquishing the king of the jungle, but it makes for some lively footage.

Steve Cochran has the lead as a wild horse hunter who pursues and finally captures a wild black stallion leader. He keeps the horse in a hideout and the horse is finally spotted by rivals. As a result Cochran finds himself in a position of having to buy back the horse. Not having sufficient funds he sets out to work for the money. In a series of shady negotiations the horse finally is sold. Cochran’s horse, moreover, is spotted by one man who invites him to buy the animal to set it free. Then he captures it and takes refuge at a small ranch run by Harry Antrim and his 9-year-old ward, Sherry Jackson. Cochran trains the animal with foodiness, making it highly intelligent and responsive.

At this point the villainous rodeo operator arrives on the scene and demands the horse so that he may again exploit it cruelly in his show.

The intentions of the villain are the malefactor to death and thereby becomes an outlaw. However, by killing the escaped lion the horse regains its freedom from an appreciative marshall.

The conventional scenario is written by Crane Wilbur and directed by Louis King, with Bryan Doherty in charge of production.


M. HERBSTMAN

Mexican Owners Elect

MEXICO CITY, March 20—Antonio de G. Osio, local exhibitor, is the new president of the National Exhibitors Association. He has headed the association for several terms. Other officers are Adolfo Lagos, vice-president for the federal district (Mexico City); Amado Montserrat, president for the provinces; Manuel Espinosa Iglesias and Manuel Angel Fernandez, treasurers; and Eduardo Chavez Garcia, secretary.

Mavety Estate, $127,608

TOMSKY, March 20—Prominent in Canadian film circles for several years, Mr. Charles F. Mavety, a local exhibitor, has lost a estate. He is reported to have sold the property for $127,608. The sale is the latest in a long series of transactions of the same nature. Mavety also operated the Mavety Film Delivery Service and was secretary of the Canadian Picture Pioneers at the time of his death.

Building Code Hearing

ALBANY, N. Y., March 20—A continued session of the public hearing on amendments to the State Building Code as it relates to theatres and other places of public assembly will be held on Monday at the offices of the Board of Standards and Appeals here.

Les Miserables’ Premiere

The World Theatre here on Monday will have the American premiere of “Les Miserables,” with Gino Cervi, Virginia Bruce, Stephen Murray, and Walter Plunkett. This is the English-language version of the film which Ricardo Freda directed in Italy.

Drown, Jr., with UA TV

Richard G. Drown, jr., has been named sales representative of United Artists Television for the New Orlean territory.

$200,000 More To ‘Red’ Probe

WASHINGTON, March 20—Another check of $200,000 to the House Un-American Activities Committee for the completion of its 1952 program by the House Administration Committee on Feb. 28 is not yet still approve, but this is routine.

Meanwhile, Hy Kraft, former screen publicist and now one of the authors of the current Broadway hit,”Top Banana,” today refused to answer questions of the House Un-American Activities Committee about possible Communist connections prior to 1948.

Mr. Kraft, in个人观点 as a one-time Communist Party member, said he was not now a Communist, but had not been one in 1948 and 1949, and did not now believe in Communist Party philosophy. But he refused to answer whether he had been a Communist in 1948 and earlier years or to reply to a long list of questions about membership in Communist front organisations, especially, Walter (D., Pa.), who was presiding, said he "could see no reason why we should go on, since this witness is not going to assist us,” and adjourned the hearing.

Order Reinstatement Of Projectionist

WASHINGTON, March 20. — The National Labor Relations Board has voted to reinstate a judge of the American Amusement Corp., Fox Plains Theatre Corp., Fox Midwest Theatres, and Central Amusement Corp., and discriminated against Kenneth Caraway, a projectionist and maintenance man in Fox theatres in Coffeyville, Kans.

A three-man board panel upheld the September 1951 findings of board examiner Arthur Leff that Caraway had been treated unfairly and should be reinstated with full back pay and seniority rights. The case stemmed from an order of the board, already disposed of, that pending appeal between Caraway and his brother, Sid, who was business agent of the IATSE local.

Wappaus Also Heads Checking for RKO

Herbert Wappaus, who has been in charge of circuit sales operations for RKO Pictures, will also manage the checking department, Robert Mochrie, sales vice-president, announces.

Former manager of the checking department, Milton Platt, was recently appointed to assist Nat Levy, Eastern division sales manager.

Hollywood Report Delay

WASHINGTON, March 20.—House Un-American Activities Committee chairman John Wood (D., Ga.) has been out of town for personal business, and said that no committee meeting to discuss a supplemental Hollywood report would be possible before the mid-April date. It is not certain what the matter would come up at a Committee meeting before Congress recesses for Easter.

Branton, Shapiro East

HOLLYWOOD, March 20.—Monogram-Allied Artists vice-president Ralph Branton and studio counsel Barnett Shapiro left here today by plane for conferences with company executives in New York.
The Academy Awards of '51

THE Academy of Motion Picture Arts & Sciences, in bestowing its 24th annual Awards for outstanding achievements of the production community in 1951, revealed itself to be in rather an impressive order of agreement with the ticket buyers.

The honored productions are the end result of superior talents and craftsmanship, indisputably deserving of the industry's recognition. The approach to artistry of some, and that of many of their principals, previously had been remarked by critics, individual and group, whose judgments are wholly ignorant of and therefore uninfluenced by the box-office. Yet the less recent award pictures have had wide public acceptance already and the newer are winning more daily.

There is no special significance in finding the Academy in agreement with the critics. It is to be hoped that finding both the Academy and the critics in agreement to a notable degree with the motion picture public is significant.

The most important awards are bestowed at the box-office. When, as at present, the public's awards are in good measure seconded by artists, craftsmen and critics, there is good reason for faith in an era of prosperity for the industry. We can have art and eat, too.

The Special Awards voted by the Academy board of directors confer well-merited recognition on their recipients—Arthur Freed who, in his repeatedly demonstrated abilities to assimilate art and entertainment, surely has demonstrated his right to the Irving G. Thalberg Memorial Award; Gene Kelly who, likewise, has found entertainment no obstacle to the creation of screen artistry and thus has contributed much to Freed's achievements.

Sherwin Kane

Arbitration Meeting to be Convened Within 30 Days

Rodgers May Take COMPO Presidency

William F. Rodgers, Loew's vice-president and consultant, may be swept into the presidency of the Council of Motion Picture Organizations within a day or two by popular decree.

A groundswell of industry sentiment for the popular M-G-M executive to take the post that has been a building for weeks and was restrained only because of Rodgers' known reluctance to re-enter the arena of trade relations, erupted on Friday.

What amounted to virtual demands (Continued on page 6)

Myers Urges Industry Meet

WASHINGTON, March 23 — Abram F. Myers, general counsel of Allied States, today proposed a conference of the top executives of all branches of the industry "to plan for the protection of the industry against outside attack to provide for the industry's internal peace and security and plan for its future prosperity."

Myers said such a conference should (Continued on page 2)

Johnston, Acting for 10 Distributor Firms, Sends Bids to 5 Exhibitor Organizations For New York Meeting; Rodgers Chairman

Acting in behalf of 10 distribution companies, Eric A. Johnston, Motion Picture Association of America president, issued invitations on Friday to five exhibitor organizations to participate in an industry conference on arbitration in New York within 30 days.

He announced at the same time that William F. Rodgers of Loew's has agreed to serve as chairman of a four-man sales managers committee that will represent distribution at the conference. Allied States and Theatre Owners of America submitted arbitration proposals to the distributors some four weeks ago, after working on them since last fall.

Al Lichtman, 20th Century-Fox; Robert Mochrie, RKO Radio, and A. Montague, Columbia, complete the sales managers committee, which will have the counsel the following company attorneys: Austin C. Keough, Paramount; Robert W. Perkins, Warners, and Adolph Schimel, Universal.

Johnston's letters of invitation were sent to the following exhibitor association presidents: Wilbur Snaper, Allied; Mitchell Wolfin, TOA; Edward R. Rugoff, Metropolitan Motion Picture Theatres Association; Harry Brandt, Independent Theatre Owners Association of New York, and H. V. (Rotus) Harvey, Western Theatre Owners.

A copy of the letter was sent to the U. S. Attorney-General, and another to Abram F. Myers, Allied general counsel, who prepared the letter.

(Continued on page 7)
Personal Mention

EDWARD J. PESKAY, producers' representative, left New York on Friday for a tour of exchange cities.

ROBERT BENJAMIN, president of the J. Arthur Rank Organization in Canada, was in New York on Friday, became parents of a second child, JONATHAN ADAM, born at New York Hospital.

ROBERT MONTGOMERY will address the 20th annual meeting of the Mass Film Critics Association, to be held at the Hotel Statler, Boston, on Saturday.

RALPH CATELL, vice-president of Jerry Fairbanks Productions, has been confined to his Hollywood home with a virus infection.

HAROLD WINTHEIM, Monogram-Allied Artists Western sales manager, returned to Hollywood at the weekend from Seattle and San Francisco.

WALTER T. TITU, Jr., Republican district manager, is in New York City.

SYDNEY BLUMENSTOCK, Paramount advertising manager, on Friday celebrated his 45th birthday.

FOSTER M. BLAKE, Universal's Western sales manager, returned here over the weekend from Denver.

MEL HULLING, Monogram franchise holder, is back in San Francisco from Seattle.

NT Operations Are Up for Review

LOS ANGELES, March 23.—Charles P. Skorucas, president of National Theatre Owners of America, announced that the annual four-day NT convention here at the circuit's home offices, setting the first order of business on the agenda for review of theatre operating results.

One of the major highlights of the session, scheduling of operating budgets and plans for the company in fulfillment of the 20th Century-Fox license decree.

A report on admissions, covering advance prices, roadshows, junior and servicemen's tickets, will be presented by Jim Runte of Sacramento. Other reports scheduled to be made include controllable expense items, by W. H. Thedford, Portland; problem theatres and new policies, by Stan Brown, Long Beach; taxation problems, by Dick Dickson, Los Angeles; juvenile problems, by W. C. Ricord, Jr. of Los Angeles.

Shiffin to Columbia

ALBANY, N. Y., March 23.—Paul Shiffin, booker with M-G-M in New York 10 years, is the new booker-office manager for Columbia here. He succeeds William Hanley.

FCC Hearing Into 10thWeek

WASHINGTON, March 23.—The Federal Communications Commission's Paramount hearings enter their 10th week, with cross-examination of witnesses on the proposed merger of American Broadcasting Co., Inc., and National Broadcasting Co., at the Hotel Statler, Boston, on Saturday.

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Sidney Blumenstock, Paramount advertising manager, on Friday celebrated his 45th birthday.

Foster M. Blake, Universal's Western sales manager, returned here over the weekend from Denver.

Mel Hulling, Monogram franchise holder, is back in San Francisco from Seattle.

Plan No Change in U. K. Film Quota

London, March 23.—Peter Thorneycroft, president of the Board of Trade, announced on Friday that he does not propose to introduce any order amending Britain's film quota this year. Thus, the quota continues to remain at $1, next, at 30 per cent for first features and 25 per cent for supporting program films.

Myers Urges

(Continued from page 1)

take up measures to strengthen the Council of Motion Picture Organizations, to fight against the inroads of television, and to discuss arbitration, trade practices and other subjects.

Myers said the industry must start fighting back against television’s attempts, through political influence, pressure tactics and other means, to get the best films for home television.

The Federal Communications Commission, he believes, is siding with television broadcasters in making demands on producers, if they prevail, would force the film companies to give their finest pictures to television and leave the theatre owners out of business.

Unless the distributors change their selling policies and also set up an arbitration system, the industry, he said, will give up a major portion of the market to television.

Starr Now Chairman of TOA Tax Group

Alfred Starr of Nashville, has been named to replace Morton Thalhimer of Richmond, Va., as chairman of the 30-member special tax committee of the Theatre Owners of America, it was announced at the weekend by Mitchell Wolfson, TOA president.

Thalhimer, whose appointment was announced on March 10, was forced to decline the chairmanship because a change in state laws would kill away from his office for a few months.

Starr said, “I will be happy to do all within my power to assist this group in the area of discriminatory taxation on the national level. I am not equipped with information to advise exhibitors regarding taxation on the state level, but on the national level, I can count on the help of Mr. O'Donnell and Col. H. A. Cole.

Eban at ’City’ Premiere

Abba Eban, the ambassador of Israel to the United States, will arrive here for the opening of a special screening of ‘Faithful City,’ first Israeli-produced English-speaking feature, which is set for release at Radio City Park Ave. theatre on April 7.

Newsrealm

Parade

EISENHOWER in the political news, and events in Korea are current newscast highlights. Other items range from the eclipse of the sun to New York’s fashion. Complete contents follow:


particularly against what he discerns as Federal groups to pressure companies into selling their best films to television.

These activities by government agencies to exert pressure of their statutory authority, and reflect the political influence that has been built up by the leaders of the television interests," Myers said. He urged the film industry to make clear to the public the chaotic efforts by TV to obtain the best motion picture with which to bolster its own unsatisfactory programs.

Myers said the public gets the impression that the film industry is running away from the fight, and that the industry should start fighting back. For this reason, he said, if it’s true that theatre lighting preserves or aids vision, while television brings eye-strain, why not publicize this?

Get Cleveland Franchise

CINCINNATI, March 23.—States Film Service, of which Mr. Adel A. Weis, who is with the Weis, is secretary-treasurer, with headquarters here, has acquired the franchise of the 50th Street Theatre on the Clevland territory, formerly held by L. C. Gross. The company also maintains a staff of 10 of staff and inspection quarters in Indianapolis.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsay, Coeditor; Walter A. K. Reamer, Associate Editor; Sidney Penick, News Editor; Robert E. Ford, Art Director; Dean A. Rice, Sales Manager; Jesse W. N. Jackson, Circulation Manager. Address all communications to Motion Picture Daily, Inc., 10 North Clark Street, Chicago, Illinois. Copyright, 1928, by Motion Picture Daily, Inc. Division of Quid Pro Quo, Inc. All rights reserved.

L. C. Gross, the company also maintains a staff of 10 of staff and inspection quarters in Indianapolis.
“Honestly, I was just standing in the sun waiting for a streetcar—”

**BEST PICTURE OF THE YEAR: “AN AMERICAN IN PARIS.”**

**IRVING THALBERG AWARD:** To Arthur Freed for outstanding contributions to the field of musical production.

**SPECIAL AWARD:** To Gene Kelly for his exceptional ability to put choreography on film.

**BEST STORY AND SCREENPLAY:** Alan Jay Lerner for “An American In Paris.”

**BEST SCORING OF A MUSICAL PICTURE:** Johnny Green and Saul Chaplin for “An American In Paris.”

**BEST ART DIRECTION (color):** Cedric Gibbons, Preston Ames for “An American In Paris.”

  Set decoration, Edwin B. Willis, Keogh Gleason.

**BEST COSTUME DESIGN (color):** Orry Kelly, Walter Plunkett, Irene Sharaff for “An American In Paris.”

**BEST CINEMATOGRAPHY (color):** Alfred Gilks, John Alton for “An American In Paris.”

**BEST SOUND RECORDING:** “The Great Caruso,” Douglas Shearer, sound director.

**BEST SHORT SUBJECT:** “Two Mousketeers” (Tom & Jerry). Fred Quimby, producer.
N.Y. Censor Group Sees ‘Latuko’

A screening of “Latuko,” the African documentary sponsored by the American Museum of Natural History, was held here Friday for members of a special New York State Board of Education committee appointed to review the film.

The Motion Picture Division of the Board of Education has withheld a permit for theatrical release in New York State, requesting that certain cuts be made in scenes depicting the nudity of natives. Museum officials have asked for a review of the request, contending that revisions would deprive the film of its authenticity.

A brief argument against the proposed revisions has also been filed by the Museum. “Latuko” failed to receive a Production Code certificate of approval.

Producers Representatives, Inc, is the theatrical distributor of the film.

'Spanish’ ‘Fabiola’ Here

The full-length, three-hour, Spanish-language version of “Fabiola” will have its world premiere on April 12 at the Hispano Theatre, Manhattan, of which Marcel (Selly) Kamm is managing director.

Quinn to Leave Raybond

William J. Quinn, general manager of Raybond Theatres, will leave his post at the end of the month for a rest and vacation. He joined Raybond in 1928. No successor will be named.

Predict 50% Rise For UA in Canada

TORONTO, March 23—United Artists grosses in Canada in 1952 will increase more than 50 per cent over last year, it was predicted here at the weekend by UA vice-presidents William J. Heimen and Max E. Youngstein, who presided at a regional sales meeting.

The entire Canadian sales staff attended the session, headed by Charles Charlton, Canadian district manager, and branch managers Robert Raff, Calgary; Sam Kantisky, Montreal; L. J. Davis, St. John; George Heber, Toronto; H. Wooll, Vancouver, and A. Weiszen, Winnipeg. All Canadian salesmen and bookers also attended.

The meeting concluded the first lap in a series which ultimately will take the UA vice-presidents to every company exchange. Accompanied by Nat Nathanson, Eastern sales manager, they returned to New York over the weekend for a short stay in the home office before starting on a second series.

