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All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 1

NEW YORK, U. S. A., MONDAY, JANUARY 3, 1955

TEN CENTS

Aboaf Says

Quality Films To Boost '55 Foreign Gross

*Sees U.S. Boxoffice Climb
Being Reflected Globally*

By MURRAY HOROWITZ

The greater number of quality pictures now in release in the U. S. and in production will result in an expansion of business for U. S. film companies in the foreign market in 1955, it was predicted here at the weekend by Americo Aboaf, vice-president and sales manager of Universal International Films, Inc.

Aboaf, pointing out that in general the foreign market is from five to six months behind the domestic market in its release schedule, forecast that the
(Continued on page 7)

UK Takes 6 In Brit. Poll

By PETER BURNUP

LONDON, Jan. 2.—Six of the 12 biggest grossing pictures in England in 1954 were British-made, with "Doctor in the House" in the No. One spot, according to the annual box-office survey conducted by "Motion Picture Herald" here.

In the order of vote-pulling, the
(Continued on page 6)

'Fame' TV Poll Results Tomorrow

The complete results of the voting in Motion Picture Daily-Fame's sixth annual television poll will be published tomorrow. The winning performers and programs of 1954 represent the choice of participating newspaper and magazine television critics, columnists and editors in the U. S. and Canada.

Winners in the 19th annual M. P. Daily-Fame Radio Poll will be published in Wednesday's issue of the Daily.



1955's First Boxoffice Blockbuster is Paramount's THE BRIDGE AT TOKO-RI (Technicolor) starring Oscar-Winner William Holden and Actress-of-the-Year Grace Kelly. Next attraction at Radio City Music Hall.
(Advt)

FOR THE RECORD

Motion Picture Daily Presents The Box Office Hits of 1954

Apache (U.A.)	Living It Up (Par.)
The Caine Mutiny (Col.)	Magnificent Obsession (U-I)
Dragnet (W.B.)	Mogambo (MGM)
The Egyptian (20th-Fox)	Rear Window (Par.)
The Glenn Miller Story (U-I)	The Robe (20th-Fox)
Gone With the Wind (MGM)	Seven Brides for Seven Brothers (MGM)
(Reissue)	
The High and the Mighty (W.B.)	Three Coins in the Fountain (20th-Fox)
Hondo (W.B.)	
How to Marry a Millionaire (20th-Fox)	On the Waterfront (Col.)
	White Christmas (Par.)

[The pictures above are listed alphabetically by title.]

In D.C. Spotlight

Laws Affecting Industry Face New Congress

*Labor, Anti-Trust, Tax
Changes on the Agenda*

By J. A. OTTEN

WASHINGTON, Jan. 2.—Like most recent years, tax, labor and anti-trust law changes hold the center of the stage for the coming Congress.

In the tax field, Congress seems fairly certain to go along with an administration request for another year's extension of the 52 per cent corporate tax rate, which otherwise would drop to 47 per cent on April 1. There'll also be a disposition to go along with the expected request for extension of existing excise tax rates on liquor, gas and tobacco, with some
(Continued on page 7)

NBC Tieup On 'Oscar'

From The DAILY Bureau

HOLLYWOOD, Jan. 2.—Possibility that NBC will use the Academy's annual announcement of award nominations as the framework or substance of a 90-minute "Spectacular" was seen in a weekend disclosure that the Academy had signed a six-year contract with NBC for telecasting and
(Continued on page 6)

Wanger, Gregory Eye New Jamaica Studio

Producers Walter Wanger and Paul Gregory are reported negotiating for space in the new Jamaica Film Centre, Kingston, Jamaica, recently organized by Martin Jones and Henry Olmstead. Gregory may produce "The Naked and the Dead" at the new studio, while Wanger is said to be considering the production of three features at JFC.

HAROLD HECHT presents

GARY COOPER ★ BURT LANCASTER
"VERA CRUZ" thru UA

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SUPERSCOPE
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TECHNICOLOR

ADVERTISED IN THE JAN. ISSUE OF

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For more than 4,000,000 readers to see!

Personal Mention

GEORGE SKOURAS, United Artists Theatres Circuit president, is spending several weeks abroad.

ROBERT OROPALL, of the Universal Pictures service department, is the father of a son born last week to Mrs. OROPALL at Lawrence Hospital in Bronxville.

LEO F. SAMUELS, Buena Vista president; **CHARLES LEVY**, publicity director, and **JAMES O'GARA**, special home office representative, will leave here today for Canada.

P. T. DANA, Universal Pictures Western sales manager, has left New York for Pittsburgh, Buffalo and Albany.

ARTHUR M. ROSEN, executive assistant to **NAT LAPKIN**, vice-president of Cinerama, has left New York for Paris.

PHIL REISMAN, president of Todd-AO, and **MIKE TODD** will leave here this week for England.

HERMAN KASS, Universal Pictures Eastern exploitation manager, left New York yesterday for Boston.

IRENE SHARAFF, costume designer, will leave New York today for Los Angeles.

JERRY LEWIS arrived in New York Friday from the Coast.

GEORGE E. LANDERS, E. M. Loew's Theatres division manager in Hartford, is in San Francisco from there.

MOSS HART has arrived here from the Coast.

FRANK McDONALD, director, has left here for Italy.

FRITZ LANG, director is in New York from the Coast.

Pearson, Former Pathe Official, Dies

WESTPORT, Conn., Jan. 2.—Elmer R. Pearson, former vice-president and general manager of the Pathe Film Exchanges, died here at the age of 70.

Pearson, born in Hastings, Neb., had been in the motion picture business for more than 40 years. He had held sales executive positions with Vitagraph, Lubin, the Selig Essanay Co., Universal and First National companies. Surviving are his wife, Mrs. Frances Woodbury Pearson, two brothers, Roy and Charles Pearson, and two sisters, Mrs. William Brownell and Mrs. John Kassell.

Host Shakespeare Unit

The Shakespearewrights, only permanent Shakespearean company playing to metropolitan New York audiences, will be guests of Twentieth Century-Fox today at a special screening of the CinemaScope drama, "Prince of Players."

Eady Fund Received \$2,750,518 in Year Ending on July 31

By WILLIAM PAY

LONDON, Jan. 2.—The fourth report of the British Film Production Fund shows that in the year ending July 31, 1954, exhibitors paid into the Fund under the Eady levy £2,750,518 compared with £2,732,726 in the previous year.

At the current rate of exchange, one pound equals \$2.80.

The increase of £17,792, says the report, is probably due partly to increased attendances, particularly towards the end of the fourth year, and more co-operation from exhibitors. It is also evidence of a further reduction in the number of "non-cooperators"; i.e., exhibitors who refused to pay the levy.

1,404 Films Involved

A total of £2,498,187 has been disbursed to producers-distributors. Of this, £2,231,880 has been paid to 55 recipients in respect of 679 films exceeding 3,000 feet, and £266,307 to 91 recipients in respect of 725 films of 3,000 feet and under. A further distribution of about £111,147 remains to be made.

Principal payments were made as follows: Exclusive films, £884,437; General Film Distributors, £746,346; British Lion, £409,235; Associated British-Pathe, £230,747; Independent Film Distributors, £152,971; Eros Films, £120,818.

Eight subsidiaries of the major American companies share a total distribution of £187,407, with United Artists at the top with £42,205; next comes M-G-M with £35,780, and Republic Pictures, £32,981.

Ray Smith Joining Denver 'Workshop'

Ray Smith, vice-president of Jamestown Amusement Co., has been added to the exhibitor panel for M-G-M's "Ticket-Selling Workshop" in Denver on Jan. 12 at the Cosmopolitan Hotel, according to Mike Simons, director of customer relations for the film company.

'55 a Vintage Year COMPO Ad Says

Extending best wishes for a Happy New Year, Council of Motion Picture Organizations' advertisement in the issue of Editor & Publisher, dated Jan. 1, says that the coming release of a large number of exceptionally fine motion pictures makes the wish more of a promise than a mere holiday greeting.

"The word from Hollywood," the ad says, "is that the new pictures coming up in '55 are even better than the notably fine films that have been entertaining the American people for the last several months."

The advertisement asserts that there are several reasons for this "pleasant state of affairs," explaining that one is the encouraging support the public has given to the good pictures already released during the last few months and another reason is the lift the industry got when the Federal admission tax was reduced last April.

TV Novelty Seen Waning

"And then there has been still another shot in the arm," the advertisement continues,—"nothing less than the well-authenticated fact that the novelty of television has worn off and people are going back to the movie theatres for their entertainment. It was inevitable, of course, that this should happen sooner or later, but our researchers tell us the movement back to the theatres has been going on now for some time. Incidentally, we're glad to note that several newspapers have remarked on this significant development.

"Added up, these encouragements apparently inspired the workers in the studios to new heights of achievement. At any rate, from what we have seen of the coming pictures we can understand why everybody in the studios is so excited.

"Yes, 1955 looks like a vintage year for the movies. And that means happiness for everybody. So, once more... Happy New Year! This time it's for sure!"

'Bridges' to M.H.

Paramount's "The Bridges At Toko-Ri" will be the next attraction at Radio City Music Hall.

Para. Pact to Wyler, Wilder

HOLLYWOOD, Jan. 2.—Paramount over the weekend signed William Wyler and Billy Wilder, producer-directors, to multiple-picture contracts. The contracts will continue over a period of years with each having a participation in the profits of his pictures.

Both Wyler and Wilder are past Academy Award winners. Wyler has twice won the award for "best director" for "Mrs. Miniver" and "The Best Years of Our Lives." Wilder was voted "best director" for "The Lost Weekend" and won Academy Awards in the writing categories for both "The Lost Weekend" and "Sunset Boulevard."

Nominated Eight Times

Wyler has been nominated for the director's award for eight of his last 10 pictures. Wilder has been nominated eleven times, four for direction and seven for writing. Their pictures have won many other Academy Awards in other categories.

Both contracts are non-exclusive, allowing both men to make their services available to other major studios. It has not yet been decided what productions will start their new contracts.

Harry Warner Paid \$104,000 for '54

Harry M. Warner, president and director of Warner Brothers Pictures, received \$104,000 in remuneration for the fiscal year ended Aug. 31, 1954, it was disclosed here in the company's proxy statement to stockholders.

In addition to listing the salaries of top executives for the fiscal year, the statement gave notice of the annual stockholders meeting, to be held in Wilmington, Del., on Feb. 2. On the agenda of the meeting, it was stated, will be the election of directors and an amendment to the company's certificate of incorporation which provides that the directors shall be divided into two classes and elected for a term of two years, with the terms of each class expiring in alternate years.

The salaries of other officers, as listed in the proxy, follows: Jack L. Warner, vice-president and director, \$194,000; Samuel Schneider, vice-president and director, \$104,000; Benjamin Kalmenson, vice-president, \$104,000; Albert Warner, vice-president, treasurer and director, \$78,000; Samuel Carlisle, controller, assistant treasurer and director, \$40,050; Stanleigh P. Friedman, vice-president and director, \$65,000; and Robert W. Perkins, vice-president, secretary, general counsel and director, \$78,000.

Nominees to the board, for a two-year term, are Waddill Catchings, Perkins, Albert Warner, Harry M. Warner and Jack L. Warner. All are up for reelection, it was noted.

The brothers Warner, according to the proxy statement, own 618,049 shares individually and in trust, of the 2,474,329 shares outstanding.

New BO Gains Seen by Commerce Dept.

WASHINGTON, Jan. 2.—Further increases in motion picture attendance are expected in 1955, the Commerce Department declared today. It estimated box-office gross for 1954 at \$1,200,000,000.

The prediction came from the Department's motion picture section, headed by Nathan D. Golden. It was part of an over-all survey of 25 leading industry groups released by Commerce Secretary Sinclair Weeks.

"Further increases at the box-office are expected in 1955, as the industry concentrates upon quality production, rather than quantity," the Commerce prediction declared. It added that this was a continuation of the policy "which proved so successful in 1954 when estimated gross box-office receipts totalled \$1,200,000,000. This was an 18 per cent increase over 1953, and brought the average weekly admissions close to 80,000,000 persons."

The Department survey also pointed out that "the foreign market for U.S. films is becoming increasingly important, bringing in nearly \$200,000,000 in 1954."



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a lot of
attention**

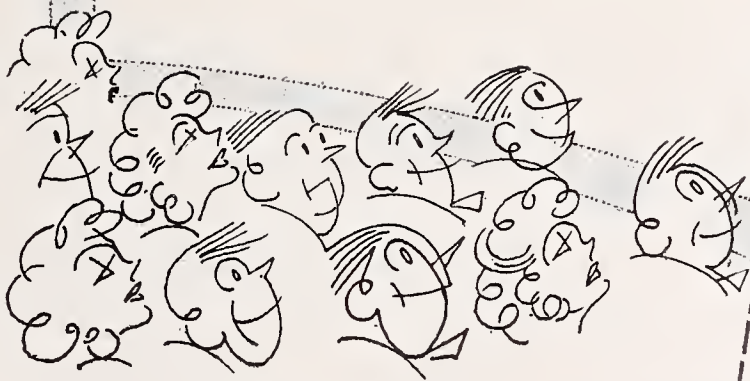
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PRIZE BABY OF THE INDUSTRY

News Roundup

Hospital Gets Funds

On behalf of the Trans Lux 52nd Street Theatre here, Harry Brandt has presented a check for \$2,500, the proceeds from the opening of "Tonight's the Night," to Monsignor John E. Reilly. The money will go toward the fund of the New York Foundling Hospital.

Acquire Chicago Essex

The Essex Theatre in Chicago, which has been closed for several years, has been taken over by Mandel Terman who will operate the house on a policy of "high type art pictures." Aside from Terman's interest in art films, this marks his first venture in the theatre business.

Renew Shelton Pact

Contract of William C. Shelton as vice-president in charge of sales of Times Film Corp., has been renewed through March, 1956.

New Du Art Lab.

Du Art Film Laboratories here is planning the construction of a new black-and-white lab to replace the present plant, according to president Al Young.

Triple-Feature

The 300-seat Blue Mouse Theatre in Portland, Ore., is continuing to offer triple-feature programs for 25 cents. A recent program consisted of "The Merry Widow," "The Devil Makes Three" and "The Missing Passenger."

Start 'Treasure Hunt'

Macy's and a large group of theatres in the Greater New York City area will launch the "Treasure Hunt" on Jan. 15 to promote the forthcoming premiere of "Long John Silver," released by Distributors Corp. of America.

Show Safety Message

At the request of Gov. Robert Meyner and Captain Doyle of the State Police, most of New Jersey's drive-in theatres carried safety messages on their marquees during the holiday period. The message in essence said: "Please drive carefully over the holiday. We need our customers when we reopen in the spring."

Music Clubs Select 'Rhapsody' as Best

The National Federation of Music Clubs, through Sigmund Spaeth, its chairman of Audio Visual Education, has announced the selection of M-G-M's "Rhapsody" as the best presentation of serious music on the screen in 1954.

The selection of music and the beauty of its reproduction made the choice of "Rhapsody" an obvious one, according to Spaeth and his associates.

Coast Festival Planned to Accent Individual Talents

By SAMUEL D. BERNIS

HOLLYWOOD, Jan. 2.—Plans for conducting an International Film Festival in Hollywood are in progress with a format designed to signal individual achievement in the various fields of picture making rather than delegate awards to particular films, it was reported in an exclusive interview with Lou Greenspan, executive secretary of the Motion Picture Industry Council.

The time is ripe for Hollywood to reciprocate to a greater extent the bids it has accepted heretofore in submitting product to all of the film festivals held throughout the world, Greenspan stated.

"The problems are many, but the resolution to conduct an affair of this sort, stage-managed by the best brains in the film industry, could not only increase our prestige in the foreign markets, which already accounts for nearly half the industry's film revenue, but would have a far reaching effect on improving international relationships as an adjunct to the U. S. State Department's program," Greenspan added.

Smith, Golden Concur

Andrew W. Smith, Jr., who recently resigned as head of the motion picture service for the United States Information Agency, as well as Nathan D. Golden, of the U. S. Commerce Department, have urged the MPIC to carry out its aim for the festival. Although there is little likelihood that

USIA will participate in subsidizing the event, Greenspan indicated that a petition in that direction would be in order after completion of plans and acceptance by the Motion Picture Association of America had been determined.

Scope to Be Widened

A much broader scope will be applied to this event as the result of a panel discussion in which Allen Rivkin and William Mooring acted as protagonists and Irwin Gielgud and Art Arthur on the opposing team with Carey Wilson moderating. The program plans include seminars and forums attended by important film makers from all parts of the globe exchanging ideas for the establishment of standards, which could ultimately lead to important influence in the cultural, informational and economic phases of our international relations.

Greenspan expressed hope that the plans would be completed early enough during the new year to allow for a year's end function, otherwise it will be scheduled for a late Spring event to follow the presentation of the Academy Awards in 1956.

18 in U-I Cutting Rooms; a Record

Eighteen pictures, which are in the various stages of editing at the Universal-International studios, marks the highest number of films in the cutting rooms at any time during 1954 and represents more than half of the pictures to be released by U-I during 1955, it was announced.

Four of the pictures are in color by Technicolor and CinemaScope, eight others are in color, five are black and white and one is in 3-D.

Technicolor CinemaScope productions are "Chief Crazy Horse," "Captain Lightfoot," "To Hell and Back," and "The Purple Mask."

Other color films are "This Island Earth," "Man Without a Star," "Foxfire," "Smoke Signal," "The Man From Bitter Ridge," "Lady Godiva of Coventry," "One Desire," and "Kiss of Fire."

Black and white films include "The Shrike," "The Looters," "Six Bridges to Cross," "Cult of the Cobra," and "Abbott and Costello in the Mummy."

The 3-D production is "Revenge of the Creature."

New Columbia Title

Columbia has selected "Bring Your Smile Along" as the release title of the Technicolor musical previously identified as "Here Comes The Bride." Frankie Laine, Keefe Braselle and Connie Towers have the top roles.

'Americano' Opens Jan. 19

The RKO-Robert Stillman production, "TheAmericano," will open on Jan. 19 at the Mayfair Theatre here for a limited engagement.

Laub Appointed RKO Assistant Counsel

Joseph J. Laub, a member of the RKO legal staff for the past six years, has been appointed assistant general counsel, effective today, it was announced at the weekend by J. Miller Walker, vice-president and general counsel of RKO Radio Pictures.

Laub has been chief assistant to general counsel in distribution, financial and corporate matters, and has also served as assistant secretary of RKO Radio Pictures, and affiliate companies. He will hereafter also serve as secretary of affiliated operating companies.

Allentown Drive-in Goes to Manos, Inc.

GREENSBURG, Pa., Jan. 2. — Manos Enterprises, Inc., has purchased the controlling interest in the Super Skyway Drive-in Theatre Corp., of Allentown, Pa. Sol Shocker will remain as managing director and stockholder.

The drive-in, which will use the Motiograph two-speaker stereophonic speaker sound system, will be opened on or about March 15. It will be enlarged to 1,000 car capacity.

Wins 'Heart' Contest

Mrs. Bert Bloom of Dorchester, Mass., was named the winner of the nation-wide "Young at Heart" letter-writing contest via the CBS-TV coast-to-coast "Big Payoff" program. She has been awarded the grand prize of week's all-expense paid trip to Bermuda. A duplicate grand prize is to be presented to Max Naylor, manager of the Metropolitan Theatre in Boston.

People

Mrs. Marie B. Eddy, cashier in Paramount's Albany exchange, retired at the weekend after 34 years of service with the company. She is being succeeded by Marge Doran, who has been with the exchange for 30 years. Mrs. Eddy was said to have been the oldest film row employee in Albany in point of service.

Al Schwalberg, president of Paramount Pictures Distributing Corp.; his wife, Carmel Myers, Rita Gam and Paul Gregory have joined the caravan which will attend the dedication of the Nickelodeon by the Franklin Institute in Philadelphia on Jan. 18.

Hulda Magin, director of public relations for the California Theatres Association, will start her weekly commuting chore between San Francisco and Sacramento when the legislature convenes today. Miss Magin has been the association's legislative representative for several years.

Edwin Booth Grossman, grandson of the 19th Century actor Edwin Booth, will be the guest of honor at a special screening next week of 20th Century-Fox's dramatization of his ancestor's career, "Prince of Players."