Editors Invited to Judge

Al Cahlan of the Las Vegas (Nev.) Review Journal, and Hank Greenup of the Morning Star in the same city, have been invited to serve on the International Variety Clubs’ Charity Citation Committee, by Nathan D. Golden, chairman of International Variety’s Heart Committee. The judges will select the tent to receive the Heart citation and plaque during Variety’s 16th annual convention to be held in Las Vegas on April 28-May 1.

MGM Names Newcom

Hollywood, March 23. — M-G-M has selected James E. Newcom as supervising film editor for the new production unit set up recently by Dore Schary to operate under Charles Scherer. Newcom will supervise the editing of films to be made within the unit. Ten pictures now have been scheduled for the group with more planned.

Palace Now Primping

The Palace Theatre here closed last night to get ready for Betty Hutton and the “All-Star Variety Show,” which will open on April 12. Box-offices will remain open daily.

Award Winner Received Top Review Treatment of ‘51 in M. P. Daily, Aug. 28

In reviewing the 1951 Academy Award winner, “An American in Paris,” in the issue of Aug. 28, 1951, Motion Picture Daily accorded the outstanding production rare editorial and typographical treatment, in order to call the picture’s importance to the attention of exhibitor readers.

The review was one of the very few published on Page I of Motion Picture Daily in 1951. In addition, it carried an editorial preface which said, in part: “For sheer excellence in entertainment, nothing quite like M-G-M’s ‘An American in Paris’ has come from Hollywood in quite a spell... It makes a substantial contribution to the art of the screen and its advancement. It will make a new milestone in the production of film musicals.”

The review also placed special emphasis upon the picture’s technical achievements, which won five other Academy Awards in addition to the Best Picture award, and without doubt did much to help Arthur Freed win the Irving Thalberg Memorial Award, and Gene Kelly the special award for his artistry in choreography. The picture won six awards, in addition to the two special awards to Freed and Kelly, its producer and star, respectively. Paramount’s “A Place in the Sun” also won six awards. Warner’s “A Streetcar Named Desire” won four awards.

My Thanks

EDITH HEAD

BEST COSTUME DESIGNING
(Black and White)

“A PLACE IN THE SUN”
Paramount

Scene, above, from the Best Picture Award winner, M-G-M’s “An American in Paris,” in color by Technicolor.


Correction

Saul Chaplin and Johnny Green were responsible for the musical scoring of “An American in Paris,” which won the Academy Award in that classification. Peter Herman Adler was erroneously credited with Green in Motion Picture Daily’s report on that Academy Award in Friday’s issue.
THE W. J. GERMAN ORGANIZATION

Extends Congratulations
to all of the

ACADEMY AWARD WINNERS

EASTMAN FILMS

W. J. GERMAN, Inc.

FORT LEE — CHICAGO — HOLLYWOOD
Chicago, March 23.—Chicago attorney Seymour Sunion has filed an anti-trust suit in U.S. District Court for Western Missouri in behalf of Herman Hunt and the Tower Theatre, Wichita, Kan., for the period June, 1948 to June, 1950.
The suit, which asks $500,000 treble damages, alleges that the defendants, the eight major film companies and Fox Theatres, conspired to prevent the Tower Theatre from running pictures on an exclusive first run, a non-exclusive first run, or a double first run because the pictures were being licensed to the local Fox theatres for exclusive first runs.

Reception Stars MGM Rome Meeting

ROME, March 23.—Eighty-two delegates, territorial managers and other executives, in addition to guests from the diplomatic world, today attended the reception marking the opening of M-G-M’s global conference on “Quo Vadis” at the Grand Hotel, the company reported.

Following an informal dinner tonight, the conferees will begin regular meetings tomorrow morning, with Arthur M. Loew, president of Loew’s International Corp., delivering the keynote address.

Tomorrow’s agenda will also include a discussion of global sales policies by Morton Spring, first vice-president, and Samuel N. Burger, sales manager.

Zenith Income in ’51 Declined Sharply

Chicago, March 23.—Zenith Radio Corp., in contrast to the general trend of most businesses which finds sales up and profits down, suffered declines in 1951 from 1950 in both sales and profits. Sales were down from $134,000,000 in 1950 to $110,000,000 in 1951. Profits declined from $8,000,000 to $5,000,000, or from $17.22 per share to $10.91 per share.

President E. F. McDonald, Jr. attributed the declines to the TV color controversy and government restrictions on credit buying.

March is American Red Cross Month. GIVE.

Rodgers

(Continued from page 1)

that Rodgers be persuaded to take the CORA post that such an organization member, quarter of the organization. The volume and insistence of the demonstration to Rodgers and the confidence which all branches of the industry have in him, but was, as well, impressive demonstration not only wants COMPO to continue but wants it headed by the best industry manpower available.

Depends on Schenck

As the situation stood on Friday, it appeared that Rodgers could be induced to take the post provided it was M. Schenck, Loew’s president, consented. Schenck is vacationing in Florida and could not be reached immediately, but his reply is expected by today or tomorrow.

Among those endorsing and urging Rodgers for the post were Si Fabian, chairman of the executive committee of Theatre Owners of America; Abram F. Myers, chairman and general counsel of Allied States; James A. Mulvey, representative of the Society of Independent Motion Picture Producers; Rosus Harvey, president of Motion Theatre Owners; Eric Johnston, president of the Motion Picture Association; Edward Bugoff, president of Metropolitan Motion Picture Theatres Association; Harry Brandt, president of Independent Theatre Owners of New York; Arthur L. Mayer, retiring COMPO executive vice-president, Martin G. Smith, president of Independent Theatre Owners of Ohio; and Abe Berenson, president of Gulf States Association.

Spyros Skouras, president of 20th Century-Fox, who was elected president of COMPO on Feb. 21 but was unable to serve because of pressure of business, also has urged the decision.

Rodgers won the confidence of all branches of the industry in his handling of the United Motion Picture Industry conferences on trade practices in the late 1930’s and for other contributions to his industry conciliations moves. Although seeking less instead of added responsibilities since going on consultant status at Loew’s the first of the year, Rodgers is said to have assured his petitioners he will give serious consideration to accepting the COMPO post provided his company has no objections.

On Friday, he was named chairman of the distributors’ committee to meet with exhibition representatives on formulation of a plan of arbitration and conciliation for the industry.

McVicker’s Cuts Again

Chicago, March 23.—The downtown McVicker’s Theatre has cut its admission prices from 80 cents to 65 cents (including tax) Monday through Friday. The 80-cent price still prevails on Saturday and Sunday evenings. This cut follows a slash in Saturday and Sunday matinee prices made by the theatre a few weeks ago.

Timberg Joins U.N.

Washington, March 23.—Sigmund Timberg, head of the Justice Department’s consent decree section, is taking a year’s leave of absence to serve as secretary of the United Nations’ Ad Hoc Committee on restrictive trade practices. He played a key role in negotiating the ASCAP consent decree.
Solid Distribution Bloc on Arbitration

Eric A. Johnston's disclosure that 10 distributors will participate in an industry conference on arbitration marks the first time that a solid bloc of distributors has formed for such a purpose. Columbia, Universal, United Artists, Republic and Monogram stood apart from the arbitration arrangement provided for in the 1940 consent decree in the industry antitrust suit because of the expense involved.

The first report that these companies would accept invitations to join in an industry arbitration conference was published by Motion Picture Daily on February 11.

Price to Princeton

Sherman Price has been appointed New York sales manager of Princeton Film Center, Inc., by Jack Bar- less, executive vice-president. Active for more than 17 years as a film writer, director and producer, Price until recently was president of Trad- tran, Inc. Previously he founded and was first president of Transfilm, Inc.

Beckwith NTFC Speaker

Aaron Beckwith, director of sales for United Television Programs, will speak before the National Television Film Council luncheon on Wednesday at the Warwick Hotel, Mc Gold, NTFC president, has announced.

Call Arbitration Meeting

(Continued from page 1)

Johnston stated that he was writing in response to the request of the following companies: Columbia, Loew's, Monogram, Paramount, RKO Radio, Republic, 20th Century Fox, United Artists, Universal, and Warners.

Returned Here Last Week

The naming of Rodgers as chairman of the distributors' group places him in an active industry role only three months after he resigned the Loew's distribution vice-presidency to serve the company in a consultative capacity. He returned to New York last week from a Florida vacation.

Johnston asked for acceptances of the invitations "as soon as possible." He requested the names of the respective organizations' committees so that he may be able to notify them accepting, of the precise time and place of the first meeting.

Allied since last fall, when its annual convention called for an industry arbitration conference, has had a six- man arbitration committee under the chairmanship of Snapercraftsmen. On March 6, TOA announced appointment of a 17-member arbitra- tion committee headed by S. H. Fabian.

Prompt acceptances of Johnston's invitations by the exhibitor organizations was indicated at the weekend when virtually all commented favorably on the distributors' action.

Smakwitz Criticizes 'Early-Late Show'

ALBANY, N. Y., March 23.—The Hartford theatres' experimentation with an 8:30 P.M. "Early-Late Show" from late springing for the first time is "the wrong step, taken at the wrong time," Warner zone manager Charles A. Smakwitz declared.

"I am opposed to such a schedule because it will decrease, not increase, business," he said. "The purpose of a motion picture theatre rests on continuous operation, which permits patrons to enter at whatever hour best suits their convenience. The top feature should go on for the last time as near to 10 o'clock as possible—never before 9:25 or 9:30 P.M."

"Many people, returning home at night from work, cannot get to a theatre by 8:30," Smakwitz added. "When you schedule the big feature that early, they will either stay away, or complain on arriving at the thea- tre. The early time declares at the beginning of the evening show is over, and it is not quite time to go down for dinner, can easily make the first show."

"I cannot conceive of a worse time to try the 8:30 plan than now, when the days are growing longer and when daylight saving time is approaching," continued Smakwitz.

Reade Circuit Extending "Curtain-at-8:40" Plan

"Curtain-at-8:40," the series utilized by Walter Reade Theatres to bring key foreign films to small communities, will be extended by the circuit to its theatres in shining downtown for the Saratoga, Springs, New York, in April.

PARAMOUNT TRADE SHOWS

Friday, March 28, 1952

EDMOND O'BRIEN
STERLING HAYDEN • DEAN JAGGER
LAURA ELLIOT • LYLE BETTGER

in

"DENVER & RIO GRANDE"

Co-starring
J. Carroll Naish • Zasu Pitts

Color by TECHNICOLOR

Directed by BYRON HASKIN

Story and Screenplay by FRANK GRUBER

Produced by NAT HOLT

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TRIPLE TRIUMPH for Walt Disney's True-Life Adventures!

now...

"NATURE’S HALF ACRE"

Print by TECHNICOLOR wins the ACADEMY AWARD!

(Best 2-Reel Subject)

Making it three straight for this outstanding series!

And in current release

WALT DISNEY'S latest True-Life Adventure

"The OLYMPIC ELK"

Print by TECHNICOLOR

Distributed by RKO Radio Pictures.
Loew Theatre
Profits Beat
Films 4 Years

Divorce-Reorganization
Plans Ready for Meeting

From 1942 through 1946, Loew's profits from film production and distribution operations and other sources not connected with exhibi-
tion, ran well ahead of theatre operating profits. From 1947 through 1951, profits from Loew's U. S. and Canadian theatres were sub-
stantially greater than all other company profits.

The separate profit figures for the past 10 years appear in the company's proxy statements submitted with the thir-
divorce and reorganization plan to be voted upon by stockholders at the annual meeting to be held April 29 at the home office.

The years of greatest con-
trast between film profits and theatre profits were 1943, when theatre profits amounted to $8,860,000, and other profits ag-
ggregated $26,172,000, and 1944, when theatre profits were $8,-

Rodgers Can't Take
Top COMPO Post

William F. Rodgers, Loew's vice-

president and consultant, was re-
ported to have declined the presidency of the Council of Motion
Picture Organizations "for reasons of health."
The Loew's executive appeared on
Friday about to be swept into the
COMPO office on a ground swell of
industry sentiment. However, it is
understood that he refused the post
for the same reason that he recently relinquished the top sales post at

Leon B. Back Heads
Maryland Allied

Baltimore, March 24.—At the an-
nual meeting of Allied Motion Pic-
ture Theatre Owners of Maryland, the
following officers and directors were
elected for the ensuing year:
Leon B. Back, president; Lauritz
Garman, vice-president; C. Elmer
Nolte, Jr., treasurer, and Mrs. Helen
Dering, executive secretary.
Directors are Jack Levin, Meyer

W.B.-ABPC See Remittance
Cuts; Plan U.K. Production

TOA Inaugurates
Decentralization
Of Its Activities

Decentralization of virtually all Theatre Owners of America activities, with special emphasis on trade prac-
tices, theatre television, public relations, research, legislation, taxation and advertising, was revealed yester-
day by Mitchell Wolfson, TOA presi-
dent, as marking a new approach in the organization's program to solve exhibitor problems.

In a special brochure sent to TOA members, Wolfson has called for the establishment in each of the organiza-
tion's six regional units, committees dedicated to aggressive work in the

CompoHitsTreasury
Non-essential Tag

Arthur L. Mayer, executive vice-

president of COMPO, sent a formal
protest yesterday to Secretary of the
Treasury Snyder against the Treasury
Department's characterization of the motion picture industry as, "a relatively non-essential service."

This description of the industry was

Leon B. Back Heads
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nual meeting of Allied Motion Pic-
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Directors are Jack Levin, Meyer

B.O. Downswing 'Reversed,'
Skouras Tells NT Meet

Hollywood, March 24.—"The downward business trend has been arrested and reversed," National Theatres
president Charles P. Skouras told the circuit's division presidents, department heads and district man-
gagers at the opening of the four-day annual meeting today. Although the first few weeks of 1952 saw boxoffice

TOA, Allied Arbitration
Delegates Set

Wolfson, Snaper, Fabian, Yaminis in; ITOA Set Too

Three of the five exhibitor or-

ganizations invited to meet with

distrtbutors on arbitration already have named delegates to represent them at conferences with four-man

sales managers committee headed by
William F. Rodgers.
Allied and the Theatre Owners of
America, each of which about four
weeks ago submitted to distributors
their respective proposals for a pos-

ible industry system of arbitration, and the Independent Theatre Owners Association of New York, have named a
total of eight delegates.

Wilbur Snaper, Allied president, rated systems. Both John-

than Yaminis of New England would represent Allied as the two con-

ferences stipulated by Eric A. Johnston, Motion Picture Association of Amer-
ica president, in the invitation issued last Friday in behalf of 10 distribu-
tors. The Allied delegates will be
accompanied by Abram F. Myers.

No First-run Limit
On Show' in Chi.

CHICAGO, March 24.—"The Great-
est Show on Earth" today was grant-
ed an unlimited Chicago first run by Federal Judge Michael L. Igoe, throwing bidding wide open to all
comers by lifting the two week first run limitation imposed by the Jackson
Park decree on "unaffiliated" theatres which might wish to compete for the picture with unaffiliated houses such as the Woods and Oriental. The

Albany Tour Will
Cover 40 Cities

ALBANY, N. Y., March 24.—The
"Movietime, U.S.A." tour, scheduled for the Albany exchange area the week of April 21, will cover approxi-
mately 40 cities and towns, Harry
Lamont, exhibitor chairman, revealed today.
$1,365,000 for 'Show' At Music Hall

"The Greatest Show on Earth" will wind up its 11th week at Radio City Music Hall tomorrow, having grossed over $193,000, bringing the total gross to a terrific $1,355,000. The figure follows last week's all-time record set by "The Great Caruso" which grossed $1,355,000 in the summer of 1951. "The Great Show on Earth" shares the bill with a new musical, "Random Harvest," which also played 11 weeks at the house in 1912.

Singing in the Rain" bows into the Thursday, N. Y.

N. Y. Grosses Are Fair, Despite Rain

Grosses along Broadway ranged from fair to very good despite the weekend rain.

At the Capitol the "American Quotations," showed the momentum of Humphrey Bogart's winning of an "Oscar," did a robust $50,000 for the fifth week. The figure was about $3,000 higher than the previous week.

At the Roxy Theatre a good $60,- 000 was registered for "Deadline," which plug week second to next week with a stage show.

"The Marrying Kind" at the Victoria Theatre continued strong with a $3,000 increase over last week, representing the Catholic War Veterans and the Jewish War Veterans. It's planned to protest in evening hours the alleged Communist sympathies of Judy Holliday and scriptwriter Garson Kanin. The play opened in its 21st and last week at the Astor, continued to show vitally with a figure of $17,000. "My Sister's Keeper" moves into the house tomorrow.

Its difficult to tell where "Viva Zapata" was in its seventh week was also fair. The picture did $1,000.

At the Strand the resale of a "Streetcar Named Desire" did a fair $20,000 in its one week return. Sadie's Wells Ballet begins a two-week run.

A satisfactory $14,000 was chalked up for "The Belle of New York" at the State. The picture has its third and last week, with "Flesh and Fury" opening Thursday, "Snow White and the Seven Dwarfs" will be rewarded with the fifth week of its release at the Criterion, where it grossed $15,000. "The Captive City" began running at the Strand. At the Globe "Smoke Jumpers" did a fair $12,500 for its first week. In the eighth week at the Mayfair "Sailors Beware" also fair with an estimated $20,000.