W. French Githens, chairman of the board of Sound Masters, Inc., and president of National Educational Films, New York, has been appointed commanding officer of Naval Reserve Aviation company 3-11. The company is composed of reserve photographic officers, most of whom are engaged in motion picture production in the New York area.

Hilly Rose has been added to the creative staff of Kling Film Productions in Chicago. He formerly was a Hollywood free-lance writer.

Albert Dezel has been appointed Midwest distributor for "Mr. Hulot's Holiday."

UATC Files With SEC on Stock Issue

WASHINGTON, Jan. 2. — United Artists Theatre Circuit, Inc., of New York, has filed a registration statement with the Securities and Exchange Commission seeking the registration of 400,121 shares of its \$1 par common stock.

The stock is to be offered for public sale through an underwriting group headed by Allen and Co. The price at which the stock is to be offered and the underwriting terms are to be supplied later.

The circuit said that approximately \$5,200,000 of the net proceeds would be used to retire two outstanding bank debts—one with the Bank of America National Trust and Savings Association of Los Angeles and the other with the Marine Midland Trust Co. of New York. The balance of the proceeds will be retained for general working capital, the company added.



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starring film

"UNDERWATER!"

which co-stars

**GILBERT ROLAND • RICHARD EGAN
and LORI NELSON**

An RKO Radio Production

Harold Hecht's
GARY COOPER • BURT LANCASTER

starring film

"VERA CRUZ"

which co-stars

DENISE DARCEL • CESAR ROMERO

A Hecht-Lancaster Production
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Projection of these great pictures is, in our opinion, best with the Superscope lens — but for the benefit of any exhibitor who has already purchased Cinemascope equipment, Superscope prints are compatible with all anamorphic lenses.

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Good Business Ushers in 1955 Across Nation

As the New Year was ushered in, MOTION PICTURE DAILY field correspondents reported that 1955 began after a good Christmas week at theatre box-offices in most situations.

In Chicago, the Loop crowds which starting through the theatres on Christmas Day to view the fresh film fare which originated in the majority of houses at that time continued to fill the boxoffice coffers throughout the week, continuing through New Year's Eve and New Year's Day despite a day or two of extremely inclement weather.

In Memphis, it was reported, first-runs did a land-office business during the five days following Christmas. The Christmas to New Year's week had been the best business average of all first-runs in many months, managers reported.

From New Orleans, the MOTION PICTURE DAILY correspondent reported that exchange officials, telling of experiences in the territory, found business very, very good. The sentiment of exchange officials was subscribed to by such circuit executives as Gaston J. Dureau, Jr., president and general manager of Paramount Gulf Theatres, and Joy N. Houck, president of Joy's Theatres, Inc.

From Denver, it was reported that grosses in the first-runs snapped back with a vengeance, with all of the seven first-runs but one reporting fine and big business.

Baltimore first-run situations reported business mixed, that is some situations saying that business did not reach as high as was expected.

Across the Canadian border, the Toronto correspondent reported that first-run exhibitors encountered a weather setback in rain early in the Christmas week, but Boxing Day on Dec. 27 and better weather revived the box-office.

Exchange Employees Approve of New Pact

The terms of the new two-year national exchange contract which goes into effect today have been well-received by employees represented by the IATSE in the front and back office exchange locals, it was reported here by a union representative.

Most of the exchange workers favor the new pact, the IA representative said, "feeling that this is the first time that the IA and management have recognized that the exchanges have been the 'orphaned children' of the industry for many years," he said.

The two-year pact, which calls for an increase of \$5.50 per week, per employee, retroactive to Dec. 1, and a reduction of the work week from 40 to 37½ hours starting today, "is a step in the right direction," the union officials stated. Many of the exchange locals now feel that the IA international and management are now aware that the branches and exchanges in the U.S. play important parts in the motion picture business, he said.

The national exchange contract, which also provides improvement in severance pay claims, has been signed by 10 distributors: Loew's, Inc., 20th Century-Fox, Paramount, Universal, Warner Brothers, National Screen Service, Republic, United Artists, RKO Radio Pictures and Columbia.

Hollywood

By Samuel D. Berns

FRANK O. PINYONS: William Holden claims the Motion Picture Association would be wise in selecting additional top talent personalities for several world tours during the year similar to his recent junket in which he told exhibitor leaders around the globe about the wonderful pictures on the way. . . . Walter Mirisch sees exhibitor barriers to new faces being known, and is starting a stock company at Allied Artists to groom young contract players. . . . Paul F. Heard favors actual location backgrounds so he'll make "Springtime in Copenhagen" next year in Denmark. . . . Pier Angeli is destined to win top dramatic roles. . . . Actors are getting the "director bug." Trying their hand at both sides of the camera are Edmund O'Brien, Mark Stevens and Burt Lancaster. Lancaster dual-chored "The Kentuckian," but will just meg his next one, a Michener tale titled "Until They Sail." . . . Mel Shavelson and Jack Rose, ex-Warnerites, who fashioned a film career for Danny Thomas, will re-style Bob Hope's future film projects in partnership association as writers-producer-director with the comedian. . . . John Sturges has the town buzzing with his suspenseful direction of MGM's "Bad Day at Black Rock." . . .

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"Rick" Ricketson claims the two most successful theatres in the world are the Radio City Music Hall and the Fox in Sydney, Neb., "because they have a set policy." . . . MGM's Frank Whitbeck told National Theatres conventioners "I don't think your trouble lies in advertising. I think we've lost touch with the public because we've lost the knack of showmanship. What you need are stunts, gags and gimmicks." . . . Fay Reeder, FWC's city manager in Oakland, counters with, "The daily newspaper is still the best medium of selling pictures." . . . Al Lichtman says, "Give the public a show better than anyone else can give them, and the Golden Era of entertainment is within your grasp." . . . A big theatre re-modeling and building program will get underway in '55 to give the public the tops in service and comfort for the top pictures that are on the way.

□ □ □

DRUM BEATERS: Hal Wallis' Martin & Lewis starrer, "Three Ring Circus," is getting the guidance of Ringling Brothers press rep, Frank Braden, to set up the national campaign. . . . Gary Cooper took the Southern route for a five-city p.a. tour to give "Vera Cruz" a proper sendoff. . . . Dana Andrews, a staunch supporter of worthy causes, just finished making "Strange Lady in Town" for Warners, and is out plugging for Israel Bonds. . . . Perry Lieber started a vogue with the "Hansel and Gretel" Kiddie Premiere at the Egyptian Theatre. Kliegs and fanfare, with children of famous picture personalities getting the TV interview treatment as they entered the lobby. . . . George Pal's "Conquest of Space" will get a world-wide plug from the International Exposition at Rotterdam, Holland, when it announces the theme of the film as its motif. . . . All those fotogs who will join the Howard Hughes' trip to Silver Springs, Fla., to record the "Underwater" opening might get some expert advice from Till Gabani, who was borrowed from 20th-Fox to film the wet footage for Disney's "20,000 Leagues. . . ."

□ □ □

American Airlines will get into the act with some new DC-7's, and the Flamingo Hotel, Las Vegas, will also catch the eye of the paying customers in Freddie Brisson's "The Girl Rush" musical film, starring Roz Russell. . . . James Stewart is another topline who combines a pleasure trip with business. Both he and the Mrs. will head for the Orient to build interest in "Rear Window," "Far Country" and "Strategic Air Command." . . . No one could ask for a better break than U-I got with the "So This Is Paris" pow wow on NBC's Colgate Comedy Hour. . . . Add another disc-jockey tie-in when Frankie Laine's recording of the title song for the Kirk Douglas-Jeanne Crain film, "Man Without a Star," which he also recorded for the main title opening of the film, hits the market.

Jan. 7 Starts First MGM 'Celebration'

M-G-M's first big splash in connection with its "Motion Picture Theatre Celebration" will get under way in Green Bay, Wis., on or about Jan. 7 and continue for two weeks of activity, according to an announcement by the company.

With "Bad Day At Black Rock" slated to open at the Bay Theatre in the town, Jan. 21, and "Green Fire" at Russell Leddy's Orpheum, same city, same date, theatre interests in Green Bay have indicated they will dress up the city with special lighting effects to wake up citizens of the city and nearby communities to the importance of motion pictures in general and the industry at large.

The first official State act to spark

Paramount Sets Tour For 'Bridge' Makers

Producers William Perlberg and George Seaton of Paramount's "The Bridges at Toko-Ri" have scheduled a tour of major U.S. cities to give added promotional impetus to the regional openings of their Technicolor film.

The film makers will be in Chicago on Jan. 9; Detroit, Jan. 11; Cleveland, Jan. 12; New York, Jan. 13 and 14; Boston, Jan. 17; Philadelphia, Jan. 18, and Washington, Jan. 19 through 21.

off the Green Bay jubilee activity is the official proclamation signed by Robert C. Zimmerman, assistant secretary of State, declaring January as "Go-to-the-Movies-Month."

NBC

(Continued from page 1)

broadcasting not only the Academy Awards ceremonies, as in past two years, but nominations as well. Minimum fee to be received by the Academy for these features is \$1,050,000, the announcement said. Heretofore, Academy nominations, which precede the awards by about six weeks, have been made on Monday evening for newspaper publication on Tuesday.

The weekend announcement gave the nominations date as Feb. 12, which is a Saturday, and considered bad timing for daily newspapers generally, although right for NBC "spectacular" purposes.

The contract gives the film industry first refusal of sponsorship after 1955, which is already committed to Oldsmobile.

Academy president Brackett termed the contract as the "most important public relations step ever taken."

NBC vice-president Fred Wile, Jr., who recently tried unsuccessfully to line up an all-star Hollywood telecast for Jan. 2, said, "NBC is proud and happy to be associated with the Academy in this new presentation of nominations and awards."

Heretofore, announcement of nominations has been routinely-conducted, handing out press releases to newspaper people assembled at the Academy offices to receive and transmit the nominations. Whether this activity can be expanded to include exercises and attendance similar in nature to the awards ceremonies themselves remains to be disclosed, but it appears surrounded by difficulties inherent in the fact that nobody knows in advance the identities of the nominees.

UK Poll

(Continued from page 1)

other 11 pictures selected by exhibitors for their grossing power were: "Trouble in Store," British; "The Bells of St. Trinians," British; "The Glenn Miller Story," U.S.; "Knock on Wood," U.S.; "Calamity Jane," U.S.; "The Caine Mutiny," U.S.; "The Kidnappers," British; "From Here to Eternity," U.S.; "On the Waterfront," U.S.; "The Purple Plain," British, and "Happy Ever After," British.

The two most successful Cinema-Scope pictures, "The Robe" and "Three Coins in the Fountain," could not be expected to figure in the most-favored list in view of the relatively few number of theatres which were equipped in the early months of 1954.

The fact that six of the top-grossing pictures were British is regarded here as a likely spur to John Davis' pursuit of overseas markets on behalf of J. Arthur Rank.

British Press Hails UK Poll Position

LONDON, Jan. 2. — Newspapers throughout Britain gave unprecedented attention to "Motion Picture Herald's" box-office survey, stressing the success of British product. The divergence of opinion between the tastes of the critics and the public was underlined.

The sober "Manchester Guardian" said: "Although most critics know their advice often is ignored, they must still be alarmed each year with these results. Of Motion Picture Herald's top 12 pictures, only three were highly praised by the critics and they were near the bottom of the list."

Congress

(Continued from page 1)

doubt as to whether Congress may not balk at the Administration's desire to extend the present excise rate on autos. There'll be little disposition right now for new excise cuts.

Some Benefits Likely

The industry might, however, benefit from some changes brewing in the technical tax field. The Administration is expected to repeat the request it made last year that some U.S. firms pay 27 per cent less tax on income earned overseas and also avoid payment of U.S. taxes on blocked funds overseas. The big question is whether the Administration has changed its thinking to include film companies in the group entitled to these tax breaks. Last year's recommendation excluded the film companies and certain other industries, and this was one of the reasons that Congress removed this provision from the huge technical tax relief bill.

The administration is also reported to be considering asking Congress to ease the taxation of capital gains, something which would be of interest to all industries, and also to provide special tax relief for actors, lawyers and other people with fluctuating incomes. Both proposals would face tough sledding in the Democratic Congress.

Minimum Wage Law Eyed

The Labor Department has reportedly been trying to sell the President on urging Congress to extend the Federal minimum wage law to retail and service trades, including theatres. The present minimum is 75 cents an hour. There may also be an attempt for some changes in the Taft-Hartley law, including the long-sought change to require actors and other studio workers to join the unions in union shop studios very soon after they start working. At present, they can work 30 days without joining, and the agitation has been to cut this to seven days or even less.

In the anti-trust field, there will be new attempts to enact legislation boosting the maximum fine for anti-trust law violations and enacting a uniform Federal statute of limitations for private anti-trust suits. Moreover, the Senate Judiciary Committee has under consideration proposals for a full-scale investigation of Phonevision and other proposals for pay-as-you-see television.

Industry leaders will probably line up behind Administration proposals for liberalizing U.S. foreign policies, including a three-year extension of the reciprocal trade agreements program and new lowering of U.S. import duties. Democrats in Congress have promised favorable action on this program. Lawmakers also seem ready to look with greater friendliness on money requests for the U.S. Information Agency, which carries on the government's overseas information program.

Some senators favor a revival of the special Judiciary subcommittee studying juvenile delinquency, and if this group should be revived it could quite easily turn its attention to film program content, an unfinished piece of business from the last subcommittee. Several groups may look at various aspects of television. The Senate

Sees Quality Films Aiding Foreign Gross

(Continued from page 1)

big grosses being chalked up on quality pictures in the U. S. now will be reflected abroad.

Calling quality pictures "the tool" for expansion in the foreign field, Aboaf explained the reason for his over-all optimism. The quality pictures, he stated, will allow American motion pictures to penetrate foreign exhibition in depth, opening up the provinces, small towns and the subsequent run houses, some for the first time, to U. S. films.

In the light of his accent on quality pictures, Aboaf was asked his thoughts on the possibilities of low-budgeted pictures in the foreign field. "The small picture won't find a book-



Americo Aboaf

ing in today's foreign market, except in fringe areas where costs cannot be recouped." He stressed his belief that low-budgeted pictures cannot compete with high quality pictures either at home or abroad, adding that foreign patrons are just as selective as U. S. audiences and "demand quality."

Speaking for Universal International, he forecast another record year in 1955 for foreign earnings, the fifth successive year of increased income from abroad for the company.

Recognizes Several Problems

Aboaf interjected his expressions of optimism with the acknowledgement that the foreign field will offer problems in 1955 as in the past and that there will be trouble-spots. However, he went on, quality pictures—again using the phrase—will be "the tool" which will compensate for what may be sporadic reverses in some territories.

The Universal-International executive contended that the "momentum" whipped up by the quality pictures of individual American companies aids

all American films, as well as the films of native foreign producers. In a free competitive market, he added, all films, native and others, profit by bigger audiences and regularly patronizing a theatre.

Sees Wide-Screen Wanted

In the foreign field, Aboaf continued, wherever wide screen systems have been installed in theatres, receipts have gone up appreciably at the start, levelling off thereafter. But, he added, the new level is higher than the previous rate of business.

"We would like to see foreign admission prices adjusted upward," he went on, an adjustment to coincide with increased production costs and increased entertainment values offered by the foreign theatres by their new installations.

Says Product Is Balanced

In the foreign field, he continued, there generally is no shortage of U. S. product, explaining that local product takes up the slack, that quality pictures enjoy longer runs and that many of the low-budgeted U. S. films made heretofore were never shipped abroad.

Eisenhower Message Thursday May Avoid Film Commitments

From THE DAILY Bureau

WASHINGTON, Jan. 2.—President Eisenhower's State of the Union Message to Congress on Thursday will reportedly urge the lawmakers to consider expanding the coverage of the minimum wage law, but not detail exactly what fields the administration wants to cover.

One question has been whether the Administration would try to take in the so-called service industry, including motion picture theatres. They are now exempt from the Federal law.

The Labor Department, it has been reported, favors taking in the retail and service firms, and presumably will make this recommendation when it is called to testify on the subject before the House or Senate labor committees. But President Eisenhower's message this week will leave the subject vague, it is declared. The question of expanded coverage is expected to start a bitter fight on Capitol Hill.

Tax-Issue May Be Skirted

The President is also reported ready to ask for an increase in the minimum wage from 75 cents an hour to 90 cents, and this would probably be less controversial than the expanded coverage.

The State of the Union Message will also likely be vague on the Treasury Department's recommendation for easier tax treatment of income earned overseas. It is expected that the President will ask for this, but add that the exact details will be submitted by the Treasury later

Commerce Committee still has continuing from last year a comprehensive investigation of the need for Federal regulation of television networks, and the House Commerce Committee may revive an old investigation of the content of radio and television programs.

Census Questionnaire To Trade This Week

From THE DAILY Bureau

WASHINGTON, Jan. 2.—The Census Bureau mails out this week its comprehensive business questionnaire to almost every producer, distributor, exhibitor and service firm in the motion picture industry.

The questionnaire will seek detailed information about practically every operating aspect of the motion picture business in 1954. It will go to every industry firm except those which have no employees; the bureau will get the information it needs about these firms from income tax returns filed.

First Time in 15 Years

The forthcoming survey will mark the first time in 15 years that the entire industry has been surveyed at the same time. A census of producers and service firms was taken in 1948, and one of distributors and exhibitors in 1949, but they have not been taken jointly since 1940. It will also mark the first time that the entire industry has been surveyed by the same Census Bureau division. This means that information about the different branches of the industry will be better correlated than heretofore. Previously, producers were surveyed by the bureau's manufacturing branch, distributors by the wholesale branch and exhibitors by the service branch.

Cinerama N.Y. Gross Seen at \$4,500,000; Bows Out on Feb. 6

"This Is Cinerama" will have grossed an approximate \$4,500,000 by Feb. 6 when the first production in the wide-screen, Cinerama process completes its engagement at the Warner Theatre on Broadway and is withdrawn from circulation, it was announced at the weekend by the Stanley Warner Corp.

'Cinerama Holiday' to Follow

Shortly after the closing of "This Is Cinerama," the second feature-length film, "Cinerama Holiday" will have its world premiere with the date to be announced.

The initial presentation of "This Is Cinerama" took place in New York on Sept. 30, 1952, and since then will have played to approximately 2,500,000 patrons, S-W said.

Denies Ascher Deal

A report that Stanley Ascher had scheduled "Rendezvous in Paris," by Rudolph Friml, for production was denied at the weekend by Dailey Paskman who, with Victor Clement, collaborated on the screenplay. Paskman said the property had not been sold and that no arrangement had been made with Ascher.

IN MEMORIAM

Elmer Pearson

The Motion Picture Pioneers marks with sorrow and a deep sense of loss the passing of one who contributed much to the development of the Motion Picture Industry.

20th's Best-Seller List!



**THE 4 HOTTEST
BEST-SELLERS IN
AMERICA TODAY!**

* NUMBER ONE
** NUMBER TWO
*** NUMBER THREE
**** NUMBER FOUR

"It's a pleasure to do business with 20th **CINEMASCOPE** Fox!"

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 2

NEW YORK, U. S. A., TUESDAY, JANUARY 4, 1955

TEN CENTS

New Favorites

'Toast' Voted TV's Best in '54 'Fame' Poll

Critics Select Sullivan Champion of Champions

Ed Sullivan's CBS-TV weekly network program, "Toast of the Town," was voted the Best Network Television Program of 1954 by the television editors, critics and columnists of American newspapers and magazines who participated in the sixth annual Motion Picture Daily-Fame poll. The electors also voted Sullivan Best Master of Ceremonies and selected his hour-long Sunday evening presentation as the Best Variety Program of the year just closed.



Ed Sullivan

In being voted "Champion of Champions," "Toast of the Town" displaced

'Fame' Radio Poll Results Tomorrow

The complete results of the 19th annual Motion Picture Daily-Fame radio poll will be published tomorrow.

The winning performers and programs in the poll represent the choices of American newspaper and magazine radio critics, editors and columnists of the best material available to radio listeners during 1954.

5% Tax Yields \$2,420,000

By LESTER DINOFF

Returns of the second payment of the New York City five per cent tax from all sources of amusement revenue in the five metropolitan boroughs as tabulated for the three-month period ended Nov. 30, 1954, totaled an approximate \$2,420,000, a representative of the City Tax Collector's office said here yesterday.