Decentralization

(Continued from page 1)

trade practices, taxation, and other spheres formerly approached by the competition. "The necessity is upon us to create a statesmanship and broad understanding of our problems if we hope to survive," the TOA president warned.

New York Theatres

Radio City Music Hall

Rochester Center

William Holden

Boots Malone

THE GREATEST SHOW ON EARTH

Color by Technicolor

Spectacular Stage Presentation

Guido F. Deegan, President and General Manager; Milton J. Bradley, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Faust, Production Manager, Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Chicago Bureau, 122 South LaSalle Street, Urban Parley, Advertising Representative, FL 5-3787; Bruno Times, Editorial Representative, FL 5-3794.

Are您需要我做其他的事情吗？
Soon From Paramount

a drama of tremendous force
and timeliness... in which

Helen Hayes

returns triumphantly to the screen in a
picture of unlimited grossing potential . . . from the
man who made "Going My Way"

LEO McCAREY'S

My Son John

starring

HELEN HAYES · VAN HEEFLIN
ROBERT WALKER · DEAN JAGGER

Screenplay by MYLES CONNOLLY
and LEO McCAREY
Adaptation by JOHN LEE MAHIN
Produced and Directed by
LEO McCAREY

"No more fancy lies, John! Explain the key to
that girl's apartment... or you'll go to prison!"
Question Kintner on Media

(Continued from page 1)

ABC president Robert E. Kintner decla red : "Kintner testified as the Federal Communications Commission's Paramount hearings entered their 10th day yesterday. Under questioning by FCC counsel Frederick Ford, Kintner questioned on what ABC-UNIT policy would be under various circumstances, and brought objection from ABC attorney James Kintner. But Ford had no historical pattern to question Kintner about, and that his questions dealt with assumptions and suppositions.

Much of Ford's questioning dealt with what the merged company would do about placing features and other programs in theatres or home television or subscriber TV, assuming it owned all three. Kintner maintained, he did not want to assume ABC-UNIT would have subscriber TV as well as theatres and home TV, that if Ford required him to make this assumption, he would also assume ABC-UNIT had competition in each of the three media. Kintner maintained, the board could not "manipulate" features either into its theatres or its home broadcasting or subscriber TV, there would be too much competition from other broadcasters or exhibitors for the films.

Anyway, Kintner said, theatres and home television need different types of programs; the producers would take a hit, as they had in the past. He showed his films; the Paramount consent decree required theatre-by-theatre monopsony, preventing monopolistic control by the merged company; and the FCC presumably would exercise supervision over use of features on home and subscriber television.

Kintner repeated earlier statement to the president Leonard Goldenson that the merged company had no plans to engage in production or distribution of theatre TV programs. Even if it did, however, it "would not be incompatible with home television," he declared.

Jane from 20th Century-Fox, which he said the merger producers released to television many of the features now in their vaults, Kintner said ABC did not offer any new films in feature-length films for television, even should they be available.

Final UA Audit Due Around End of Week

Price, Waterhouse Company's audit of United Artists' operations for 1951, which during the past week was discussed at frequent intervals between representatives of the accountancy firm and UA's officials, now is expected to emerge in final form during the latter part of this week. Additional information was sought by Price, Waterhouse, was supplied by UA, and will be incorporated in the final audit.

HARRISON'S REPORTS

(Reprinted from the famous reviewing service—Harrison's Reports)

'Hawco'

Starring Wild Bill Elliott

Very good from every angle direction, acting and realism. It has, in fact, been so well produced that one is made to feel as if witnessing a genuine historical drama. To a great extent the share of the credit should go to director Lewis Collins. Although the picture has been photographed in a Western locale, it is really not a Western, but an outlaw picture, with a story far different from the ordinary run. The hero becomes an outlaw without losing the spectator's good will. Later he becomes a sheriff and cleans up a town of the lawless element. Nor are the other outlaws, with the exception of one, presented as vicious men. There is plentiful thrilling action, and the romance is mild but pleasant.

The outdoor scenery, enhanced by good photography, is pleasing. Vincent M. Fennelly produced it, and Lewis Collins directed it, from a screenplay by Dan Ullman.
Congratulations “Bogey”

For your

Academy Award Winning Performance

in

“THE AFRICAN QUEEN”

HORIZON PRODUCTIONS, INC.

A United Artists Release
Arbitration

(Continued from page 1)

Allied general counsel, serving as counsel, will be Mit- chell Wolfson, TOA president; S. H. Fabian, TOA arbitration committee chairman, and Herman Levy, counsel to the distributors' executive director, indicated here yesterday.

The ITOA will have as delegates Harry Broidy, president, and Max A. Cohen, it was announced by the organization. Notifications of appointments by the Metropolitan Motion Picture Theatre Association and the Westerners Theatre Owners are expected momentarily.

Johnston's invitation indicated that the arbitration conference would be held in New York within 30 days of last Friday. An exact date was not set as of yesterday.

It is expected that H. V. (Rotus) Harvey, WTO president, will designate himself as one of that organization's two delegates, and that Edward Rugoff, MMPTA president, will be one of the MMPTA's delegates, since the other three organizations' presidents will be on hand.

Three company attorneys will serve as counsel to the distributors' committee at the conference.

Leon Back Heads

(Continued from page 1)


Session for Teachers

Junior and senior high school teachers who are participating in the in-service course of 15 meetings co-sponsored by the Board of Education and the Motion Picture Industry of New York will devote today's meeting to a discussion of the Stanley Kramer production, “My Six Convicts.”

Tornadoes Closed Many Theatres, Damaged Marquees, Halted Prints

Memphis, March 24—The tornadoes which tore through sections of Tennessee, Arkansas, Mississippi, and Kentucky, killing 214 dead, a thousand injured and millions in property damages, closed many theatres temporarily because of power lines being down, and wind damage to marquees was marked. Some theatres were left without film when highway patrolmen blocked off roads to disaster areas for the use only by Red Cross rescue workers, ambulances and National Guard units. Trucks carrying the theatre equipment were closed by the highway patrolmen. Reports said only a Methodist church escaped undamaged in Juddsonia and it was turned into a hospital for the injured.

Loew's Divorce Plan

(Continued from page 1)

$12,000, compared with other profits of $18,606.

In 1947, theatre profits amounted to $12,784,000 and other profits to $61,120,000. In 1948, theatre accounts were $12,972,000 profit, while other profit of $59,860,000, and in 1949, the profit was $79,500,000.

For the 6-year period, the company has contributed $93,571,000 to its stockholders from stock operations. Loew's balance sheet and stockholders' reports show that the company's stockholders are entitled to a profit of $43,571,000. The company is planning to pay a dividend of $43,571,000 or more to its stockholders.

The statement reveals that slightly more than 10 per cent of Loew's feature film rentals came from its 950 theatres, approximately 140 theatres, in the three years 1949 through 1951.

The电影 rentals in 1949, including sales of $12,784,000, were $79,498,000, of which $9,916,000 came from wholly owned Loew's theatres and $2,916,000 from partly owned subsidiaries. In 1950, rentals aggregated $102,824,820, of which Loew's wholly owned theatres contributed $9,248,000 and partly owned subsidiaries $102,824,820. In 1951, the company's stockholders were paid $9,248,000, and partly owned subsidiaries $9,248,000.

The theatre figures include foreign operations and in those instances also include charges for shorts, newsreels, etc.

The distribution receipts also include the following from foreign operations: 1949, $33,927,795; 1950, $37,130,841; 1951, $39,757,727.

The domestic and foreign foreign receipts were: 1949, $50,000,958; 1950, $46,976,566; 1951, $46,520,331, representing a decrease of $7,000,000 in the theatre receipts in the three-year period.

The company notes that if pro forma balance sheets giving certain adjustments to the separate operations of production-distribution and the new theatre company cannot be ascertained with any degree of accuracy at this time, because the divestiture is not required to be completed before Feb. 5, 1954, and the new theatre stock from one to three years thereafter.

The plan is the first in the industry to achieve divestiture by the formation of one instead of two new companies, as was done in the cases of Paramount and RKO. Loew's will continue in existence and a new theatre company will be formed into which the domestic and Canadian theatre assets will be assigned and which will assume its liabilities, and the loss and debt and certain other liabilities of Loew's. The latter will receive its liquidation from a probable 3,000,000 shares of authorized common, compared with the present 6,000,000 shares. It is contemplated that the new company will acquire with its 3,000,000 shares of authorized stock.

Loew's stockholders will receive one-half share in both companies for each share of Loew's stock held. Officers, directors, agents and certain employees of the company will be retained by the new company and will give up their shares in the company in which they are not associated within six months after the stock distribution date. The company states it has been advised that the reorganization will be tax-free.

If the plan is not approved by the stockholders by June 6, next, the consent decree under which it was developed, becomes void and the government trust suit against Loew's will be restored to the court docket without prejudice.

Still Far in Future

The name of the new theatre company will be designated by Loew's, and the officers of the new and the continuing companies have not yet been decided upon, according to the proxy statement, because the effective date is still far in the future.

The statement notes that as of now, the theatre company will continue to own and operate 143 theatres in the U.S., of which 26 are in New York and 54 are in the South, and is expected to continue divestiture. Of 70 New York theatres, 34 are subject to the agreement.

In addition to picture operations, Loew's will continue to own or have interests in radio stations, music publishing, newsreel and foreign theatre and film interests.

Loew's Directors Up For Reelection

The present 11 members of Loew's board of directors are proposed for reelection at the company's annual meeting of stockholders here April 29. They are: George A. Brownell, Leopold Friedman, F. Joseph Holleran, only 42 per cent since 1940, whereas the value of its theatre operations increased 45% per cent in that period. The con- currence of the roundtable discussion on this subject was that admission prices should not be cut. At the same time, he said, increasing admission for standout attractions, such as "Quo Vadis" and "David and Bathsheba," although well deserved and frequently advisable, should not be fixed policy.

Tells NT Meet

(Continued from page 1)

The afternoon was given over to departmental meetings, with Ed Zabel, Thornton Sargent and R. H. McCullough in charge.

Delegates will witness a Telemeter demonstration at the Telemeter factory tomorrow night.

Reinhardt Coming Here


The company's proxy statement shows the following salary and other compensation paid for the fiscal year: Friedman, $10,357, plus retirement benefits; Leake, $25,100; E. J. Reinhardt, $15,429, plus $43,571 compensation based on profits, plus retirement benefits; L. B. Mayer, $150,429, plus $43,571 compensation based on profits, plus retirement benefits; Rodger's, $114,714, plus retirement benefits and funds in escrow; Rubin, $104,286, plus $76,612 compensation based on profits, plus retirement benefits; Schenk, $13,357, plus compensation based on profits, plus retirement benefits, and Vogel, $150,429, plus retirement benefits.

Film Editing Rooms

MOST MODERN-KLIMA CONDITIONED
MOVIOLA EQUIPPED 35-16 MM
RUBY EDITORIAL SERVICE
729-7 Ave., #49 ST. 5-5640
TO BE SURE OF BEST QUALITY AND QUICK SERVICE
MADE-TO-ORDER TRAILERS OF FILMACK
TRAILERS OF FILMACK
2 PLANTS
CHICAGO 8, ILL. • NEW YORK 16, N. Y.
Inside New York—50 years ago...

Re-creating a corner of old New York for the theater is a stage designer's problem.

But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers... invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California
GET SET FOR

DOUBLE-BARRELEDBUSINESS!

EDWARD L. ALPERSON presents

Rose of Cimarron

COLOR IN
NATURAL COLOR

STARRING
JACK BUETEL · MALA POWERS · BILL WILLIAMS

IN JIM DAVIS · ROY STEELE · WILLIAM RHYDE · DICK CURTIS · MONTE BLUE · ART SMITH · JULIAN BROOKSON · RAYMOND BACON · ALEX GERRY · TON MOKHOLİ AN ALCO PRODUCTION

DIRECTED BY HARRY KELLER · ASSOCIATE PRODUCER EDWARD L. ALPERSON, JR. · WRITTEN BY MAURICE GERAGHTY

Released thru 20th Century-Fox
US Films Hit, Praised for Effect Abroad

State Dep't. Wants to Film Its Own 'Messages'

WASHINGTON, March 25. Hollywood films both help and harm the U.S. abroad, Herbert T. Edwards, chief of the State Department's Motion Picture Division, told a House appropriation's sub-committee today.

Edwards testified on the division's request for $10,600,000 for its regular non-theatrical distribution program for the 1952-53 fiscal year, plus $4,638,000 for special feature-length films for showing in theatres in the Near, Middle and Far East.

He said the Department proposed to make about 18 such films, designed to counter Communist propaganda films being shown in the same areas.

The films, averaging about six reels each, have been
(Continued on page 6)

Stress Children's Shows at NT Meet

HOLLAND, March 25.—Emphasizing the importance of children's shows, at National Theatres annual meeting, Dick Smith, Phoenix, pointed out that the present members of Fox Theatre's Leaders Club for children, maintained for the past 21 years, are the children of the original members, who are the house's best adult customers.

Harold Rice, Denver, speaking on staff courtesy and safety instruction, made the point that airlines, hotels,
(Continued on page 6)

$14,585,637 Paid To Ascap During '51

ASCAP during 1951 collected $14,585,637 in performing right royalties from all commercial users of music except motion pictures, it was revealed yesterday from a finance committee report to the Society's annual membership meeting at the Waldorf Astoria Hotel here.

Negotiations have been underway for some time with film producers to set up contracts to collect $1,400,000
(Continued on page 7)

Rodgers States His Reasons for Not Taking Compo Post

Having relinquished his position as general sales manager of Loew's only last winter for reasons of health, and to make it possible to get some much-needed rest, William F. Rodgers told a trade press conference at his office here yesterday that the same reasons prevented him from accepting the presidency of the Council of Motion Picture Organizations which was being urged on him by all COMPO member units.

Rodgers explained that he had previously agreed to serve as chairman of the distributors' sub-committee for negotiation with exhibitors of an industry arbitration plan and that, when he was urged while in Florida to take the COMPO presidency, he had replied that he could not serve on both.

He said he was approached again
(Continued on page 10)

Sales Committee on Arbitration Holds First Meeting Here

Confidence in arbitration as a means of settling intra-industry disputes and the hope that an agreement can be reached in the coming exhibitor-distributor conferences here next month was expressed by William F. Rodgers, chairman of the distributors' arbitration negotiating committee, following the first meeting of that body yesterday.

Rodgers said that no procedure for the joint meetings has been set yet but
(Continued on page 10)

Bergman, Coyne Lead Off Compo Speakers' Activity

The Council of Motion Picture Organizations speakers bureau, authorized last month by the industry agency's executive board, will commence operations early in May, Arthur L. Mayer, COMPO executive vice-president, disclosed here yesterday.

Two tours, one by Maurice Bergman of Universal-International, and the other by Robert W. Coyne, COMPO special counsel, will serve to inaugurate the bureau's activities.

Bergman will lead off with addresses before audiences in several Ohio communities for two weeks beginning May 5. Several towns in Virginia will be the points where Coyne's addresses will be made, beginning May 12.

Bergman's itinerary is being arranged by Robert A. Wile, secretary of the Independent Theatre Owners of Ohio, who has advised COMPO that
(Continued on page 10)

Kanturek Resigns MPEA Austria Post

Joseph B. Kanturek, Motion Picture Export Association publicly supervised in Austria since 1946, has resigned that post, effective March 31. Kanturek is currently in this country negotiating a new post. MPEA's operations in Austria will draw to a close late this summer.

Austrian production now runs up
(Continued on page 10)

Court Sustains 22 Percentage Suits in East

Nationwide Impact Seen In W. Va. Motion Denial

CHARLESTON, W. VA., March 25.—Rejection by U. S. Judge Ben Moore of a defense motion for dismissal of two percentage suits here is regarded by distributors' counsel as having possible nationwide impact.

The motion was aimed at throwing out the distributor's case on the claim that various activities of the film companies in this state constituted a denial of business in West Virginia which required them to qualify and secure authority from the Secretary of State of West Virginia as foreign corporations.

According to distributor counsel, Judge Moore's ruling on the motion for summary judgment is significant in that similar situations exist in over 20 states which are served by the distributors from branch offices located
(Continued on page 6)

More Aluminum and Copper, Less Steel

WASHINGTON, March 25.—Theatre equipment makers and other industry firms will get more aluminum and copper in the third quarter than in the second, but less steel, the National Production Authority revealed.

It allocated the motion picture division, for parceling out to industry firms, only 6,219 tons of steel for the third quarter. This is the lowest allotment yet, and compares with a peak of 8,999 tons in the third quarter of 1951 and 7,816 tons in the second quarter of this year.