While not revealing the amount paid by the 436 local theatres, the tax official indicated that "over 50 per cent" of the impost reported on Dec. 20 came from exhibition returns. It is expected that a more detailed breakdown on how much the local theatremen have paid in tax and withheld as tax breakage as allowed by court order may be available at a later date.

The total revenue which the city has collected since the inception of the five per cent "nuisance" tax on July 1, 1954, has amounted to only \$3,711,949 for the five months and prominent

(Continued on page 10)

NYC 5% Tax Repeal Hopes Dim: Wagner

While not planning to impose any new taxation during 1955, New York City cannot at this time repeal the five per cent admission tax or the automobile stamp tax until the financial situation is alleviated, according to Mayor Robert F. Wagner.

Speaking in his first press conference of the year, Wagner yesterday declared that the city will, however, try to increase the real estate and possibly the gross revenue taxes.

"The city can't repeal any taxes, such as the automobile stamp tax and the five per cent admission tax, until we see what the financial situation is and what aid we can secure from Albany," Wagner said. He revealed that additional taxation could be levied under authorization from the State Legislature on every glass of beer which is drunk and on payrolls.

National Business Good

Broadway Grosses Climb At New Year's Weekend

The New Year's weekend on Broadway sent most grosses climbing, with some main stem attractions doing extraordinarily well.

Those doing outstanding business included "Country Girl," "Deep in My Heart," and "20,000 Leagues Under the Sea." Also racking up healthy grosses were "There's No Business Like Show Business," "Vera Cruz," "3-Ring Circus," "Romeo and Juliet" and "Aida."

AA and Coast Banks Sign \$1,750,000 Loan

From THE DAILY BUREAU

HOLLYWOOD, Jan. 3. — Allied Artists president Steve Broidy and executive vice-president George D. Burrows have announced the signing of a new one-year loan agreement with the Security First National Bank of Los Angeles, with the Bankers Trust Co. participating, which provides for a revolving loan with a maximum of \$1,750,000 and permitting AA guarantees up to \$500,000 for producers releasing through AA. The loan, which expires Jan. 1 next, replaces a similar one with a maximum of \$1,250,000.

An AA official also disclosed a loan agreement made last Nov. 26 with De Luxe Laboratories under which the latter lent the former \$350,000 repayable in five years at the rate of \$70,000.

Hartman Sees Year As Good as Pictures

HOLLYWOOD, Jan. 3.—Taking a look ahead at the next 12 months, Don Hartman, Paramount executive producer, has made the following forecast:

"Without presuming to be an oracle, I venture to say that business in 1955 will be as good as the pictures themselves.

"All economic factors in the free world point to promising conditions. Given good pictures, it remains only for the intelligent showmanship effort of exhibitors to make 1955 a record year.

"At Paramount we aim for a continuation of outstanding entertainments that will meet the higher standards of the domestic and world market. What benefits the exhibitor benefits us.

"Our policy is to select only the best possible ingredients for every production, and to make each picture honestly, on the well-founded premise that there is no revenue ceiling for quality.

"Exhibitors are now attuned to the new technologies. There will be still greater advancement in presentation,

(Continued on page 10)

Many Broadway situations complained that New Year's Eve was somewhat disappointing, with seasoned managers saying that New Year's Eve does not seem to attract the crowds of previous years. They added, however, business during the day was good, picking up New Year's Day and Sunday afternoon.

"Country Girl" at the Criterion appeared to be heading for another record week in the 17-year history of the house, with the third week gross estimated close to \$70,000.

The Radio City Music Hall reported capacity business with "Deep in My Heart," estimating the fourth week at a mammoth \$188,000. Following a robust weekend of \$35,700 for "20,000 Leagues Under the Sea," at the Astor, a fine \$51,000 is seen for the second week.

At the Roxy, a big \$90,000 is forecast for the third week of "There's No Business Like Show Business." A good \$76,000 is indicated for the second week of "Vera Cruz" at the Capitol, while a fine \$57,000 is seen for the second week of "3-Ring Circus."

The holiday bolstered the long-run (Continued on page 15)

Arbitration Gets Priority

Top priority to settling the arbitration issue before calling an industry round table trade conference has been given by distribution, it was indicated here yesterday by Al Lichtman, 20th Century-Fox distribution director.

Lichtman, author of the plan to hold a trade conference of company presidents, distribution heads and exhibition leaders, said that he thought that arbitration should be gotten "out of the way first." He indicated that it would be too much of a problem to tackle both projects at the same time. The proposed round table conference, he went on, should follow settlement of the arbitration issue.

The 20th-Fox executive, noting the (Continued on page 10)

"Omibus," another CBS-TV presentation which was the 1953 winner of the "Fame" poll.

George Gobel, featured on NBC-TV's Saturday evening "George Gobel Show," was voted television's Best Performer of 1954, succeeding Donald O'Connor, last year's Champion of Champions. Gobel was also named Best Comedian.

Lucille Ball and Desi Arnaz, stars of CBS-TV's "I Love Lucy," continue popular with the critics of the nation, the poll reveals. Miss Ball, in her own right was selected TV's Best Comedienne of 1954, and with her husband was voted Best Comedy Team of the year. NBC-TV's Sid Caesar, tops last year when teamed (Continued on page 12)

Personal Mention

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, left New York by plane yesterday for a tour of eight countries of Latin America.

HARRY M. KALMINE, Stanley Warner vice-president and general manager, has returned to New York following a tour of key cities of the West.

CHARLES SCHLAIFER, president of Charles Schlaifer & Co., left New York yesterday with MRS. SCHLAIFER for a trip to the Coast.

YOSHIAKA TAKANASHI, director of Eiga Haikyu Co., Ltd., Tokyo, has arrived in Hollywood from New York on his return trip to Japan.

MARTY SCHER, of the United Artists foreign accounting department, was married in Brooklyn Sunday to **GLORIA PEARLMAN**.

DOUG AMOS, Lockwood & Gordon Theatres district manager in Hartford, has left there for a vacation in Puerto Rico.

JACK H. HARRIS, Exploitation Productions, Inc., vice-president, will leave New York on Saturday for Hollywood.

JOHN SILVERWATCH, of E. M. Loew's Theatres, Hartford, will leave there next month for a vacation in the South.

ROBERT L. LIPPERT, president of Lippert Pictures, will leave Hollywood by plane today for Chicago.

FJP 'Achievement' Winners Announced

Recipients of the 1954 "Mark of Achievement Awards" being made by the amusement industry division of the Federation of Jewish Philanthropies at its luncheon to be held at the Hotel Sheraton Astor here on Jan. 20, were announced yesterday by Oscar Hammerstein II, awards chairman.

The awards which are given annually to outstanding figures in the entertainment world "whose talents and genius have brought happiness to countless millions," will be made to Elmer Davis of radio, Jackie Gleason of television, Grace Kelly of motion pictures; Mary Martin of the legitimate theatre, Mitchell Miller of the recording industry, Arthur Schwartz of the music world and a special award for 1954 will be made to Patti McCormack for her performance in "The Bad Seed."

The "Mark of Achievement" awards luncheon is the highlight of the amusement industry division's participation in the Federation's 1954-55 drive. Adolph Schimel is this year's chairman of the amusement industry division's campaign.

2 Newspapers Use Compo Ad to Fight Tax, Aid Business

How two newspapers made use of a recent COMPO advertisement in Editor & Publisher to fight a local admission tax and to aid local retail business was revealed yesterday by COMPO headquarters.

The advertisement was the 32nd in the COMPO series in the newspaper industry's trade paper. It reprinted a trade press story that told how the merchants of Ellsworth, Wis., finding their business hurt by the closing of the local movie theatre, were raising a fund to keep the theatre operating.

In its issue of Dec. 10, the Radford, Va., "News Journal" reprinted the advertisement as an argument for repeal of the local 10 per cent admission tax.

Circulated in Seattle

The next day, in Seattle, Russell W. Young, advertising manager of the Seattle "Times" sent the advertisement to each of the 12 members of the Downtown Promotion Committee, a group made up of advertising executives representing the larger downtown Seattle stores. The committee is responsible for planning and setting up most of the united promotional activities for the downtown Seattle stores and it works with the theatres each year on a huge "Back to School" show which uses the facilities of six of Seattle's first-run theatres.

In his memorandum to the promotion committee, Young said: "The attached is an interesting announcement showing that the public likes to be entertained, and when they are entertained they are in a better frame of mind, resulting in a happy-community, making all business better. Just another reason for events like the Santa Claus Parade and the Back to School program."

Johnston to Near East This Month

WASHINGTON, Jan. 3.—Motion Picture Association president Eric A. Johnston now plans to return to the Near East as President Eisenhower's personal emissary around the third week in January, according to MPAA officials.

Johnston was scheduled to arrive in New York late this evening from Spokane, where he spent the holidays. He'll be in New York tomorrow, returning to Washington tomorrow night.

Keller Joins Jacobs

HOLLYWOOD, Jan. 3.—Jack Keller, public relations representative for Martin and Lewis, today joined the Arthur P. Jacobs firm as an associate. He will continue to represent Martin-Lewis.

Sell 133,000 Yule Cards

HOLLYWOOD, Jan. 3.—The Motion Picture Relief Fund Christmas card sales set an all-time record last year as 133,000 were purchased.

Fulbright Principal Brotherhood Speaker

Sen. William J. Fulbright of Arkansas will be the principal speaker at the Brotherhood dinner sponsored by the National Conference, it was announced by John H. Harris, national chairman of the amusements division of the Brotherhood campaign.

The dinner launching Brotherhood Week for 1955 will be held at the Waldorf-Astoria Hotel in New York on Jan. 13. J. Robert Rubin permanent general chairman of the National Conference's amusements division, will be the guest of honor at the dinner.

More than 1,000 performers and executives from every branch of the entertainment industry are expected to attend the dinner highlighting the Brotherhood effort, which fosters understanding among Americans of all faiths, races and creeds.

SEC May Revive Quarterly Reports

From THE DAILY Bureau

WASHINGTON, Jan. 3.—The Securities and Exchange Commission is considering reviving its requirement that registered companies file quarterly reports of their sales and earnings, according to Ralph Demmler, chairman of the SEC.

Formerly, companies listed on the stock exchange or registering securities with the Commission had to file quarterly "9K" reports on their gross sales and earnings. Over a year ago, however, the Commission dropped this requirement, largely because gross figures were considered to be almost meaningless.

The SEC since then has been getting the opinions of business men and accountants, and is now considering reinstating the requirement, but including net profit and other figures among the information to be filed.

Dick Pitts Is Named Filmack Ad Chief

CHICAGO, Jan. 3.—Dick Pitts, former director of public relations of the Theatre Owners of America, has been named director of advertising of Filmack Trailer Co., it was announced today by Irving Mack, president. Pitts will replace Lou Kravitz, who has been elected vice-president in charge of sales.

A veteran newspaper reporter of 16 years, Pitts was associated with the Theatre Owners of America for the last three years, with headquarters in New York City. Prior to that he was editorial director of the Council of Motion Picture Organizations. He will assume his duties at the Filmack home office here immediately.

Damone in Hartford

HARTFORD, Jan. 3.—Vic Damone has been booked into the 4,200-seat State Theatre for his first personal appearance in several years. The singer will headline a vaudeville revue scheduled for the downtown theatre Jan. 8-9.

Canada Exchanges Gross Showed Gain In '53, Gov't Says

By M. L. SCHWARTZ

OTTAWA, Jan. 3.—In 1953, Canada's film exchange companies handled a volume of business amounting to \$35,446,293 which represented a 4.3 per cent increase over the \$33,979,599 handled in 1952, a Canadian Government source reveals here. There was an increase in film rentals from \$32,911,042 in 1952 to \$34,436,609 in 1953, but in the same period advertising receipts dropped from \$567,144 to \$533,977 and receipts from other sources decreased from \$501,413 to \$475,707.

16mm. Proportion Small

Of the total film rental receipts of \$34,436,609, 83.8 per cent or \$28,871,729 represented 35 mm. films for theatrical use and only \$2,022,112 for 16 mm. film rentals for theatrical use.

New films of all types released during 1953 numbered 3,521, of which 2,983 were for theatrical use on a commercial basis. Feature films numbered 776 35 mm. and 513 16 mm.; short subjects included 184 35 mm. cartoons and 271 16 mm., 468 35 mm. newsreels and 162 16 mm., and 271 others 35 mm., and 876 16 mm.

Segregation of the 1,289 feature films released as to country of origin shows 779 came from United States, 290, France; 148, Great Britain; 41, Italy, two Canada, and 30 from other countries, the last including Soviet Russia, Hungary, Germany, Czechoslovakia, Sweden, Spain, Australia and India. Of the new features released, 981 were in black and white, while 308 were produced in color.

Fewer Exchanges

There were 33 companies operating as film exchanges in 1953 with 124 exchange offices and 1,232 employees in contrast to preceding year's 36 companies, 129 offices and 1,200 employees.

Johnson to Head Wallis Publicity

HOLLYWOOD, Jan. 3.—Grady Johnson, publicist and national magazine writer, has been named publicity director for the Hal Wallis independent producing organization releasing through Paramount.

Johnson, former Hollywood columnist and staff member of the San Francisco "Chronicle," has worked for major studios during the past 10 years and has contributed frequently to top magazines.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"DEEP IN MY HEART"

In Glorious COLOR starring

JOSE MERLE HELEN
FERRER OBERON TRAUBEL

An M-G-M Picture

& The Music Hall's Great Christmas Stage Show

Important
Announcement
about...

VISTAVISION
MOTION PICTURE HIGH FIDELITY

A NEW WORLD OF MOTION PICTURES

VISTAVISION

MOTION PICTURE HIGH FIDELITY

Paramount's Gift to the Industry



A STATEMENT BY BARNEY BALABAN

It is important at this time, I believe, to review what Paramount's development of the Horizontal VistaVision Camera means—and will continue to mean—to exhibitors in terms of increased theatre admissions and to the future of our industry.

Paramount's first VistaVision picture, *WHITE CHRISTMAS*, has now played widely to solid top grosses, in many cases to all-time record-breaking results.

More important — *WHITE CHRISTMAS* proves the wisdom of Paramount's policy as regards the Wide Screen.

From the start our Company was unwilling to rush into adopting any Wide Screen system technically not yet perfected and which would place an undue economic burden on our customer, the exhibitor.

With faith in our Studio's fine scientific department, Y. Frank Freeman and I authorized expenditures of several millions of dollars in the efforts to develop to perfection a system of photography and projection which would furnish to exhibitors everywhere the best photographed pictures in the ideal 2-to-1 proportion on the largest possible screen at the least possible expense to the theatres.

The results, beyond our fondest dreams, are:

The Horizontal VistaVision Camera—and the complete conversion of our Studio to this system.

Ten VistaVision pictures already completed.

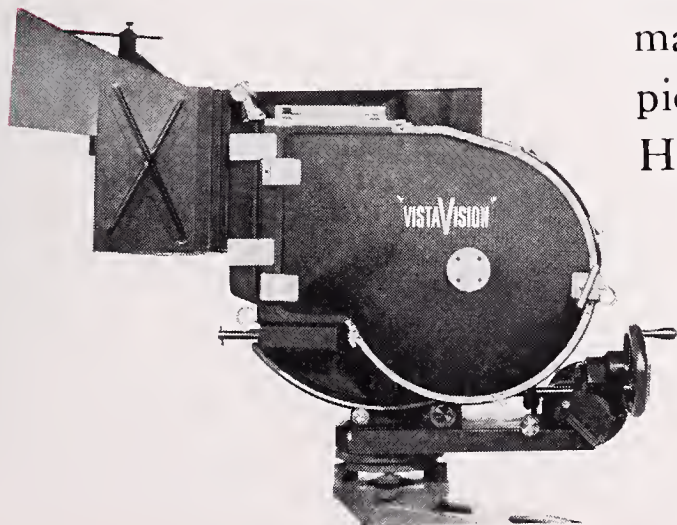
A few weeks ago, the top executives of our worldwide sales and advertising departments came to Hollywood and viewed these ten productions. They were extremely enthusiastic over what they saw. So eager were they to spread the proof of the outstanding values in these pictures and of the amazing merits of the Horizontal VistaVision Camera, that they urged the Studio to prepare a Special Film containing the highlights of the pictures.

Running 20 minutes, this Special Film is nearing completion and is titled:



We are arranging trade showings of this film for exhibitors and will subsequently furnish prints, *without charge*, to theatres for the entertainment of their audiences.

I sincerely believe that this is a most important film. I think that, seeing it, you will visualize for the first time *A New World In Motion Pictures* and its vast potentialities. I am confident that, having seen it, you will agree that the real technical and financial future of our industry rests upon the ultimate photographing and projecting of motion pictures standardized on the principles of the HORIZONTAL VISTAVISION CAMERA.



Samuel Goldwyn
President, Paramount Pictures Corporation

Paramount Presents

VISTAVISION

MOTION PICTURE HIGH FIDELITY

A Product Featurette

Plan Now To Play It
Without Charge!

The exciting scope and lifelike clarity of VistaVision, the ideal system of photography and projection, will be seen in this featurette, comprising 20 minutes of highlights from

Paramount's First 10 Attractions in VistaVision

—ALL IN COLOR BY TECHNICOLOR

Irving Berlin's
WHITE CHRISTMAS

STRATEGIC AIR COMMAND

RUN FOR COVER

Alfred Hitchcock's
TO CATCH A THIEF

THE FAR HORIZONS

Hal Wallis'
3 RING CIRCUS

WE'RE NO ANGELS

THE SEVEN LITTLE FOYS

Alfred Hitchcock's
THE TROUBLE WITH HARRY

LUCY GALLANT

Now Available! The First Paramount Short in VistaVision

VISTAVISION VISITS NORWAY

color by Technicolor

Other VistaVision Shorts In Preparation

People

Arthur Ehrich, for many years Warner Brothers booker in Cleveland who resigned last year because of ill health, is back in the industry as booker for the newly opened Buena Vista office there, headed by Leo Greenfield.

□

Joseph A. Adorno, son of Sal Adorno, of the M & D Theatres, Middletown, Conn., has retired as State Treasurer of Connecticut.

□

William Donnelly, business agent of Local No. 13, AFL stagehands of Minneapolis and international vice-president of IATSE, has resigned the former post but will continue to serve as IATSE representative. Dick Marietta has been chosen as his successor as business agent. George Gubbins was re-elected president of the local.

□

Ernest Sands, Warner Brothers branch manager in Cleveland, is convalescing from surgery in Florida and is due back at his desk about Jan. 10.

□

Ted de Wit and Gerald Raucamp, of Holland, have been appointed producers for Crawley Films, Ltd., of Canada.

□

Francis May has been elected president of Minneapolis projectionists, Local No. 219. Frank Schilken has been reelected business agent. Other officers are Frank Rogers, vice-president; Rudy Peterson, Jr., recording secretary, and Joe Elwood, financial secretary. The executive board consists of Charles Fehling, Wallace Yutzy, Will Nikki and Robert Boylan.

□

Stephen Barutio has been appointed managing director of Cinarama's Minneapolis show case, the Century, replacing Al Rosen, who resigned because of ill health.

Gibraltar Acquires 'Dark Violence'

"Dark Violence" has been acquired for world-wide distribution by Sam Nathanson for his Gibraltar Motion Picture Distributors of Hollywood, Calif., from Burton Picture Productions, Inc.

Film introduces John Heath and co-stars Neil Hamilton, Joe Wippler and Linda Blodgett, and was directed by Otto Simetti.

Royal Honors for Edward J. Hinge

LONDON, Jan. 3. — Edward Joseph Hinge was among those named a commander in the Order of the British Empire in the list of Royal New Year honors. Hinge is treasurer of the Cinematograph Exhibitors Association and a member of the Cinematograph Films Council.

Majors' Officials Testify At Minn. 'Trust' Hearing

MINNEAPOLIS, Jan. 3. — Home office executives asserted that the Volk brothers' Terrace Theatre in nearby Robbinsdale is "just another suburban house" and, therefore, not entitled to a special exclusive run. This was stated as the action brought by William and Sidney Volk against the distributors neared the end of testimony. The suit also named Minnesota Amusement Co. and RKO Theatres. Judge Gunnar Nordbye heard a parade of home office sales executives testify that they had received and rejected three separate demands from the Volks that because of the cost, location of the theatre and method of operation it be accorded a special exclusive run in advance of the 28-day slot which it had been granted.