Fleisher, Knox on N.E. Allied Board

BOSTON, March 25.—A special meeting of executives and members of the board of directors of the Allied Theatres of New England was held today to fill two existing vacancies on the board of directors of this exhibitor organization. It was announced that Theodore Fleisher, president of Independent Theatres of New England, replaced the late E. Harold Stone- man and Withrow S. Knox of the Middlesex Amusement Co. of Maiden, Mass., has replaced Lloyd C. Clark.
5 from Para. in July, August

Five top-budget pictures will be re-
leased by Paramount in July and Aus-
tumn, according to an announcement by A. W. Schwalberg, president of Paramount Film Distributing Corp. An additional release, however, has been scheduled from September through December.

Lea Smith is Cecil B. DeMille's Technicolor film, "The Sin of Pancho Villa," which goes into general release in July. Also sched-
uled for July and August are "Giant," starring Charlton Heston, and W. S. Som-
erset Maugham's "Encore.

Mort Goodman in Ad Agency Post

Hollywood, March 25—Mort Goodman, studio advertising director of Republic for the past six years, has resigned to accept the vice-
presidency of the Studio Department for C. B. Co, effective April 1. In addition to vice-presidential activities, Goodman will handle the agency's motion picture department.

Republic has not yet announced a successor.

Lockwood Heads Fund

Boston, March 25—Arthur Lock-
wood has been named 1952 general chairman of the Children's Cancer Re-
search Fund, which is to be under the drive, by the New England Variety Tent No. 23.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consultant Editor. Published daily, except Saturdays. Subscription rates: United States and Possessions, $20.00 per year; Foreign, $25.00 per year. Copyrigh

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consultant Editor. Published daily, except Saturdays. Subscription rates: United States and Possessions, $20.00 per year; Foreign, $25.00 per year. Copyrigh

T. W. Schwalberg, president of Paramount Film Distributing Corp. An addi-
tional release, however, has been sched-
uled from September through December.

Lea Smith is Cecil B. DeMille's Technicolor film, "The Sin of Pancho Villa," which goes into general release in July. Also sched-
uled for July and August are "Giant," starring Charlton Heston, and W. S. Som-
erset Maugham's "Encore.

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search Fund, which is to be under the drive, by the New England Variety Tent No. 23.
GPE Sales Up, Income Down

Although consolidated net sales of General Precision Equipment Corp. in 1951 were higher than in the previous year, net earnings were lower, due principally to "a progressive reduction" during the year in the sale of theatre equipment, the company stated here yesterday.

Rising sales volume by subsidiaries engaged in other fields and an increased volume of defense business, while more than offsetting the lower theatre sales dollars, did not carry the same profit margins as normally enjoyed in theatre sales. .

Consolidated net sales in 1951 aggregated $29,672,429, compared with $27,671,539 for 1950. Consolidated net earnings for 1951, before the addition of special items, amounted to $396,546, after provision of $460,000 for Federal taxes and $54,000 for depreciation. Earnings are equivalent to 99 cents per share on the 60,687 outstanding shares of common stock. With 1950 net earnings of $871,899, after allowing $720,000 for Federal income taxes, equal to $4.15 per common share.

The company's profit and loss statement shows the addition of special items of $143,496 in 1951 and $309,199 in 1950 to the income from the sale of various capital assets and leaseholds and to allowances for depreciation and amortization, and the reduction of taxes on income for prior years.

MGM's Wolf Has 18 Speaking Dates

Maurice N. Wolf, field assistant to H. M. Richey, M-G-M exhibition, returned here yesterday from engagements to promote industry goodwill lined up between now and mid-May. He will open his tour of a number of Florida cities today before the Optimists Club in Tampa. Tomorrow he will speak before the Optimists Club of Gainesville, May 6; Mount Airy, April 30, and conclude his March engagements by speaking before the Rotary at St. Petersburg.

Nine engagements in April start off with an appearance before the Kiwanis at Bradenton on April 3. The following day he will talk to the Rotary Club at Sarasota. His next appearance will be on April 8 before the Exchange Club at Lakeland. On April 15 he is to appear before the Optimists at Miami Beach. Two days later he will be in Miami at the Optimists Club and the following day he will speak before the Optimists in Ft. Lauderdale. Wolf will return to the Exchange Club in West Palm Beach on April 22; the Rotary at Sanford on April 28 and the Lions Club at Deltona on April 30 will wind up the April engagements.

Six engagements in May consist of appearances before the Rotary Club at Orlando on May 2; Rotary, Daytona Beach, May 5; University of Florida, Gainesville, May 7; Kiwanis Club, Jacksonville, May 7, and the Kiwanis and Lions clubs on May 8.

**Reviews**

“The Captive City” (Aspen Pictures—United Artists)

UNITED ARTISTS and exhibitors who book the picture owe it top drawer promotional campaigns. For two reasons: one, it's a sharply realistic, splendidly acted and directed crime-fighting melodrama with a solid wall of audience appeal behind it; two, it has no cast names for the marquee. Given the caliber of advertising the Captive City enjoys and the public pressure arising from the fact that it is an in due time could easily be counted among the money-making surprises that shownmen delight in.

Comes unburdened as it does, Theron Warth's production qualities for the reviewer's term, "a sleeper." And linked as it is with the continuing nationwide investigations into crime and corruption (Senator Estes Kefauver's "inquiry"

*The Captive City* reflects considerably to the credit of the industry by virtue of its eye-opening warning of the dangers inherent in "harmless" local gambling. The principal danger pointed up in the above written screenplay of Karl Kauff and Alvin Josey, Jr., is the readying of margarita crime syndicates to make prey of little, independent bookies.

As the tale of a small-town newspaper editor's picking up of the threads of investigation unfolds, Lee Garmes' camera captures every nuance of terror and shock so that what once was a matter-of-fact, almost leisurely recitation of events actually builds up into a startling expose of the big-time criminal's grip upon the everyday citizens of a small community.

John Ford, who wrote the screenplay, to the screen, endows the role of the defiant editor with a quality that can be achieved only by accurate under-acting. As the wife who shares with him the terrors his investigations and headlong pursuit of the underworld, is equally fine. And in the roles of ordinary people in whom one way or another are caught in the maze of slowly surfacing corruption, Harold J. Kennedy, Marjorie Crossland, Victor Kilian and others, the major supporting cast, endow the narrative in support contribute vitally to what emerges as a top-flight melodrama in the semi-documentary tradition. Robert White's direction, needless to say, is primarily responsible for the "new look" taken on by the not uncommon material.


CHARLES L. FRANCE

*Thief of Damascus* (Columbia)

A DASHING, swashbuckling costume drama has been turned out with fanciful trimmings in "Thief of Damascus." Opulent scenes and settings thread through the picture, with color by Technicolor adding its vivid strokes.

The story centers around the Shem Training School, as well as taking liberties with credulity, but it sets up an Arabian Nights mood that makes it all pleasingly entertaining and visually exciting. With proper exploitation it should do well with the family trade.

The screenplay, fashioned by Robert E. Kent, is set in Damascus in the year of 684 A. D., with Paul Henreid playing the fearless, adventurous lover of honor and justice, while John Sutton is properly villainous as the Khalid the city to its knees, with the costume-clad women in the film, but the leads go to Helen Gilbert, as Sheherazade, a story-telling lary of the harem.

Throughout the picture, Henreid, aided by Robert Clary and Leon Chaney, Jr., plays a tantalizing cat-and-mouse game with the invaders of the city. There are flights and chases, as well as battle scenes of varying size and scope, and the climax, through cleverness to overcome the enemy is the utilization of the famous Damascus swords.

The climax epitomizes the tone of the picture. In it the evil Khalid decides to lure Henreid out in the open announcing the public execution of the princess. By shrewd strategy Henreid not only rescues the princess but vanquishes the oppressor. Sam Katmazan produced and Will Jason directed. Running time, 76 minutes. General audience classification. For April release.

MANUEL HERRSTEIN

*Chapman Heads UA Branch Operations* (New York)

Jules K. Chapman, former assistant general manager of Film Classics and head of exchange operations and home office administration of United Artists, has been appointed head of branch operations of United Artists, by A. E. Bollinger, treasurer of UA.

Chapman replaces John Powers, resigned.

*Testing New Title* (New York)

CBS's Grande Theatre here is currently advertising "Red Skies of Montana" as "Smoke Jumpers." If the last title is successful in New York, the 20th Century-Fox will probably try it out in other parts of the country.

**Reorganization Delays 20th Meet**

The annual stockholders' meeting of 20th Century-Fox, which is usually held in mid-April, has been set for May 20, in New York. The extension is necessary in order to complete demerger and reorganization plans.

*FDR Film at the Astor* (New York)

"FDR Hyde Park," a 16-minute documentary dealing with the background of the late President at his former home at Hyde Park, will open at the Astor Theatre here on May 28, the same program with "My Six Con
tinents." The short was made by Pictorial Films, Inc.

*GIVE to the American Red Cross*
WARNER BROS. ARE NOW SHOWING EVERYWHERE THE PICTURE THAT WON 5 ACADEMY AWARDS—THE FIRST PICTURE EVER TO WIN 3 ACADEMY AWARDS FOR ACTING!

Best Actress
Vivien in "A Streetcar Named Desire"

Best Supporting Actress
Kim Hunter in "A Streetcar Named Desire"

"A Streetcar Named Desire" VIVIEN LEIGH

AN ELIA KAZAN PRODUCTION PRODUCED BY CHARLES K. FELDMAN WITH KIM HUNTER · KARL MALDEN SCREEN PLAY BY TENNESSE WILLIAMS AS PRESENTED ON THE STAGE BY IRENE RUSSELL DIRECTED BY ELIA KAZAN DISTRIBUTED BY WARNER BROS. PICTURES DISTRIBUTING CORP.
IF THE YEAR

Keigh

"Named Desire"

BEST SUPPORTING ACTOR

Karl Malden

in "A Streetcar Named Desire"

OTHER "Streetcar"BESTs

BEST ART DIRECTION
(Black and White)
Richard Day

BEST SET DECORATION
(Black and White)
Geo. James Hopkins

Also

BEST SHORT SUBJECT
(One Reel)
WARNER BROS.
'WORLD OF KIDS'
Robert Youngson

MARLON BRANDO
House Group Kills Copyright Change

WASHINGTON, March 25—The House Judiciary Committee today killed a copyright bill which government and industry officials said was needed to keep foreign governments from retaliating against U. S. films, books, songs and other works.

The measure would have removed a provision of the U. S. Copyright Act which provides that foreigners writing in English must have their books actually printed here to get full U. S. copyright protection. The Committee was warned that unless this change was voted, retaliation might be expected. U. S. book manufacturers and unions opposed the change, however, and the committee voted today to table the measure indefinitely.

**MOT Film to Guild 50th**

Norman Elon, president of Guild Enterprises, has set a deal for March of Time's feature, "If Moscow Strikes," which will have a premiere at the Guild 50th Street here at an as yet unknown date, following the run there of "The Royal Journey."

**New Disney Color Comics**

A new Disney cartoon series of Sunday color comics, titled "Walt Disney's Treasury of Classic Tales," will be released on a world-wide basis in mid-July by King Features Syndicate, it was announced by Charles Levy, Eastern publicity representative for the Disney organization.

GIVE to the American Red Cross.

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**U.S. Films Hit, Praised**

(Continued from page 1)

**Sustains 22**

(Continued from page 1)

Each, would be produced in five or more locations from Cairo to Tokyo. They would be handled entirely on contract, and would probably involve some local capital investment, Edwards said.

Edwards' apparent implication was that Hollywood cannot be counted upon to produce the propaganda films the State Department would like to see made, so the Department would like to produce its own films.

Chairman Rooney (D., N. Y.) asked whether commercial companies weren't sending pictures into these regions in native languages. Edwards replied they were, but that these films were primarily about things that have happened in the U. S., and that the U. S. companies have rarely gone to a country like Thailand and produced a film there to show the old culture is actually best and can be preserved and the country still can be developed with American aid. This is what State plans to do, he said.

Rooney then asked what was the native reaction to Hollywood films. Edwards said 'American features are very popular all over the world,' but under further questioning, admitted there is a considerable amount of evidence among the officers that many of them harm the U. S. He said he had in mind "pictures that show members of the Congress as corrupt individuals who are subject to bribes . . . pictures that show the American press as vandals," which showed overrate "to people who do not have the background for understanding them."

Edwards emphasized that "there are many very, very excellent pictures made by the Hollywood industry that go abroad and do us great credit and a great deal of good. I do not want the record to state that because of these relatively few pictures that I have mentioned, that do us harm, that there are not also many pictures that do us a great deal of good."

As of Jan. 31, the subcommittee was told, the Department's regular film program had 275 general subject films in circulation overseas. These have been recorded in a total of 5,896 language versions, and there have been 86,670 prints. In addition, 1,853 titles dealing with medical, technical and scientific subjects, and there are 3,642 prints. Department films now get anywhere from 250,000 to 300,000 showings a year. Edwards said that during 1940-51 figures for the films were shown to about 450,000,000 people.

The increase in the division's regular budget, Edwards said, would permit an additional 17,000 print reels in the coming year, and the addition of three more languages. It would also allow acquisition of 45 more films from private sources and the replacement of 300 projectors and 40 mobile units.

Under critical questioning from Rooney and other committee members, Edwards defended State Department participation in international film festivals. The subcommittee also indicated in all its questioning a considerable doubt about the quality of the division's films.

During the current fiscal year, the State Department film division received a $10,225,230 appropriation.

**Children's Shows**

(Continued from page 1)

department stores, etc., use films to teach their staffs, whereas theatres do not, but should.

Ernest Sturm, San Diego, spoke on community relations, citing circuit president Charles P. Skouras' conspicuous leadership in civic affairs.

The meetings run through Thursday.

**George Seed Promoted**

ALBANY, N. Y., March 25—George Seed has been appointed manager of the Mohawk, Saratoga and Autovision drive-ins, by Saul J. Ullman, upstate general manager for Fabian Theatres. Seed will continue to supervise the Cohoes, which he opened for Fabian in 1940. One-time manager of Harmans Bleeker Hall here, Seed succeeds Leo Rosen, who was given another assignment.

**Postpones Jeffry Hearing**

CHICAGO, March 25—Judge Michael L. Igoe has postponed the Jackson Park-Jeffery M-G-M hearing, which was scheduled to be held yesterday to April 7. At the same time he denied petitions by the independently owned Stony Theatre and James Coston's Hamilton to enter into the suit along with Coston's Jeffery in an attempt to gain the right to bid against the Jackson Park for pictures.

**NIT**

in other states. The decision is also important, it is said, in that, although not mentioning it, it is clearly contrary to the decision of the Tennessee Supreme Court in a disbarment case involving United Artists rights to sue the Memphis Board of Censors in the courts of Tennessee to enforce a censure on "Curley," on the ground that UA had failed to qualify as a board authorized to do business in Tennessee.

Distributor activities in West Virginia which the motion cited included among others, the exploitation of men and other representatives, as well as the making of percentage deals. The legality under the statutes of the state for failing duly to qualify as foreign corporations, according to the exhibitor defendants, was a denial of the averment in the courts sitting in the state, including the Federal Court for the Southern District of West Virginia, on which the percentage suits were brought.

The basis of the Tennessee decision lies in the fact that film contracts based on a percentage of the box-office receipts, made in effect a partner or joint venturer in the local distributor for the pictures so licensed, and thereby required it to secure qualification in Tennes- see to be a duly authorized to do business in that state.

Exhibitor counsel in the West Virginia cases relied, among other cases, on the Tennessee decision in the case of "Curley" in their argument and briefs.

In his rejection the exhibitors contemtion, and overruling on the merits their motion to dismiss the actions, Judge Moore said: "It is my conclusion as a result of study that the business done by the plaintiffs and each of them in the State of West Virginia is interstate commerce, and the field of interstate commerce, without any local aspect.

The dismissal attempt was made by the defendants in seven distributor actions brought against J. C. Newbold of Braunwell, West Va., and others in eight actions brought against Lloyd E. Rogers of Welch, W. Va., and others, and seven actions brought against Mamie Shearer, formerly of Holden and War, W. Va.

Hearings were held in Bluefield, W. Va., on January 24 and February 1, with Edward A. Sargoy of the New York law firm of Sargoy & Stein making the argument for the distributors.

**Brazeau to Run Drive-in**

INDIANAPOLIS, March 25—M. D. Brazeau, general manager of Greater Indianapolis Theatres, which operates four downtown houses, has resigned, to operate the Greenwood Drive-In, which he recently purchased. Dave Cookrell, president of the former company, is here from Denver to supervise the downtown houses until a successor is named.
Films for TV

(Continued from page 1)

neary Morton Galane. The latter cited audience surveys which showed that the CBS film program, “Early Show,” was the lowest in the program from 6:30 to 7:30, despite such live TV competition as “Captain Video” and “Rosie, Fran and Ollie.” Kintner admitted this showed some demand for feature films but that he still felt ABC’s budget for Hollywood pictures was “marginally”.

May Rule Today

FCC hearing examiner Leo Resnick is expected to rule today on two motions, and the result may be another prolonging in the debate. The motion was made today by FCC counsel, Frederick Ford, who asked that after the merger phase of the hearings is completed, there be some weeks before United Paramount Theatre directors are recalled for cross-examination. A. H. Blank, Robert Willy and other theatre-operating directors are to be recalled for questioning on how specific theatres were acquired and the FCC attorneys said they needed the time to prepare their questions.