Reagan, Greenblatt Heard

Charles Reagan, vice-president and general sales manager of Loew's, Inc., distributors of M-G-M pictures, testified that his company has followed a firm policy here of refusing move-over runs, also sought by the Volks, holding that a continuous first run is more desirable from a revenue standpoint.

Herbert Greenblatt, RKO general sales manager and former central division manager, said that in his opinion the Terrace was "obviously a neighborhood theatre" and that if it

was granted a preferential run, he believed all other 28-day theatres would be requesting it.

Greenblatt's opinion was shared by Roy H. Haines, western sales manager for Warner Brothers, who said he considered the Terrace "a good suburban theatre" but that he had denied the three Volk requests "because we couldn't avoid granting an earlier run to the other 28-day houses," thereby breaking the Minneapolis clearance pattern.

Haines Stresses Time Element

Lee Loevinger, counsel for the Volks, asked Haines why it was not possible to throw move-over runs open to competitive bidding and Haines replied that it was impossible because of the time element involved.

Foster Blake, U-I western sales manager, also testified that his company had rejected the Volk request. He said that he considered the Terrace "a very beautiful suburban theatre" and added that he and LeRoy Miller, Minneapolis branch manager, had considered a revision of the Minneapolis clearance pattern because there were too many 28-day houses.

"We could come up with no obvious or immediate plan to reduce amply and amicably the number of 28-day houses, so we dropped the idea," Blake said.

7 More Spanish Permits to U.S.

Seven additional licenses for U. S. pictures have been allotted by Spain, it was announced here yesterday by the Motion Picture Association of America.

The seven, it was explained, will go to the seven American companies operating in Spain and were granted by the Spanish government after a year-end review of the situation under the pact negotiated by MPAA president Eric A. Johnston.

It was further explained that the seven are in addition to the 60 allotted to American-operating companies in Spain, which includes all member MPAA companies with the exception of United Artists, Allied Artists and Republic.

The new contract, which runs out May 31, 1955, also calls for 40 licenses granted for American pictures held by independent Spanish distributors.

Production Hits Low Of 21 Pictures

HOLLYWOOD, Jan. 3. — With only two pictures starting and five pictures being completed, production dropped to a low of 21 the last week of 1954.

Started were: "Wichita," CinemaScope, Technicolor (Allied Artists); "The Prisoner," London Independent Producers, Ltd. (Columbia).

Completed were: "No Place To Hide," Joseph Shafel, Eastman Color (Independent); "The Rose Tattoo," VistaVision, and "You're Never Too Young," VistaVision, Technicolor (Paramount); "Daddy Long Legs," CinemaScope, color (20th Century-Fox); "One Desire," Technicolor (Universal-International).

Step Up 'Bad Day' 'Celebration' Dates

M-G-M is stepping up its bookings of "Bad Day at Black Rock" to pivot its activities to tie in with the "1955 Motion Picture Theatre Celebration," focusing its early engagements in the Dallas territory where 10 openings have been scheduled for early January, the company announced. The Dore Schary production starring Spencer Tracy with Anne Francis and Robert Ryan will tee off at the Majestic Theatres in Dallas and San Antonio on Jan. 13 with another opening scheduled the next day at the Worth Theatre, Fort Worth.

Anne Francis to Tour

On Jan. 15, the Plaza Theatre at El Paso and the Paramount Theatre in Austin will begin showing the picture. On Jan. 20, the Lindsey at Lubbock and on Jan. 21 the Paramount at Amarillo and Loew's in Houston will start showing the picture. The Waco at Waco will begin its run of the picture on Feb. 9.

For the early engagements, M-G-M is sending Anne Francis on a tour of at least seven houses for personal appearances the day of the opening or the day before. At least 25 more houses in the Southern territory have booked the picture during the same periods. Miss Francis and John Ericson, who appeared in the film, and George Murphy, will be in Denver prior to the opening of "Bad Day at Black Rock" at the Orpheum on Jan. 19.

Adds Car Room

HARTFORD, Jan. 3. — Manchester Drive-In Theatre, Bolton, Conn., is increasing its car capacity from 750 to 1,000.

News Roundup

List Sells Property

Albert List, chairman of the board of RKO Theatres, has concluded negotiations for the sale of a plant owned by him in Sunbury, Pa., to the community of Sunbury, which, in turn, has sold it to the Allied Chemical and Dye Corp.

■

Drops Censor Suit

The Ohio Censor Board has decided to drop its suit against Group 16, which was charged with showing films without censorship seals. The action was filed prior to the State Supreme Court ruling that pre-censorship was illegal. Group 16 is presenting a series of five foreign, uncensored art pictures at the Moreland Theatre in Cleveland to its members on a once-a-month policy.

■

Union in New Home

Home Office Employees Union, Local H-63, has moved to new headquarters at 750 Eighth Ave. here.

■

Recorded Announcements

Interstate Theatres of New England has installed what is believed to be the first recorded announcement of current attractions outside of Metropolitan New York. It is at the Palace, Rockville, Conn. The equipment is connected to the theatre telephone. The unit answers incoming calls automatically and tells patrons the titles of pictures playing and when the next performance will start.

■

\$15,000 to UEA

The United Epilepsy Association received \$15,000 from its Celebrity Ball at the Hotel Waldorf Astoria here on New Year's Eve. Additional funds are expected after the final accounting, all of which will be contributed to the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

■

Editorial on TV

The Winsted, Conn., "Evening Citizen" commented editorially: "All taken into consideration, probably the reason people started going back to the movies is that they wanted to see what was going on in present-day Hollywood. On the late TV shows, they have been seeing what was going on for the last 30 years."

Bernard Smith Quits Small for H-L Corp.

HOLLYWOOD, Jan. 3. — Bernard Smith announced resignation from Edward Small productions to become executive assistant to Hecht-Lancaster Corp. management. Smith had been story editor for Goldwyn and Paramount prior to joining Small.



20 NATIONAL

with a circulation of 66

will deliver the *Pre-Sold*

U-I's "SIX BRIDGES

*...with an extra campaign co-
leading "Man Appeal" pu*

LIFE

LOOK

Collier's

seventeen

TRUE

ARGOSY

**MASTER
DETECTIVE**

SPORT

**TRUE
DETECTIVE**

SAGA

TRUE CRIMES

**OFFICIAL
DETECTIVE
STORIES**

**TRUE CASE
WOMEN
IN CRIME**

POLICE DETECTIVE

**MOTION PICTURE
AND TV**

TRUE MYSTERY

SCREEN

MOVIE

SCREEN

SCREEN

121 CITY WORLD PREMIERE, BOSTON AND NEW

MAGAZINES

6,000,000

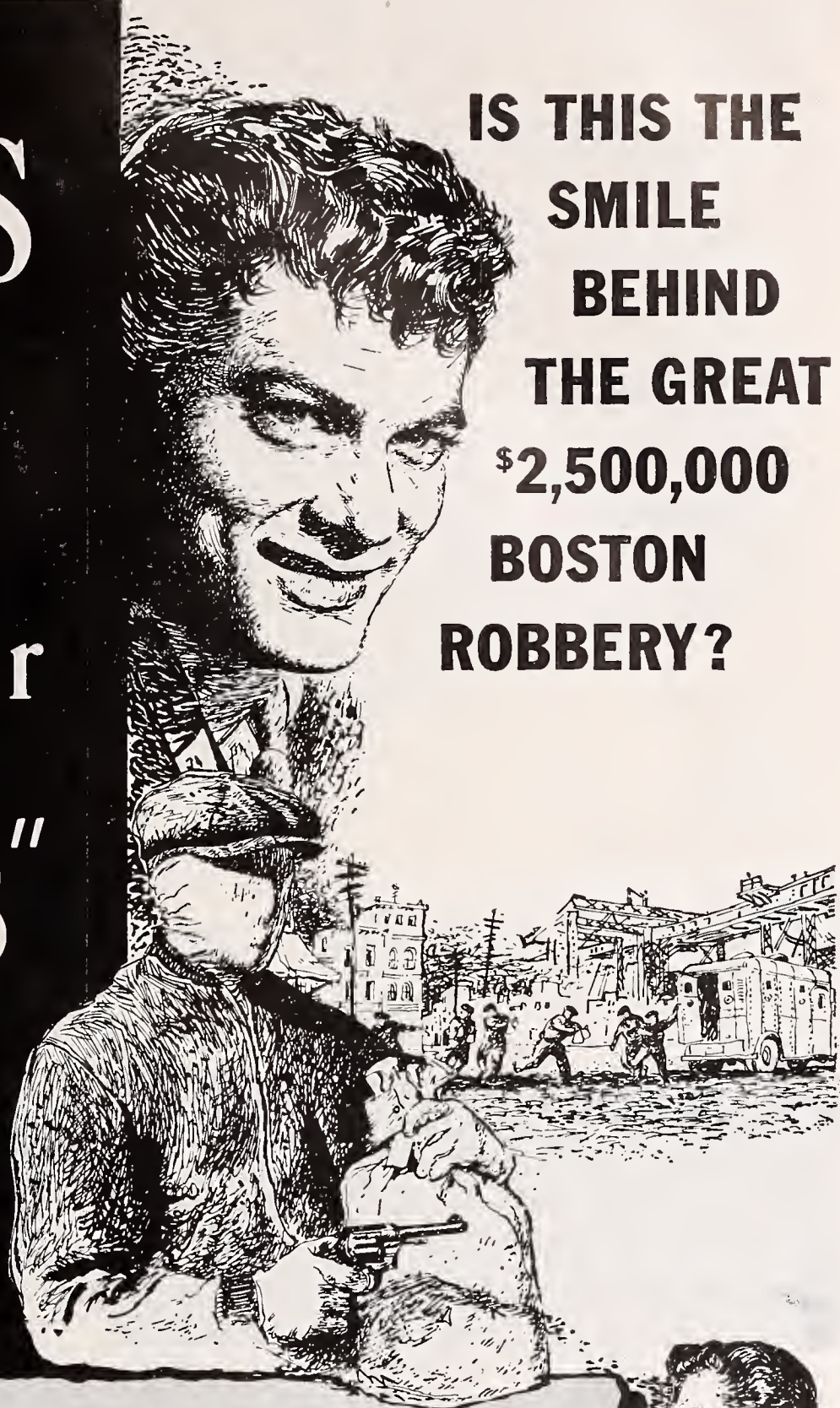
Selling Punch for

ES TO CROSS"

concentrated in

publications!