The operation of the hearings will probably be finished the end of this week or early next week.

DuMont Requests

The other motion is a DuMont request that ABC and UPT be required to supply the rentals paid by UPT and ABC for all pictures, UPT gross receipts for all features, and ABC gross bookings for all ABC theatres, and UPT, in a joint statement today, opposed this request, arguing that the theatre- and TV-markets are different and would not compete for the same films; that the consent judgment precludes combined purchase of films for both television and theatre, and TV stations; and that the information would be extremely difficult to compile.

New TV Firm Headed

By Ronald Colman

Los Angeles, March 25.—Ronald Colman is chairman of the board of the Santa Barbara Broadcasting and Television Corporation, which has been formed to apply to the Federal Communications Commission for a Santa Barbara television station license and construction permit at the time such licenses are permitted.

Hometown Tribute to Froman on Monday

Jane Froman will be feted in her hometown in ceremonies launching the showing there of her film biography, “With a Song in My Heart.” The mayor of the area premier of the picture will be a benefit premiere at Cincinnati’s Taft Theatre, adding the Jane Froman Fellows and the following royalties.

Film to Pecamcher

“High Treason,” the latest film by British director Roy Boulting, has been acquired by Pecamcher Pictures, Inc., that of Roy Boulting and Winifred A. Lesser, William Goldberg and Max A. Goldberg. Pecamcher will distribute the film throughout the U. S.

Television--Radio

Comment and Opinion

I N a dramatic and convincing demonstration of its faith in the future of radio, the American Broadcasting Co. has just spent $2,500,000 to open two ABC stations in New York and Los Angeles and is moving into them on April 1. The network also is consolidating its radio operations in Chicago.

In New York, the old Wilson warehouse has been completely renovated to house 11 ABC radio studios, four of them two-story affairs that can be converted to TV use. General Electric provided the equipment for the radio center which is completely air-conditioned and connected by underground passage with the nearby ABC Television Center. ABC is giving up its studios at Rockefeller Center and probably also the Vanderbilt Theatre, but will retain the Little Theatre for radio shows.

In Los Angeles, ABC’s new radio center has 12 studios and announcers’ booths, including three audience studios seating more than 300 each. In Chicago, ABC retains the Civic Theatre but moves its base to the Daily News Building on April 21.

Meanwhile, NBC says it has received NRA approval for the first unit of its television center in Burbank, Cal., and construction will begin immediately. Two studios, each seating 500, will be built on the 48-acre site.

It would be pleasant to be able to praise Margaret Truman as she appeared last Saturday on the NBC-TV “All Star Revue” starring the infectious Jimmy Durante. Unfortunately, Miss Truman demonstrated again how slimmer is the thread that ties her to the entertainment world. Her opening song was positively embarrassingly in its unevenness and her comedy routines with Durante didn’t click. It is said of Miss Truman that her poise is one of her prime TV virtues. That may be true, but it’s hardly enough. A dash of talent helps too.

Last week, this column appraised the CBS Television Workshop and, on the basis of three previous shows, found it uniquely-conceived but mediocre effort. In all fairness it should be recorded that Saturday’s show, “The Other Woman,” was excitingly entertaining without of the view and provided a half-hour of captivating viewing. Geraldine Fitzgerald gave a brilliant performance. Director Robert Stevens should be congratulated on his marked imagination and skill.

People: William (Bill) Berne joins ABC-Radio’s program department in the newly-created position of production supervisor. He will assist Leonard (Buzz) Blair. Walter A. Scanlon named sales promotion manager for CBS Television Film Sales. John F. Rayel named supervisor of NBC-TV package program sales and John G. Fuller of program sales development. James E. Kovalc has resigned from NBC to become station manager for WQXR. Davidson Taylor, NBC-TV executive, to be a U. S. delegate to the UNESCO Advisory Committee on television which meets in Paris April 7-12.

The TV industry will be watching with considerable interest the results of the “Broadway TV Theatre” which starts over WOR-TV in New York on April 14, sponsored by General Tire & Rubber Co. Plays in their entirety will be repeated at the same time each night for one week. Warren Wade will produce. If this TV version of summer stock works, other networks may follow suit.

The Academy Awards broadcast from the Pantages theatre over ABC-Radio last week proved the inadequacy of this medium for certain events now that television has arrived. But for the inherent element of surprise, the show would have been tedious and long and, despite Danny Kaye, somewhat dull. The same occasion televised would have had infinitely more interest.

NBC must credit its audience with great patience and a wry sense of humor. When a blizzard in the West stopped the Dennis Day show from coming through, the network put on a silent film, vintage 1915, and used it as a filler. Why not pre-film a show and have it ready for just such an emergency?

Fred Hift

No UPT Houses to Become TV Studios

Washington, March 25.—American Broadcasting Co. president Robert E. Kintner said today that ABC “might” need more studios if the proposed merger with United Paramount Theatres goes through. But he gave a “no” answer when asked whether UPT would contribute to studios some of the theatres it must dispose of under the consent decree.

Paid to Ascap

(Continued from page 1)

to cover royalties for music used on motion picture sound tracks during the past two years. Disclosure was not made concerning the status of the negotiations for the $700,000-per-year facts. Previously, ASCAP collected music licensing fees from theatres for a period of years and has been under the judgment in the ASCAP antitrust suit that method of collecting is outlawed.

Remainder Distributed

Operating expenses of the Society for 1944 were $39,880, of which 50 per cent of income, or $2,940,588. The remainder was distributed among members of the Society (writers and publishers) and to members of foreign performing rights societies.

ASCAP, which was organized in 1914 with a membership of less than 300, now has a membership of 2,849, covering every state and territory of the U. S., it was reported at the meeting. In addition, the last semi-annual count, membership was increased by a total of 96–49 writers (composers and authors) and 27 publishers. In the same period death claimed 22 members, it was reported.

Ott Harbach, ASCAP president, was chairman of yesterday’s meeting.

TV Screen for LA Paramount Theatre

Los Angeles, March 25.—Plans for a $250,000 remodeling program, in addition to the installation of large screen theatre TV, for the downtown Paramount Theatre are underway here with United Paramount Theatres’ take-over of the house, formerly leased to Fanchon and Marco. The theatre is the largest in Southern California. Jerry Zigmond, West Coast UPT manager, will operate the theatre and Mervyn Davenport, formerly of UPT’s St. Francis in San Francisco, has been appointed manager. It is planned to close the theatre for a few weeks during the final stages of remodeling, while opening slated for around Decoration Day.

Tribute to Mcjleaster

Indianapolis, March 25.—The local Variety Club held its annual dinner party at Club 52 on April 4 for Thomas Mcjleaster, former 20th Century-Fox branch manager here who recently was appointed district manager with Cleveland headquarters. Mcjleaster, who was chief baker of the local Theatre Owners for the past two years, will return here for the event. William Keith, former 20th salesman in New York, has arrived here to replace Mcjleaster.
"Judy Holliday sparkles in her new comedy ... lively and mirthful!" — N. Y. World-Telegram

"A joyride of young-married sentiments!" — The Herald-Tribune

"Aldo Ray does standout job!" — N. Y. Journal-American

Judy Holliday delivers the big "Born Yesterday" at the Marry.
"Warm, human, true-to-life comedy-drama . . . Miss Holliday is perfect!" — The N. Y. Mirror

"It's very funny . . . so good . . . a real experience!" — N. Y. Post

"One of the happiest entertainments of the year . . . Hilarity at its best!" — The N. Y. Times

OLLIDAY

GTEST GROSS SINCE

THE VICTORIA, N. Y.

ing Kind...

Produced by BERT GRANET • Directed by GEORGE CUKOR
Empire's U.K. Quota Problems Unique

LONDON, March 25.—Recent Socialist questioning in Commons concerning failure of Loew's Leicester Square Empire to meet its film quota, has served mainly to point up the theatre's unique and difficult competitive position and again highlight the quota law itself, particularly in the present product shortage.

While the inquiries in the questions put in Parliament were that Metro is engaged in an attempt to discredit the Quota Act and, in addition comprised a Socialist sidekick at Anglo-American relations, the fact is that Loew's 3,099-seat showcase is in a more difficult competitive position than any theatre in the country.

Its immediate competition includes Rank's Odeon and Leicester Square theatres and the Warner with its close connection with A. B. P. C, as well as a half-dozen other closely competitive houses nearby. In the circumstances, it has difficulty obtaining any first-rate British films. If it played second-rate features it would undoubtedly be accused of willfully letting down British production endeavours. It was established that 23 of A.B.C.'s theatres, with considerable production resources behind them, were unable to fulfill their quota last year.

Commons was told that prosecution of Loew's Empire is under consideration. The Films Council, in charge of such prosecution, is scheduled to meet tomorrow and doubtless will discuss quota defaults.

Shriner on Palace Bill

Comedian Herb Shriner has been signed to appear in the new Broadway Palace two-day show, headlining Betty Hutton, opening April 12.

Academy Award Winner John Alton

Academy Award winner

John Alton

tells his trade secrets in the book

Painting with Light

The distinguished cinematographer of "An American in Paris," winner of this year's Oscar for best color photography, describes in detail, in this unique book, how he gets those telling effects.

You'll learn what lighting to use and how to use it to create the mood you want, to get the effect of early morning light or tropical noon, to catch just the right emotion in close-ups, and the many other effects that can be achieved by expert lighting.

Here are the techniques that make Oscar winners.

$6.75 at your bookstore or an order from

THE MACMILLAN CO.
60 Fifth Ave., New York 11, N. Y.
N.Y. Building Code Changes Indicated

Albany, March 25—Softening of the attitude of the building officials and Labor and Appeals Commissioner George S. Raymond on requirements in proposed amendments to the Code for commercial buildings, providing some closed stairways from balcony to downstairs lobby or lobby be enclosed in new theaters, led some officials to believe so that motorists can not see them from highways was indicated at the third hearing here.

Raymond remained unconvincing by the arguments of spokesmen for Metropolitan M. P. Theatres Assn. and the lobby here. It was indicated that a regulation for the filing of reports on all accidents in theaters requiring medical attention is unne-

cessary. Raymond pointed out that the present draft contained phraseology suggested by theatermen. He disagreed with Leonard Perin, State Labor Department engineer, that it might work hardship on existing theaters.

A summation of the advances in theater safety, made by Henry Ar-

derson, commissioner to OTO and representative of MMPTA, and delineation of the reasons a "great majority" of fire and engineering experts believe fire hazards are lessened after the first balcony to the outside ground floor are safer than closed stairways, led Commissioner Raymond to hold that the new requirement should be "reconsidered." Anderson agreed that enclosed stairways from the second and third balcony to the first are desir-

able.

The commissioner, in a colloquy with D. Johnson, executive di-

rector of MMPTA, held to the position that casualty reports are essential. He insisted that until we know the reasons people are hurt, we are not sure whether some code provisions are unnecessary and unreasonable, and when those provisions are outside the code, would be preferable in some instances.

Raymond said that a fourth hearing will be scheduled for a date to be announced later. It is unlikely the revised code will take effect May 1.

Aid Tornado Victims

OKLAHOMA CITY, March 25—William Lindsay, Paula Raymond and Harold Shumate visited the T. O. & Oklahoma convention here in the course of their state "Movietime" tour. While here they accepted invitations to appear in a benefit perform-

ance for tornado victims at Robinson Auditorium, Little Rock, Ark., tomo-

data.

Milwaukee Drive-in Meet

MILWAUKEE, March 25—A one-

day open forum meeting for drive-in owners, managers and concession owners, was held at the Schroeder Hotel here. The purpose of the meet-

ing was to get acquainted and exchange ideas. Subjects covered were the new drive-in code (yet to be signed), ad-

vertising, license fees, concessions and hints on reopenings.

Linz Named Manager

INDIANAPOLIS, March 25—H. K. Eubanks, president of Eubanks Theatres, announced the appointment of Norman Linz, former sales manager of the Monogram exchange here.

Reviews

"Jet Job"

Hollywood, March 25

"JET JOB" is about jet planes and a jet pilot, and frequently the produ-

ction moves, comparatively, with jet-like action. Charles R. Marion's script was satisfactorily directed by William Beaudine and produced by Ben Scholle. Eddy Waller and George Devers are the smoothest of the smooth today. The smoothness is increased by the excellence of the technical photography and the polish of the work of all house artists.

"Leadville Gunslinger"

"LEADVILLE GUNSLINGER" is an exciting story of the Colorado ghost town where gold is still gold and where the search for it is as exciting as ever. The story is well told by the director and the acting is excellent by all concerned. The picture is a success and deserves to be a big one.

"Add San Antonio, Tulsa to TV Net"

The extension of network television to Austin, San Antonio, and Tulsa, as revealed by American Telephone and Telegraph Company, was mentioned in Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City will also join the network on July 1, making a total of eight cities to be added on that date.

The extension of the Bell System's inter-city-telephone network to include the eight new cities, will bring the total connected by the network to 62, and the number served to 104.

To File G. & P. Briefs

CLEVELAND, March 25—Defendant attorneys in the G. & P. Amusement case in the federal court here, will file their briefs in the court next week. The briefs will be filed by May 1.

Early Theatre Vote

HARRISON, March 25.—First, but in-

complete, returns on the "Early-Late Show" poll, conducted by theatre man-

agers in the Hartford area, indicate that the public favors having the feature start between 8:00 and 8:30 P.M. on weekdays, the late schedule will continue, with the last show starting about 9:30 P.M.

All ballots are in, but the task of counting them remains to be finished. A quick estimate by the committee shows, however, that votes for the early shows are running three or four to one ahead of those favoring the late.

Critics Name Queen

CLEVELAND, March 25.—"African Queen" was named the best picture of February by Cleveland critics. It held four weeks in Playhouse Square, two weeks at Loew's State and two more weeks at Loew's Ohio on a moveover. The Cine-


Mankiewicz to New York

HOLLYWOOD, March 25.—Joseph Mankiewicz, who flew to New York tonight, will produce, write and direct "Bronx Story," based on a novel by John O'Hara and "Seducer," as his first picture under his new five-year M-G-M contract, the studio disclosed today.

D. of J. Asks for Increased Budget

WASHINGTON, March 25.—Budget cuts have seriously curtailed the Department of Justice's anti-trust division, assistant Attorney General H. Graham Morison has in-

formed the House Appropriations sub-

committee.

He asked that the division's budget for the fiscal year ending July 1 be raised to $3,750,000, the figure as in 1951-52, it was cut to $2,200,000.

Morison said the cuts meant that the division could not take on new investigations, and could give only "superficial attention" to public com-

plaints. He stated the agency had to concentrate on winding up cases already well along, had wiped out 125 pending investigations and indefi-

nitely deferred another 52. Three of the division's 11 field offices have had to be closed, he said, and a fourth may go to the wall.

The agency's staff has been cut from about 630 to some 580, with experienced people who would resign, off the sub-committee was told.

MGM's Rome Meet

Keynoted by Loew

ROME, March 25.—Forecast that the biggest years in M-G-M's history are yet to come was made by Arthur M. Loew, president of Loew's Interna-

tional Corp., in the keynote speech formally opening M-G-M's week-long conference here, the company stated.

Following Loew's address, Milton A. Sperling, first vice-president, an-

nounced the proposal for the coming year. Samuel N. Burger, sales manager, outlined sales policy and plans.

At the second day's session, today, addresses were made by N. Bernard Freeman, managing director for M-

G-M in Australia; David Lewis, regi-

onal director of Continental Europe; Maurice Silverstein, director in Latin America, and Seymour Mayer, in charge in the Far East.

IFP to Bring MGM Delegates

At Rome Studio Today

Rome, March 25—Tomorrow, Ar-

thur Loew, president of Loew's inter-

national, and delegates to the "Quo Vadis" sales conference, will be guests at an Italian film industry luncheon to be given by Italian Films Export at Cinecitta, the studio at which "Quo Vadis" will be made.

Last Friday, the IFP entertained Robert J. O'Donnell, Interstate cir-

cuit executive, who had earlier had a reception at IFP headquarters here. It was attended by leading figures in the Italian industry.

Dewey Has Film-TV Bill

ALBANY, N. Y., March 25—Gov-

ernor Dewey has introduced a legis-

tation bill sponsored by Senator N. T. Hellman of the Bronx which would make it illegal to tele-

vision, broadcast or make motion pic-

tures of any proceedings before legis-

lative bodies, or other tribunals in New York State, where witnesses appear under subpoena.

March is American Red Cross Month. GIVE.
Technicolor Congratulates
Academy Award Winners, 1951
For Supreme Achievement

- **Best Motion Picture**
  "AN AMERICAN IN PARIS"
  M-G-M
  (Color by Technicolor)

- **Best Performance—Actor**
  HUMPHREY BOGART
  "THE AFRICAN QUEEN"
  Horizon Enterprises-United Artists
  (Color by Technicolor)

- **Best Cinematography—Color**
  "AN AMERICAN IN PARIS"
  M-G-M
  ALFRED GILKS; ballet photographed by JOHN ALTON
  (Color by Technicolor)

- **Best Art Direction—Color**
  "AN AMERICAN IN PARIS"
  M-G-M
  CEDRIC GIBBONS and PRESTON AMES
  (Color by Technicolor)

- **Best Costume Designing—Color**
  "AN AMERICAN IN PARIS"
  M-G-M
  ORRY-KELLY, WALTER PLUNKETT and IRENE SHARAFF
  (Color by Technicolor)

- **Best Story and Screenplay**
  "AN AMERICAN IN PARIS"
  M-G-M
  ALAN JAY LERNER
  (Color by Technicolor)

- **Best Sound Recording**
  "THE GREAT CARUSO"
  M-G-M
  DOUGLAS SHEARER, Sound Director
  (Color by Technicolor)

- **Irving G. Thalberg Memorial Award**
  ARTHUR FREED, Producer
  M-G-M
  "AN AMERICAN IN PARIS," "SHOW BOAT"
  (Both in Color by Technicolor) and other musicals

- **Special Award**
  GENE KELLY
  Achievements in the Art of Choreography; Choreographer,
  "AN AMERICAN IN PARIS"
  M-G-M
  (Color by Technicolor) and other musicals

- **Best Set Decoration—Color**
  "AN AMERICAN IN PARIS"
  M-G-M
  EDWIN B. WILLIS and KEOGH GLEASON
  (Color by Technicolor)

- **Best Scoring of a Musical Picture**
  "AN AMERICAN IN PARIS"
  M-G-M
  JOHNNY GREEN and SAUL CHAPLIN
  (Color by Technicolor)

- **Best Special Effects**
  "WHEN WORLDS COLLIDE"
  GEORGE PAL-PARAMOUNT, GORDON JENNINGS
  (Color by Technicolor)

- **Best Short Subject—Two-Reel**
  "NATURE'S HALF ACRE"
  WALT DISNEY PRODUCTIONS, RKO RADIO
  (Color by Technicolor)

- **Best Short Subject—Cartoon**
  "TWO MOUSEKETEERS"
  M-G-M
  FRED QUIMBY, Producer
  (Color by Technicolor)

TECHNICOLOR IS THE TRADE MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER
Majors Take Brookside Case to Supreme Court

WASHINGTON, March 26.—The eight major distributors today dumped another exhibitor anti-trust suit into the Supreme Court’s lap, appealing the eighth Circuit Court of Appeals decision in the Brookside case.

This is the second major anti-trust case to reach the court this month. Only 10 days ago, the distributors appealed the third Circuit Court of Appeals decision in the Milligan case.

In the case appealed today, the Brookside Theatre Corp., which in 1938 leased the Brookside Theatre in Kansas City, sued the eight major distributors, charging the companies prevented the Brookside from obtaining pictures in the 1936-37 season and that this forced the company to sell its lease to a company controlled by

(Continued on page 5)

MPAA Holds Its 2nd Arbitration Meet

The distributors arbitration negotiating committee yesterday held its second session after the first was held last Friday, to plan further for the conference next month with exhibition arbitration will be held up of an industry system of arbitration.

Yesterday’s meeting, which took

(Continued on page 5)

Action vs. Exhibitors Denied by Broidy

HOLLYWOOD, March 26.—Steve Broidy, Monogram president, today categorically denied the published report that he would seek Department of Justice action against exhibitors, declaring “not only are the opinions attributed to me in this trade paper article in complete error, but the entire story is without the slightest basis in fact, insofar as it relates to Monogram’s

(Continued on page 4)

FCC Hearings Head For April 14 Recess

WASHINGTON, March 26.—The Federal Communications Commission’s Paramount hearings will recess until Monday, April 14, when the current merger phase winds up late this week or early next.

This was ordered by hearing examiner Leo Resnick. It had been requested by FCC attorneys, who said they needed extra time to prepare

(Continued on page 5)

Spark COMPO Fiscal Plans at Meet Today

A meeting aimed at formulating the precise plans for setting in motion the Council of Motion Picture Organizations’ new dues assessment program will be held here today between Arthur L. Mayer, COMPO executive vice-president, and Trueman T. Rembusch, chairman of the industry agency’s finance committee.

Rembusch, who was scheduled to arrive here last night from Franklin, Ind., is expected to meet with Ben Kalmenson, chairman of the distributors committee of the Motion Picture Association of America, to obtain distributor suggestions in connection with the assessment program planning. Kalmenson is a member of the six-man COMPO finance committee.

The new assessment arrangement stipulates flat-rate payments by individual theatres based on seating or car capacity. It was adopted by the COMPO board at its annual meeting here last month. Distributors will

(Continued on page 5)

Industry Meet With House GroupFavored

Seek Approach to Get ‘Red’ Report Amended

Immediate interest in Council of Motion Picture Organizations and other industry circles was expressed here yesterday in the suggestion of Rep. Clyde Doyle (D., Cal.) that top industry executives meet with the House Committee on Un-American Activities to discuss amendment of the Committee’s recent report criticizing the industry for laxity in ridding itself of Communists.

At the Motion Picture Association of America here it was stated that Eric Johnston, president, and J. Howard Wollman, vice-president, were informed of Rep. Doyle’s published suggestion and planned to look into it. At COMPO, Arthur L. Mayer, executive vice-president, expressed interest, stating that while the suggestion

(Continued on page 5)

C. of C. Sets Tribute To Industry in L.A.

HOLLYWOOD, March 26.—The Los Angeles Chamber of Commerce announced it will pay tribute to the film industry at a banquet in the Biltmore Bowl April 13, with the community’s civic and business leaders hosting film leaders headed by Eric Johnston, Charles P. Skouras and others.

Chamber president Terrell C. Drinkwater said, “The purpose of this dinner meeting is to honor one of our largest and internationally known industries and those responsible for its success. Movies have made Hollywood famous world over as a tourist and fashion center, to say nothing of them as a source of local employment, real estate investments, and major factor in our city, county, state and federal tax structure.”

New Contract Signed By SAG and IMPMA

HOLLYWOOD, March 26—Independent Motion Picture Producers Association and the Screen Actors Guild signed the new collective bargaining contract covering all the provisions in the pact recently consummated with the Association of Motion Picture Producers and subsequently with the Society of Independent Motion Picture Producers.
First-Runs in Many Key Areas Are Enjoying Good Box-Office Intakes

Reports from the field indicate that theatre business in many areas is quite favorable, despite unfavorable weather and other conditions prevailing in some places. This is not true, of course, generally, but reports from several widely-scattered regions show healthy box-office intakes.

The mention a few typical situations: In Denver, even with 17-inch snows the heaviest of the season—first-must first-run are well above average. The same is true in Indianapolis, despite very cold weather and sports competition from a basketball tournament. A peak at week's end, giving a boom to downtown first-runs in Baltimore. "Quo Vadis" is leading a fairly steady first-run situation in Omaha, with its $10,000 estimated gross more than covering overhead at the State.

Even with pleasant spring weather Atlanta's theatre trade in downtown houses is good; the drive-ins there are especially enjoying brisk business for the very same reason. First-must first-run performances in Rockford, Ill., are running to much better than average. The same can be said of many downtown Cincinnati theatres, likewise Kansas City, Toronto, and other key spots.

Name New Okla.T.O. Board; Elect April 7

OKLAHOMA CITY, March 26.—The two-day annual convention of the Oklahoma Theatre Owners Association concluded here last night with a banquet attended by Governor and Mrs. McGuigan.

Directors of the association were elected at the closing business session and will meet April 7 to elect officers. Directors named are: C. J. Clifton, Oklahoma City; John Hayes, J. C. Hunter, A. R. Walter, Charles Proctor, Alex Bluze, Ray K. Burks, D. L. Duke, Eddie Holt, William Slepka, Morris Loewenstein, Ted Butterfield, Mrs. Avee Waldron, Paul Stonum, Mrs. H. L. Goerte, C. B. (Browny) Alkers, H. D. Cox, Homer Jones and Vance Terry.

Directors for Texas are: Virby Conley and H. S. MacMurray. T. W. (Tom) Byrnes, chief barkeep of Variety International, and Mitchell Wolfson, president of the Theatre Owners of America, addressed the closing session. Loewenstein, president of the Oklahoma organization, made the annual report to the convention.

U-J Sets Alaska Premiere

Universal-International has completed arrangements with U. S. Defense Department officials in Washington to provide for private showings of "The World in His Arms," in Alaska. The premiere, said to be the first ever to be held in the Far North, will take place in either Anchorage or Fairbanks on June 20. It will be followed by a tour of several major military installations throughout Alaska.

Perry in Ohio Closer

NEW LEXINGTON, O., March 26.—''It is just a matter of time before diminishing television competition is claimed in the case of the Perry Theatre here, which has gone dark after years, and exposition to the fact that "Radio and television offered too much opposition for us," is the reason cited by owner C. E. Davis, owner of the house.

MOTION PICTURE DAILY.

Thursday, March 27, 1952

UA Sales Meet Here Today

A two-day meeting of United Artists sales and promotion executives from the home office and from the Western territories, including a stop at the Warner-Pub- liphia exchanges will open at the Park Sheraton Hotel here this morning for a discussion of future plans and operations. It will be conducted by UA vice-president William J. Heinenman and Max E. Youngstein.

The organization will be the subject of meetings held by the UA vice-presidents with company personnel in Bos- ton, Buffalo, New York, Cleveland and other key cities. From a nation-wide series in which Heinenman and Youngstein ultimately will meet with members of every company branch in the country to provide the company's entire field organization with a picture of UA's position, program, and sales goals.

The home office contingent will also include Bernard G. Kane, executive assistant to president; John E. Cohen, Western-Southern sales manager; Nat Nathanson, Eastern-Canna- dian sales manager; John Hughes, assistant to president; John Sugg, contract department chief; Francis M. Winikus, director of advertising; Herbert L. Fagin, publicity manager; Roger Lewis, advertising manager, and Morie Kruhnen, executive assistant.

Attending the meeting from the New York exchange will be Fred Meyers, New York Metropolitan district manager; John K. Smith, Edward Mullen, sales managers; Myron Starr, office manager; salesmen Dr. Daniel McQuillen, Tony Agoglia, Carl Hart, and George Young, and salesmen M. Magill, S. Kostinsky and J. Bergin.

Testimonial to Raoul Of 'lA' on April 19

Leaders in all branches of the in- dustry will converge here April 19 for a testimonial dinner to William T. Raoul, international secretary-treasurer of the JATSE, which will be held at the St. George Hotel in Brooklyn.

"lA" president Richard F. Walsh will deliver the principal address. Tom Murtha, "lA" headquarters executive, is chairman of the arrangements committee.

Mayer Here for Material

Louis B. Mayer, who is in New York from the Coast, is understood to be studying the stage, radio, and book markets for material for motion picture production. He is also expected to sign a contract within a short time, according to an indication received by a sub-scribes office, for the production of such material.

GIVE TO the American Red Cross.
Because it answers the big why in today's headlines...

THE CAPTIVE CITY WILL CAPTURE THE CROWDS!!!

"THE CAPTIVE CITY" starring JOHN FORSYTHE with JOAN CAMDEN, HAROLD J. KENNEDY, RAY TEAL. Screenplay by Karl Kamb and Alvin Josephy, Jr. Based on an original story by Alvin Josephy, Jr. Produced by THERON WARTH. Directed by ROBERT WISE. Photographed with the Hoge Lens. The compensation for Senator Estes Kefauver's services has been donated to the Cordell Hull Foundation for World Peace. An Aspen Picture.

"TOP NOTCH B. O.! One of the best!" — Variety
E-K Reports Developments Aimed at Color Increase

Eastman Kodak developments which make possible the processing and printing of color motion pictures in a number of ways have resulted in a growing use of color and more flexible ways to produce color films for theatre exhibition, the company states in its annual financial report to stockholders.

"In the professional motion picture field," the report explains, "we have introduced several new films for use in making color release prints for theatres. One, for example, is Eastman Color Inter-negative Safety Film. This film, together with the new Eastman Panchromatic Separation Positive Film, is utilized to create special effects in the finished print."

These special films, combined with the new Eastman Color Negative and Color Print Films, provide a complete new group of color products for the professional 35mm. field, the report states.

It was indicated also that a rise in professional motion picture film sales has stemmed in part from the expanding uses of home films in television. The sale of professional films for theatre use has also considerably increased, it was said.

The report contains a chart comparing the company's total taxes and net earnings, of 1947-51. Set forth are taxes of $3,000,000 and earnings of $43,000,000 in 1947; taxes of $40,000,000 and earnings of $35,000,000 in 1948; taxes of $32,000,000 and earnings of $50,000,000 in 1949; taxes of $64,000,000, earnings of $62,000,000, 1950; taxes of $88,000,000, earnings of $90,000,000 in 1951.

Gorham Idea Brings Awards to 2 Stars

DETROIT, March 26—The Detroit Free Press' first annual "New Faces Award," a project that grew out of a suggestion by Alice Gorham of United Detroit Theatres, who was a 1948 Quigley Showmanship Award winner, was presented tonight to Universal stars Jeff Chandler and Piper Laurie.

The presentations were made in Detroit's new Veteran's Memorial Building. Free Press columnist Helen Bower made the presentations to the stars, who were flown here by Universal.

Universal Newsreel cameramen covered the affair, which followed a poll conducted by the newspaper to determine its readers' opinions on the most effective new film stars.

Drive-in Survey Topic of Meeting

Results of a survey of drive-in theatres in the West and Mid-west will be discussed at a three-day conference of regional executives of Jack H. Levin Associates, opening tomorrow at the Conrad Hilton Hotel in Chicago. The national checking company for the week's has been looking into the future prospects of drive-ins.

Jack Levin, head of Associates, pointed out that the conference will be attended only by those executives in whose territories the survey was made. Attending will be: S. R. Walsh, Los Angeles; H. H. Durrell, Cincinnati; Harold Dorne, Chicago; Charles M. Johnson, Detroit; Herbert M. Bagg, Milwaukee; Herbert C. Dreibach, Minneapolis; Arthur A. Becker, St. Louis.

Hear U. S. Motions April 30 in UA Case

Two government motions will be heard in Federal Court here on April 30 in connection with the Department of Justice's allegations of dual affiliations among Universal and United Artists officers, and its challenging of UA's right to release the product acquired in the purchase last year of Eagle Lion assets.

One motion is to amend the so-called "Little Three" decree in the industry anti-trust suit to prohibit Universal-UA and Columbia from having common officers. The other is for a court order requiring UA to make the E-L pictures available for purchase by other distributors with in a certain time limit.

Potter in UA-TV Post

Edward J. Potter, retired U. S. Air Force colonel and San Antonio, Tex., public relations man, has been appointed assistant sales representative of United Artists Television in that city.

Refuse Petitions In 'Miracle' Appeal

Albany, N. Y., March 26.—Permission to file briefs Amicus Curiae with the Supreme Court in support of Joseph Bursten, Inc.'s appeal from a decision of the Court of Appeals upholding the Board of Regents' decision on "The Miracle," will not be given to the National Lawyer's Committee for the Unpaid Organizations. Charles A. Brind, Jr., counsel for the Regents and State Commissioner of Education, said this today.

Dr. Brind explained that 'under the rules of the nation's highest tribunal, consent of the respondents is necessary. He does not intend to grant such permission.'

Kentucky Derby on Nationwide Home TV

LOUISVILLE, March 26.—The Kentucky Derby, to be run at Churchill Downs here on May 3, will be telecast Coast-to-Coast for the first time over CBS nationwide.

An outgoing cable, probably to Indianapolis, will have to be provided by the network to complete a connection with trans-Continental cables. The sponsor will be Gillette Razor, which traditionally has sponsored radio broadcasts of the race.

Corum President

Bill Corum, Churchill Downs president, said the telecast is a one-time deal and is experimental in nature, to determine effect on attendance, betting and revenue possibilities, but indicated that rights might be open to competitive bidding, including theatre TV.

Last year's Derby was filmed and televised to homes shortly after the running of the feature.

Sees Good Future For Films in TV

A most favorable future for films in television was predicted here yesterday by Aaron Beckwith, sales director of United TV Programs, Inc., who addressed a meeting of the National Television Film Council.

Mel Gold, NTFC president, who presided at the meeting, announced that Sally Perle would succeed John Battison as secretary of the organization.

New TV Promotion For Films in Chicago

Chicago, March 26. — Hal Tate Productions of Chicago and Sam Lesner's Chicago Daily News, for "Movies for Millions" radio program last summer, will review and discuss current and coming films.
Industry Meet

Case to Supreme Court

(Continued from page 1)

was worth following up, the proper procedure was not immediately evident. The United Film Photographers Local 1937, while faithful to the original invitation extended by the Committee to industry officials, nor had it been satisfied with the committee's answer refuting the fact of the industry. The Board might formalize the Committee's "unfair" answer and to have the industry's answer refuting it widely publicized. A protest was sent to the Committee but was never acknowledged. John- son was chairman of the Committee and had attended the industry's answer to the committee's criticism.

Indications are the Doyle proposal will be heard at an MPAA meeting in Washington Sunday to be attended by company executives.

Arbitration Meet

(Continued from page 1)

place during a luncheon at the Har- vard Club here, was attended by Eric A. Johnston, Motion Picture Association of America president, who is chairman of the arbitration committee of which the negotiating group is a sub-committee.

In attendance were William F. Rodgers, chairman of the arbitration negoti- ating sub-committee, and members Robert Mochrie and Al Litchman. President Edward W. Schwart- berg, Paramount distribution vice- president, and Joyce O'Hara and Ralph D. Hezlet, Jr., MPAA executive.

Reception for Hunter

A "desert island" cocktail party, complete with grass-skirted dancing girls, coconut trees and South Sea atmosphere, will be held at Toos Shor's this afternoon with the arrival here of Tab Hunter, who stars oppo- site Linda Darnell in his first motion picture, "Saturday Island."

20th-Century-Fox. The District Court upheld the complaint and awarded a total of $11,250.00. The Circuit Court affirmed the District Court ruling, only scaling down the award from $11,250.00 to $5,125.00. The Circuit Court also held that the District Court had been correct in denying a motion to dismiss brought by Paramount as a defendant. Doyle, who is in California and will be appearing there in another case in the next few weeks, was the fourth member of the nine-man Un-American Activities Committee to be found faulted by the industry. He said the report was "overdue" and failed to in- clude more recent developments in the industry's record of opposing employment of Communists in Hollywood.

Doyle said he was unaware of any union or committee formed by the industry among Committee members and believed that a meeting of industry executives with them could result in a fair amendment of the report.

It was indicated that Art Arthur, head of the Motion Picture Industry Committee, expressed as dis- satisfied with the Committee's report criticizing the industry. He said the report was "overdue" and failed to in- clude more recent developments in the industry's record of opposing employment of Communists in Hollywood, might be asked to pur- sue the subject further with Doyle there, and then he would advise the committee, then Y. Frank Freeman, head of the Association of Motion Picture Producers, to do the same. It was also indicated that a number of directors would like to get consent for such a meeting as that suggested by Doyle might also be in order.

At COMPO's last board meeting here in late February, the organiza- tion's officials were directed to seek a cor- rected version of the Committee's "un- fair" report and to have the industry's answer refuting it widely publicized. A protest was sent to the Committee but was never acknowledged. John- son was chairman of the Committee and had attended the industry's answer to the committee's criticism.

World Premiere

Today, March 27th

ASTOR THEATRE

"F D R-HYDE PARK"

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See 'Latuko' Action

Thursday or Friday

Albany, N. Y., March 26.—The Board of Regents is expected to announce during the monthly meeting here Thursday and Friday a decision in the appeal by the American Museum of Natural History from a decision of the Motion Picture Division, State Education Department, denying a permit for "Latuko," on the ground that scenes of nude African tribes- men are "indecent." A sub- committee viewed the picture in New York City last week. The full board will probably act on its report this week- end, although the case is not on the printed calendar.

Fiscal Plans

(Continued from page 1)

match the exhibitors' dues payments, as was the case under the financing system which has been replaced. The old system called for exhibitor con- tributions of $300 a month per cent of film rentals.

It was expected at the COMPO board meeting that some time would probably be required to get the new plan started. Rensmore meanwhile has worked on blueprints for getting it started as quickly as possible. It is und- erstood he expects to determine at today's meetings the approximate date on which revenue will begin flowing into the COMPO's treasury.
An Editorial


The Astor Theater, N. Y., famed Broadway showcase, has the answer. After the tremendous 20-week engagement of “Quo Vadis”, they are now playing—naturally—Stanley Kramer’s new big one for Columbia, “My Six Convicts”.

“MY 6 CONVICTS”

Columbia Pictures presents A Stanley Kramer Company Production MY SIX CONVICTS with Millard Mitchell • Gilbert Roland • John Beal • Marshall Thompson • Screen Play by Michael Blankfort • Based on the book by Donald Powell Wilson • Music Composed and Directed by Dimitri Tiomkin • Associate Producers EDNA and EDWARD ANHALT • Directed by HUGO FREGONESE
Vail Demands Probe of Yankwich for Upholding Cole Suit Against M-G-M

Washington, March 27.—Rep. Vail (R. Ill.) has urged a Congressional investigation of Federal District Court Judge Leon Yankwich for what is described as his precedent-making decision upholding writer Lester Cole's damage suit against M-G-M.

The suit was brought by Cole after he was suspended by the company following his refusal to answer questions put to him by the House Un-American Activities Committee in its 1947 Hollywood hearings. Vail was a member of the Committee at that time. Vail cited the film industry decision to uphold the “Un-American Activities” decision for violating the good-conduct clause in their contracts, and said this decision was a “patriotic obligation” on the part of the producers, and that the public would have boycotted and picketed Hollywood films if the producers hadn’t done it. Vail then attacked Yankwich for ruling that Cole had not refused to answer the Committee’s questions and that he had not brought himself into public hatred, contempt, scorn or ridicule in violation of the good-conduct clause.

The Illinois Republican pointed out that other suits had been decided on similar grounds under Yankwich’s decision in the Cole case, and asked for an investigation “to determine the fitness of Judge Leon Yankwich to retain a seat on the Federal Bench.”

Draft Method of Collecting Compo Dues at Meet Today

A full-fledged meeting of the Council of Motion Picture Organizations’ finance committee will be held here today to arrive at a specific method for collecting dues from exhibitors under the new revenue plan adopted by the COMPO board at its annual meeting last month.

The meeting follows a preliminary conference on the subject yesterday between Trueeman T. Rembusch, finance committee chairman, and Arthur L. Mayer, COMPO executive vice-president. Mayer and other COMPO officials, including Robert W. Coyne, special counsel, and Charles E. McCarthy, information director, will participate in the committee meeting.

The member of the six-man committee, H. V. (Ronus) Harvey and Sam Kirby, will be consulted by the committee members who will sit in on the meeting with Rembusch and the others are: Ben Kalmonson, Oscar Doob and Harry Brandt.

MPAA Meet Monday Draws Top Heads

The Sunday-Monday meeting in Washington of the board of directors of the Motion Picture Association of America assumed new significance yesterday when it was learned that a number of company presidents will interrupt out-of-town visits to attend it.

MPAA officials declined to divulge the purpose of the meeting or to indicate who would attend. However, (Continued on page 3)

Minimizes Effect of New TV Stations

Washington, March 27.—United Paramount Theatres president Leonard Goldenson today predicted theatre business would not be too badly hurt by additional television stations authorized after the Federal Communications Commission lifts its present TV freeze.

Questioned by FCC counsel Frederick Ferris during the FCC’s Paramount hearings, Goldenson admitted that television in the past has hurt theatre business, but said he doubted this would continue in the same degree. TV has had a novelty effect. (Continued on page 3)

Rodgers’ New Pact Sets $1,100 Salary

WASHINGTON, March 27.—William P. Rodgers, Loew’s vice-president, whose present employment contract will expire on July 26, has signed a new agreement with the company calling for his exclusive services for a period of two years, commencing July 27, at a salary of $1,100 per week, Loew’s reported today to the Securities and Exchange Commission.

The new pact stipulates that Rodgers (Continued on page 6)

Tony Warner and His New Film

WASHINGTON, March 27.—Tony Warner, the independent producer, has signed a contract with United Artists. The film, tentatively titled “Over the Rainbow,” will be produced by Warner. It will be released by United Artists in September.
All-Social Meet Is Set By Ind. Allied

Indianapolis, March 27.—Associated Theatre Owners of Indiana will hold its annual get-together at the French Lick Springs Hotel, Ind., May 6-7. A business session will be scheduled. The entire time of the program will be devoted to sociability.

In the past, ATO’s annual spring sessions usually included a business session or banquet meeting. It is felt now they interfered too much with talking politics on the golf course or at the swimming pool.

Extend Italian Tax Deadline to May 30

American distributors have succeeded in getting the Italian government to agree to extend to May 30 the deadline for imposing the so-called turn-over tax which “for many years” that government has been planning to levy on Italian imports. It was reported here yesterday by a foreign management source.

The action that meanwhile John G. McCarthy, Motion Picture Association of America international division chief, would visit Rome for conferences with Italian government officials aimed at winning an appointment of considerably less than the $1,000,000 a year the Italians are seeking under present plans.

Gualino Will Leave For U.K. Pact Talks

Dr. Renato Gualino, general director of Italian Films Export, will leave New York by plane tomorrow for London where he will enter discussions with the British Film Producers Association concerning the Anglo-Italian film agreement. He will be joined there by Ettel Monaco, president of IFE, and other Italian producers. He plans to stay in London until May 6 when he will be back in Rome by April 3, at which time he will be met by Jonas Rosenfeld, M-G-M’s director of public relations.

Services for沃cott

CLEVELAND, March 27.—Funeral services were held here on Tuesday for James Victor沃cott, 69, at one time a leading local theatre owner, operator of the downtown Princess Theatre. In recent years he managed various theatres in Cleveland. Surviving are his widow, Frances, two daughters, Jeannette沃cott Allen and Virginia沃cott Hendricks.

Banquet Closes NT Meet

HOLLYWOOD, March 27.—National Theatres president Charles P. Skouras entertained the circuit’s 72 delegates and guests at the five-day sessions today at a banquet at the Ambassador Hotel. Spyros Skouras was the principal speaker at the closing day’s session.

NEWS
in Brief

SALT LAKE CITY, March 27.—Sidney L. Cohen, associate general manager of Intermountain Theatres, Inc., today resigned his position to head Film Services Corp., a buying and booking organization to have offices here. Cohen’s resignation will be effective on the appointment of a successor.

Paramount will have four openings in the Broadway area for six-day period beginning Wednesday.

The activity will start with the midnight world première of the William P. McGillycuddy crime picture, “Anything Can Happen,” at the Mayfair Theatre on Wednesday. On that day also, the Oliver Hardy—My Son, John, will have its world première at the Capitol.

Film export officials, representatives of the entertainment world and press and radio reporters yesterday attended a luncheon in honor of Italian star Anna Cervi, star of the Italian-made “Les Miserables,” which Italian Films Export gave at the Rainbow Grill of Radio City.

WASHINGTON, March 27.—President Truman told Congress today that the Administration’s investment guarantee program is no longer necessary under the foreign aid program, but that it should be carried on by some other government agency.

Boston, March 27. — The Smith Manahan Co. of Boston has become a member of Allied of New England. It will be represented on the board of directors by Phillip Smith, managing director of Smith Management, which recently acquired Giles Theaters of New England. Giles was represented on the board by Harry Giles. Smith replaces Giles, who has left exhibition.

New York will have its own Academy Award presentation ceremony Wednesday, on the stage of the Mayfair Theatre as the highlight of that midnight world première of Paramount’s “Anything Can Happen.” Later announced as the star of the film, will present the award to Kim Hunter, co-star in the picture and winner of a 1951 Academy Award.

Jarrico Case

(Continued from page 1)

Communist, on grounds that the answer might tend to incriminate him.

In his letter Hughes, managing director of production of RKO Pictures, said, “I cannot, however, meet the conditions of the four-day sessions today at a banquet at the Ambassador Hotel. Spyros Skouras was the principal speaker at the closing day’s session.

N.Y. Bar’s Films, TV Radio at Hearings

Albany, N. Y., March 27.—Governor Thomas E. Dewey today signed a bill prohibiting the televising, broadcasting or rebroadcasting of any film or radio programme by any person, company, corporation or other entity at any official proceeding to which witnesses are summoned.

The measure covers all proceedings by a court, commission, committee, administrative agency or other tribunal.

Goodman Is Named 20th-Fox Ad Head

 Abe Goodman has been named advertising manager of 20th Century-Fox by Charles Einfeld, company vice-president. Goodman, who has been 20th’s assistant advertising manager for the past three years, succeeds Jonas Rosenfeld, who resigned last October. From that time until last month, Alec Moe was acting advertising manager.

Goodman began his film industry as a member of the exploitation staff of Universal, subsequently handling exploitation campaigns for theatre circuits before joining 20th Century-Fox.

‘Charley’ Premiere At N. Y. Music Hall

Warner and Radio City Music Hall have closed a deal which closes the world première of the color by Technicolor production of “Charley,” starring Ray Bolger in his original Broadway musical comedy role, at the Hall in July.

NEW YORK THEATRES

Radio City Music Hall

SINGIN’ IN THE RAIN

Gene Kelly
Donald O’Conner
Marilyn Monroe
JUDY GARLAND

SIOUX FALLS TIMES-LEADER

FRANK SINATRA
SHELLEY WINTERS
ALEX NICOL

MOTION PICTURE DAILY

FRANK SINATRA
SHELLEY WINTERS
ALEX NICOL

JOE PETERSON

FRANK SINATRA
SHELLEY WINTERS
ALEX NICOL
Industry Must Seek Theatre TV for Meets

(Continued from page 1)

and was not undertaking to speak for the Committee or its chairman, Rep. Wood, of Baltimore and Richmond, he said, he felt certain they would welcome such a meeting with representatives of this industry, as they would welcome the presence of any other industry in such a case.

The suggestion for such a meeting would be made to Warner, he said, if its leaders felt the Committee's report was erroneous or unfair.

The panel, through the Council of Motion Picture Organizations, presented the Committee's report and asked for a correction at its meeting in New York on February 13. Committee members have been engaged in hearings and other official business which took most of them away from Washington for a major part of the time intervening and the industry's protest has not been acknowledged. The communication did not include a request for a meeting between industry representatives and Committee members.

Open To Approaches

Doyle said today the Committee has no intention of seeking such a meeting but it is always open to such approaches.

In New York yesterday, COMPO and Motion Picture Association of America officials expressed immediate interest in the hearings concerning a meeting with the Committee on the report. It was indicated that the subject will be up for discussion at a meeting of top-level industry executives at MPAA headquarters in Washington on Sunday and Monday.

MPAA Meet in D. C.

(Continued from page 1)

it was learned that Spross Skouras, 20th Century-Fox president, will return from the Coast tomorrow and will attend the meeting and that Barrie, Balaban & Halpern president; Albert Warner, vice-president of Warner Brothers, and, possibly, Nicholas Schab, Balaban & Halpern president, will interrupt Florida visits to attend.

Neil E. Depinet, RKO Pictures president, Nate J. Blumberg, Universal president, and H. J. Yates, Republic president, all of whom are in Hollywood, will not attend. Cinematographer John O'Connor, Universal vice-president, will represent Blumberg; Depinet may be represented by William H. Clark, RKO Pictures treasurer, and Theodore R. Black, associate general counsel of Republic, will represent that company.

Jack Cohn, vice-president of Columbia, will attend, as will top officials of WB, 20th Century-Fox and Washington offices.

New Film Report

(Continued from page 1)

n the report as the vehicle for retracing some of the criticism of Hollywood excesses which has appeared recently.

Another Committee member said he understood that the staff was working on agreement of some sort, and that "I can promise you the members will read this one before we put it out." Previously, one lawyer had indicated the members had not read carefully the sections of the annual report taking Hollywood to task for not doing a better job of cleaning out Communists.

"large corporation" was the Philadelphia Co., which wanted theatres in Baltimore, Balaban and Richmond for a possible sales meeting. The government agency, he said, was the Department of Agriculture. Civil Defense officials, he added, put the meeting on its television sessions and CDA officials have reported that they are contemplated.

Goldenson's statements came in response to questioning from FCC hearing examiner Leo Resnick, who pointed to the UPT head's previous statements that the greatest use of theatre television would be in the "off hours of the theatre." Resnick wanted to know more about what was "likely to occur in the off hours."

In response, Goldenson described the possible morning use of theatres for large meetings, on a closed circuit, with two-way audio-visual facilities and a split screen. A company's officers could sit in one city, he explained, and talk to its sales force, which would be gathered in theatres in many cities. Salespeople having questions could ask them, and both the officers and salesmen would see the screen to all personnel in all theatres. The same held true of stockholders' meetings, he said, with the board and directors in one city, and stockholders in many places. "They can have as many stockholders present at these meetings as they would have in separate meetings all over the country," he explained.

Which asked for an example of the use of this technique Goldenson cited the two Civil Defense showings, on which UPT secretary-treasurer Robert O'Brien had worked. Civil Defense was very "excited over the possibilities," he said.

"The primary income from theatre television will come from its non-theatrical use, Goldenson said.

The UPT president declared his company had gone into theatre television as an experimental vehicle for a public service and "to try and show the public we're progressive." Originally, he said, he thought there would be "12 to 18" events a year that would be suitable for theatre TV, but he later revised his estimate down to five or six a year.

He told Resnick the reasons why UPT did not go into production for theatre television were because "we are an exhibition outfit" and because theatre television was an "incident" to the theatre program and "couldn't be supported by the few events suitable for it."

When Resnick asked whether it wouldn't be to UPT's advantage actively to "pursue theatre television" and gain additional revenue from distribution, Goldenson replied that the board had discussed it after separation of the parent company and had decided "to stay away from production and distribution." Events would be offered to all the theatres in a given area, he explained, and UPT theatres would have a chance to get them.

Besides, he said, theatre TV production would involve setting up production and distribution organizations and "I just don't want to get into that."

Other witnesses today were Herbert T. Schwartz and John Coleman, UPT directors who will also be directors of the company resulting from the merger between UPT and the American Broadcasting Co. Tomorrow's two witnesses will testify for the Columbia Broadcasting System on the sale to CBS of WBKB, Balaban and Katz's Chicago television station. Goldenson is expected to follow them to the stand for further cross questioning.

20th Profit

(Continued from page 1)

subsidiaries, including National Theatres Corp. and Roxy Theatre, Inc., come under the financial reports.

For the fourth quarter ended Dec. 29, 1951, consolidated net earnings after all charges were $2,160,803. This amounted to 78 cents per share of common stock. Earnings for the third quarter of 1951 were $1,076,515. Earnings for the fourth quarter of 1950 were $2,957,359, or $1.02 a share, including a net gain of $1,183,985 from exchange of theatre properties.

After Deducting Dividends

After deducting dividends on prior preferred and convertible preferred stocks, which were both retired in full on July 13, 1951, the consolidated net earnings last year amounted to $1.47 per share on 2,769,485 shares of common stock outstanding. The 1950 net, after deducting preferred dividends, amounted to $2.36 a share on the 2,769,172 shares then outstanding.

Film rentals in 1951 amounted to $9,449,337, against $90,841,704 for 1950. Theatre receipts last year totaled $58,169,152, compared to $60,153,292 for the previous year. Amortization of film costs in 1951 amounted to $2,706,079 and in 1950, $6,276,430. Film distribution, theatre operation and administration expenses varied slightly in the two years: $18,813,875 in 1951, and $18,140,694 in 1950.

GIVE to the American Red Cross.

"One Big Affair"

starring

EVELYN KEYES OKEEFE

IS ONE BIG BOXOFFICE BONANZA!

Wait til you see Evelyn as the PAJAMA-TOP GIRL!

thru UA
...thru 270 miles of Bullets, Bombs and Flaming Fury they carried the stuff that broke the Nazis' back!

XPRESS

JUDITH BRAUN • CHARLES DRAKE

'BRIAN

MAKES THE MONEY-MAKERS!
Compo to Make Film For Armed Services

The Council of Motion Picture Organizations, acting as coordinator of the industry’s cooperation with the U. S. Defense Department in the recruitment of women for the Armed Forces, has completed plans for the production of a short subject and also for the picturization of a song number.

Arthur L. Mayer, COMPO executive vice-president, has submitted to the Defense Department the script for a 10-minute short prepared under the direction of Jay Bonahel of RKO Radio. As soon as the script has been approved by Defense authorities production is expected to be started in New York.

The song will be featured in a two-minute trailer that may be added to newscasts when it is completed. The music for the number was written by Jules Styne and the lyrics by Betty Comden and Adolph Green. Efforts are being made to get Jane Froman or some other top personality to sing the number for the trailer, which also will be produced in New York.

In addition to these activities, COMPO has sent the Defense Department several slogans suggested for the Department’s recruiting campaign by copy writers in the advertising departments of major film companies.

High School Students Take Over Local House to Keep it Running

To insure the continued operation of their local motion picture theatre, businessmen and townspeople of May-

Compo Dues

(Continued from page 1)

long-distance telephone during the conference.

The new dues assessment program, as set forth at the annual board meeting, calls for payment by regular theatres of from $10 to $100 per year depending on seating capacity. The drive-in assessments will range from $10 to $50 depending on car capacity. The plan replaces the one-tenth of one cent of film rentals assessment, which proved ineffectual. However, as was the case with the former arrangement, the new system provides that distributors will match dollar-for-dollar all contributions of exhibitors.

Rembusch Says No

Asked yesterday if he would accept the presidency of COMPO if Allied States were designated the lead-off charter member under a possible system of rotating the office among member organizations, Rembusch said he would not. He explained that his family and business ties keep him sufficiently occupied to make his acceptance of the post impossible.

Mayville, N. Y., a small town on the tip of Lake Chautauqua, has enlisted local high school students as the theatre’s management.

The story of Mayville’s struggle to preserve its theatre was revealed in a letter from Edward R. Susse, an M-G-M salesman in Buffalo, made public by Arthur L. Mayer, vice-president of the Council of Motion Picture Organizations.

Patton Heads New Altex Division

Altex, theatre sound service organization, has opened a new division, in Newark, to cover the territories from that city to Pittsburgh, and from Syracuse to Norfolk. L. J. Patton, a field manager, will be in charge of the new division, while D. A. Peterson, likewise a field manager, and Glenn Pinkney, an inspector, have been promoted to branch managers for the respective Southern and Northern areas of the new division.

New branch managers’ posts were established in Boston, where field manager R. E. (Red) Pierce was assigned, and in New York, where the assignment goes to Ralph Kautsky, likewise a field manager.

TV Code Highlights

(Continued from page 1)

TV Code Highlights

(Continued from page 1)

items on the agenda are: an addressed by Federal Communications Commission Chairman Paul A. Walker; a debate on televising of Congressional and judicial proceedings; election of TV board members; a speech by National Production Authority Administrator Henry H. Fowler on the outlook for critical materials; and a discussion of plans for coverage of the 1952 political conventions and election campaigns.

N. Y. Bookers to Frolic

The New York Motion Picture Bookers Club will hold its annual dinner-dance on April 27 at the Hotel Astor.

Rodgers’ Pact

(Continued from page 1)

ers’ services “shall be in an advisory capacity as required by the board of directors of the corporation, and shall be rendered in the best interests of the corporation at such times and in such places as may from time to time be mutually agreed upon.”

Also provided for is reimbursement of Rodgers in the amount of $200 per week for “unusual expenses incurred in behalf of the cooperation for which it is difficult or impossible for Rodgers to account in detail.” This amount will be in addition to ordinary traveling expenses.

Paid Into Retirement Fund

Rodgers salary during the last fiscal year totalled $114,714. In the same period the company paid into its retirement fund for the benefit of Rodgers a sum of $38,376. Pursuant to the contract which will expire on July 26, Loew’s also deposited in escrow $78,000 during the year ending August 31, 1951. Under the terms of the contract, payments to Rodgers of $1,729 monthly are being made out of a fund previously deposited in escrow. Under the new contract there will be no further deposits toward future contingent compensation.

Telemeter Gets Franchise

Hollywood, March 27—The Palm Springs, Calif., City Council last night voted International Telemeter Corp., a 50-year exclusive franchise for cabling television to that mountain-shielded community under Telemeter’s recently announced program.

FOR ACTION FANS EVERYWHERE

-A MIGHTY SERIAL HERO!

BUSTER CRABBE

The Mighty “THUNDA”

KING OF THE CONGO

Based on Adventures of the Dynamic Hero of

"Thundra" Cartoon Magazine

with Gloria Dea - Leonard Penn - Jack Ingram

written for the screen by

George H. Plympton, Royal K. Cole

and Arthur Hoerl Produced by Sam Katzman

Directed by Spencer Bennet and Wallace A. Grissell

A COLUMBIA SUPER-SERIAL

Never Such Jungle Spectacle in a Serial!

The Dynamic Hero of THUNDA Cartoons

An Exploitation Natural for Showmen!
State Dept to Negotiate New French Pact

WASHINGTON, March 30.—The U. S. State Department has agreed to carry on negotiations with the French government for a new Franco-American film pact. The Motion Picture Association of America and the Society of Independent Motion Picture Producers had asked the State Department to do so.

The main points which the Americans will seek to win in the negotiations are these: (1) a substantial increase over the 121 pictures per year now being admitted by the French, (2) maintenance of an unrestricted remittance flow, and, (3) a slash in the stiff dubbing tax now prevailing.

There was no indication in the State Department reply when negotiations (Continued on page 3)

Ray Hendry Named Intermountain V-P

SALT LAKE CITY, March 30.—Ray M. Hendry has been named vice-president and general manager of Intermountain Theatres, Inc., a subsidiary of United Paramount Theatres, it was announced. Mr. Hendry's appointment, made by Leonard H. Goldenson, president of UPT, follows the resignation of Sidney L. Cohen, who for the past two years had served as associate general manager of the operation with Hendry.

Hendry started his theatre career as an usher in Salt Lake in 1920.

Public Asks, Gets Theatre TV of Game

KANSAS CITY, March 30.—Commonwealth's Granada Theatre at Lawrence, Kan., where Kansas U. is located, televised the basketball game between Kansas U. and Southwest Missouri State for an Olympic berth last night. This was responsive to "public demand" in that more than 700 calls came to the theatre in one day asking if the Granada would show the game. In case the Kansas City Star's television station WDAS-TV should broadcast it. The next day announcement was made that the game would be televised. Admission was set at $1.00.
PERSONAL

MARSHALL NEILAN, veteran screen director, writer and actor, is visiting in New York from Hollywood.

JAN LINDBJRSTAD, director of the films and visual information division of the United Nations, will speak at the New York New Social Research Wednesday evening.

STANLEY ROSENBAUM, executive of the Muscle Shools Amusement Co., Florence, Ala., has been named second vice-president of the state organization of Pial Jewish fraternity.

J. MILTON SALZBURG, president of Pictorial Films, returned here over the week after a trip from the Coast after a stay of two weeks.

SPIRE PAREKOS, district manager of Pekaros Theatres, New Britain, Conn., has returned there from a Detroit visit.

LEWIS OWENS, RKO Pictures Atlanta exchange booker, has been drafted, the fourth consecutive man in that post to be called up.

JACK HARRIS, film buyer for Walter Reade Theatres, and his wife will return here today from Miami Beach.

SARA SALZER, West Coast editor of Seventeen magazine, has returned to Hollywood from New York.

ED STEVENS, head of Stevens Pictures in Atlanta, has returned there from New York.

HAROLD MIRISCH, Monogram Allied Artists vice-president, will return to his Hollywood office from New York today.

A. B. NAST, Jr., executive producer for Arch Oboler Productions, and Mrs. Nast, left here by TWA plane over the weekend for an eight-week trip to Lisbon, Tangiers and Madrid.

DAVID BENSON, managing director of the Walter Reade Park Avenue Theatre here, has returned from a Miami Beach vacation.

DORE SCARY, M-G-M studio head, will be a guest of Edward R. Murrow on his CBS radio series, "This I Believe," on Saturday.

LEONIDE MOUVY and G. AMATO, producer and director of "Tomorrow Is Too Late," will arrive here from Italy aboard the S.S. Libert today.

IRVING SHERMAN, personal director here for Columbia Pictures, has been appointed to serve in the added capacity of office manager.

HARRY MCWILLIAMS, Columbia exploitation manager, is touring the Southwest and will return here on April 9.

BERNARD JACQ, Lux Film distribution vice-president, has left here on a three-week Midwest tour.

SILMA FULD, wife of Jack Fuld film publicist and exploiter, is at Post Graduate Hospital here.

N.Y. CINEMA LODGE NOMINATES LEVINE

Martin Levine, Brand Theatres executive, was the unanimous choice of the presidency of New York's Cinema Lodge of B'nai Brith for a second term. Elections will be held at a meeting of the Lodge to be held at the Hotel Warwick Wednesday evening.

Nominated for vice-presidencies are Maurice Perlman, 110 E. 94th St., New York; Rabindra Shankar Roy, 37 East 59th St., New York; Robert S. Saltzberger, 429 E. 116th St., New York; and Martin C. Cohen, 122 West 21st St., New York.

NOMINEES FOR CINECOLOR BOARD

HARRY ABRAMOFF, 124 East 40th St., New York, N.Y., is a nomination for the Cinemctor president of the Cinemctor Corporation.

JACOB ALPERSON, 238 East 42nd St., New York, N.Y., is a nomination for a Cinemctor director of the corporation.

A new color film, to be made on location in East Africa, will be released by United Artists this fall. The film was announced here by United Artists vice-president William J. Heinemann. The film, entitled "The Jungle Doctors," is to be directed by George Breakston and Ray Stahl. Martha Myers will star. Associated Press, a well-known Hollywood publicity firm, has concluded arrangements with United Artists Television to deliver a new installment series of TV shows to be shown simultaneously with the film series of "Morasso!".
**Review**

"The Denver and Rio Grande" (Paramount)

T HIS color in Technicolor adventure film about pioneer railroading in the Rocky Mountains is far above the usual run of pictures for exciting outdoor action production. The railroad is reasonably accurate, the wild mountain scenery along the right of way of the famous Denver, Rio Grande and Western Railroad is fine, and the actors are fitted nicely into the prevailing rough-and-tough action line of the film. Edmund O'Brien, Sterling Hayden, Dean Jagger and Laura Elliot do competent jobs in their respective roles.

The production falters only where the story gets in the way of the action, which unfortunately is frequently. The plot tells about the building of the original Denver and Rio Grande line over the Continental Divide through Denver, Colo., and on to the new defense Canton City and San Juan line. Canyon City has the edge through the villainy of Hayden, a tough, man-killing construction boss, while General William Jackson Palmer, president of the R.G., battles O'Brien, his field foreman, in check out of respect for the payn family of the law.

A series of suspicious accidents and finally a payroll train holdup culminate in an open fight with Hayden's men capturing a train and the line, O'Brien's men recapturing the right of way by force, a head-on collision and, in the finale, the explosion of a dynamite-laden flat-car with Hayden aboard, wounded by his own assistant.

The action is sufficient for the usual customers of outdoor drama. Railroad fans will be eager for the scenes along the right of way and for the fairly accurate reproductions of equipment. Two rebuilt locomotives will be notably familiar to railroad lovers.

Nat Holt produced in his usual style with Byron Haskin as director. Running time, 89 minutes. General audience classification. For June release.

**MPAA Meet**

(Continued from page 1)

An approach by the industry to the American Legion for a discussion of its possible joint activities in anti-communist employment of suspected Communists. The American Legion, Weekly has treated the subject of Union activities at the Department of Commerce, and the Legion has let it be known that it will support the American Legion national convention to order nationwide picketing of films that have known Communists and fellow-travellers associated with them. Some picketing by the Legion has been under way in recent weeks.

In an additional report concerning the MPAA meeting which likewise drew no comment from Association spokesmen, it was said that the next Legion national convention to order nationwide picketing of films that have known Communists and fellow-travellers associated with them. Some picketing by the Legion has been under way in recent weeks.

**CompO Dues Talks**

(Continued from page 1)

Discussed "ways and means" whereby flat-rate payments would be made by exhibitors to CompO. A general discussion by Arthur L. Mayer, ComPO executive vice-president; Robert G. Clark, special counsel, and Charles E. McCarthy, information director.

It was expected that Colson, who is chairman of the distribution committee of the Motion Picture Association of America, would discuss the "ways and means" at the next meeting of the sales managers group to obtain suggestions to be relayed to the Renbusch committee. Renbusch, meanwhile, will be in communication with H. V. (Rotus) Harvey of San Francisco and Sam B. Parnes of Parnes, who are members of the CompO finance group, to get their views.

**French Pact**

(Continued from page 1)

would start. Industry officials, however, were guessing the new talks would get underway the same day until mid-May. The present pact expires June 30.

Both State and the producers feel the French economic situation might improve later, making it possible for the U. S. companies to get better terms.

A shortage of dollars has caused the French in recent months to refrain from remitting amounts which were due under the existing pact.

**State Dept Plans**

(Continued from page 1)

The $10,225,230 it is operating on in the current year. The 9th National Call Committee entered into a deal of $133,272,914 to $111,006,000 for the funds for all overseas distribution and motion picture sales and sales and on books and press in the coming year.

The anti-trust division of the Justice Department was voted $3,500,000 for the coming year. This would be $5,000 above 1951-52.

**CD Telecasts**

(Continued from page 1)

first of their kind for the Midwest. Two similar telecasts have been sponsored by the Westinghouse Broadcasting Co. in the East, the last during the fall.

While the planned cable television programs came under the heading of "public service," which school that exhibitors cooperating will be reimbursed for all costs, including line charges and fees for operating their stations.
Columbia Pictures Corporation proudly presents

MISS JUDY HOLLIDAY

in a role that matches her Academy Award-winning performance in

"Born Yesterday"

Columbia Pictures presents

JUDY HOLLIDAY

The Marrying Kind

Introducing ALDO RAY with MADGE KENNEDY

Written by RUTH GORDON and GARSON KANIN - Produced by BERT GRANET - Directed by GEORGE CUKOR
CHEERING FOR THAT BORN YESTERDAY BABE... AND 65,000,000 READERS IN TWELVE NATIONAL MAGAZINES ARE SOLD BY ADS THAT SELL!

COLUMBIA SELL THAT IS!

The story of a marriage from "I do" to "Drop dead!" and back again.
USE MORE
posting
FOR YOUR
DRIVE-IN THEATRE

Humphrey Bogart
Katharine Hepburn

The African Queen
Color by
TECHNICOLOR
Produced by
S.P. Eagle - John Huston

USE MORE 24 SHEETS

5 Fingers
James Cagney
Michael M Nazimoff

USE MORE 6 SHEETS

USE MORE 3 SHEETS

See your NSS Salesman or write your nearest NSS Exchange

Judy Holliday
The Marrying Kind
ALICE ROY

THOSE WEDDING BELLS ARE CHANGING
FOR THAT 10TH YESTERDAY ONLY!

NATIONAL Screen SERVICE