IS THIS THE
SMILE
BEHIND
THE GREAT
\$2,500,000
BOSTON
ROBBERY?



Universal-International presents

6 BRIDGES TO CROSS

Starring

TONY

JULIE

GEORGE

CURTIS

ADAMS

NADER

with JAY C. FLIPPEN • SAL MINEO

DIRECTED BY JOSEPH PEVNEY • SCREENPLAY BY SIONY BOEHM • PRODUCED BY AARON ROSENBERG



ENGLAND AREA JANUARY 19

Arbitration

(Continued from page 1)

progress made between exhibition and distribution on arbitration, said that the lawyers now are drawing up the papers, with both sides, exhibition and distribution, in agreement on major points.

Lichtman declined to predict the adoption of the arbitration draft by both sides, saying that things can happen to thwart that.

The next meeting of the negotiating committees of distributors and exhibitors on arbitration is due to be held here on Jan. 17.

Stock Trade Offered By Chesapeake

Chesapeake Industries has offered to exchange its \$6 preferred for outstanding \$4 preferred on a share-for-share basis, including arrears on the latter stock, it was reported here yesterday.

The offer was presented to clear up the \$24 arrearage on the \$4 preferred stock. Holders who accept the \$6 preferred trade would not receive cash payment for arrears.

'Scarf' Bows Jan. 14

Starring Michael Redgrave, Leo Genn and Ann Todd, "The Green Scarf," a murder mystery produced by Bertram Ostrer and Albert Fennell, will have its American premiere at the RKO Palace Theatre here on Jan. 14. "The Green Scarf" is being released by Associated Artists Productions.

5% Tax Yields \$2,420,000

(Continued from page 1)

New York City exhibitors, after studying the statistics revealed by the tax officials, stated in substance that the returns indicate the errors of the City Budget Director when he presented his estimated tax figures last spring to Mayor Robert Wagner.

One circuit attorney, after computing the tax report for five months and mathematically comparing the figures to a 12-month period, estimated that the yearly return from all sources of amusement revenue would be in the neighborhood of \$8,900,000. The city budget official had originally stated that the tax would raise \$9,000,000 from theatres and \$16,000,000 from the amusements yearly.

Disputed by Brandt, Frisch

Harry Brandt, president of the Independent Theatre Owners Association, has maintained along with Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, that the New York City five per cent amusement tax can not yield more than \$8,000,000 over-all and somewhere between \$3,500,000 to \$4,000,000 from theatres yearly and that the industry figures which were submitted to Mayor Wagner, but rejected, were correct.

In the meantime, circuit and independent theatre executives and attorneys are awaiting a ruling from the Appellate Division, Supreme Court, Second Department, Brooklyn, as to the legality of the New York City five per cent tax. The high court usually hands down its decisions on

Mondays, but nothing was posted by the jurists yesterday. Exhibitor and city attorneys presented their arguments in the current suit last Dec. 3.

Results of Bird Commission Report Still Kept a Secret

ALBANY, Jan. 3.—The results of the Bird Commission's study into the effects on the motion picture industry of the New York City five per cent amusement tax will be kept secret until the new administration has had time to study the findings, it was learned here.

Officials of the previous Republican administration headed by Gov. Thomas Dewey would not confirm or deny that the Bird Commission report had been submitted, but a representative of the New York City legal staff had reported the completion of the Bird mission some time ago.

Harriman's Views Unknown

What the incoming Gov. Averil Harriman proposes to do about the Bird findings, or of the broad problem posed by the New York City financial situation, remains for future developments to disclose. How long the Bird Commission's life would extend was also unrevealed here.

Dewey last June directed the commission, already established for other surveys on finances, to check the results of the amusement levy on the New York film industry, including employment, and to make a report, on specific points by late Summer or early Fall. One of these was the desirability of recommending to the Legislature the repeal of the 1947 State Enabling Act authorizing cities and counties to levy an admission tax not exceeding five per cent.

Followed New York Protest

The governor acted after an all-industry committee telegraphed a strong protest against the New York City amusement tax, with a request that he look into the matter. Dewey's reply, which was sent to Harry Brandt, appeared friendly and favorable in tone to the industry's case, while critical of Mayor Wagner's administration and its imposition of the levy. Dewey and Wagner had long been at loggerheads on the New York City financial situation and the state handling of repeated requests for "a better break" on taxes and allotments of money collected by New York State.

Two Pictures in 'B' As Legion Reviews 8

"Black Tuesday" and "The Other Woman" have been placed in Class B in the latest listing of the National Legion of Decency, which at the same time rated six other films as "A."

In Class A, Section 2 are "Bad Day at Black Rock" and "The Silver Chalice." The four remaining pictures, all in Class A, Section 1, are "Devil's Harbor," "The Long Gray Line," "Three Ring Circus" and "Trouble in the Glen."

'Theodora' to Globe

"Theodora, Slave Empress," IFE's new Eastmancolor film will open in New York at the Globe theatre following the engagement of the theatre's current attraction.

Hartman

(Continued from page 1)

both in picture and sound. Paramount through VistaVision has established the high standard of presentation for all theatres—and this standard will be the goal toward which the industry will strive during the coming year. Paramount has a year's product in VistaVision ready for release which accomplishes this objective."

'Toko-Ri' Showings Under Way Today

Paramount's series of special national preview showings of "The Bridges At Toko-Ri" for exhibitors, airforce and naval officials and public opinion moulders will get under way today in theatres and screening rooms in six major cities. The special previews will continue in other key cities during the remainder of this week. Meanwhile, additional showings are being scheduled by Paramount for next week.

Reported by Schwalberg

A. W. Schwalberg, president of Paramount Film Distributing Corp., reported that today's previews will be held at the Lincoln Theatre, New Haven; Allyn Theatre, Hartford; branch projection room, Buffalo; Ritz Theatre, Indianapolis; Riverview Theatre, Norfolk, and branch projection room, Washington.

Tomorrow the Technicolor film will have its special previews as follows: Chicago, Uptown Theatre; Kansas City, Vogue Theatre, and at the Boston, Albany and Philadelphia branch projection rooms.

Three on Thursday

On Thursday "The Bridges At Toko-Ri" special showings will be held at the Ingersoll Theatre, Des Moines; Cinema Theatre, Detroit, and Shadyside Theatre, Pittsburgh.

Set for Friday are preview screenings at the Center Theatre, Omaha; the Colony Theatre, Cleveland, and the Pageant, St. Louis.

Bids to 'Underwater' Premiere Go Out

HOLLYWOOD, Jan. 3.—Invitations to the underwater premiere of "Underwater!" Howard Hughes' \$3,000,000 adventure drama to be held Jan. 10 in Silver Springs, Fla., went out yesterday to press and screen personalities. Prompt response already indicates a record-breaking junket, RKO said.

Four special TWA Super-Constellations, two from Hollywood and two from New York, will fly stars, editors, columnists, reviewers and photographers to Florida for the affair. The liners will leave their respective cities Sunday morning, flying non-stop to the site of the event.

Brings Back 'Hansel'

PITTSBURGH, Jan. 3.—The Stanley Theatre, bowing to what it called "an incessant clamor," revived "Hansel and Gretel" for two special showings on both Dec. 31 and Jan. 1 at 10 a.m. and noon after too many parents protested that they wanted their children to see the RKO novelty during their holidays.

THE ACTRESS OF THE YEAR

(N. Y. Film Critics Award Winner)

GRACE KELLY



IS IN

THE BRIDGES AT TOKO-RI

A Paramount Picture

World Premiere Engagement, RADIO CITY MUSIC HALL

3 Profit Pictures from **LIPPERT!**
AVAILABLE NOW!

Profit Picture #1

TOO
EAGER!
TOO
INNOCENT!
and far, far
TOO
WILLING!

THEY WERE SO YOUNG

...AND SO BEAUTIFUL!

SCOTT **BRADY**
JOHANNA **MATZ** • RAYMOND **BURR**

Produced and Directed by **KURT NEUMANN** who gave you "CARNIVAL STORY"
Screenplay by Felix Luetzkendorf and Kurt Neumann
A CORONA FILMS PRODUCTION

FILMED FOR
WIDE SCREEN!

Profit Picture #2

WILD RAIDERS OF THE TROPIC SEAS!

The BLACK PIRATES

FILMED FOR
WIDE SCREEN!

starring **Anthony DEXTER** • **Martha ROTH** • **Lon CHANEY** • **Robert CLARKE** • **Victor Manuel MENDOZA**
Produced by **ROBERT L. LIPPERT, Jr.** • Directed by **ALLEN MINER** • Screenplay by **Fred Freiberger** and **Al C. Ward**
A SALVADOR FILMS PRODUCTION

SCREAMING EXCITEMENT...

Profit Picture #3

RICHARD CONTE IN

A RACE FOR LIFE

co-starring **MARI ALDON** with **GEORGE COULOURIS** • **PETER ILLING** • **ALEC MANGO**

Executive Producer **MICHAEL CARRERAS** • Producer **MICKEY DELAMAR** • Directed by **TERENCE FISHER**
Screenplay by **RICHARD LANDAU** • From the novel by **Jon Manchip White**
A HAMMER PRODUCTION

FILMED FOR WIDE SCREEN

BOOK 'EM NOW FROM YOUR NEAREST LIPPERT BRANCH

ATLANTA Howco Exchange, Inc. • BOSTON Screen Guild Productions of N. E., Inc. • BUFFALO Leiser Film Distributing Co., Inc. • CHARLOTTE Screen Guild Productions of Carolinas, Inc. • CHICAGO Albert Dezel, Inc. • CINCINNATI Realart Pictures of Cincinnati • CLEVELAND Imperial Pictures, Inc. • DALLAS Herman Beiersdorf Distributing Co. • DENVER Lippert Pictures of Colorado • DES MOINES Hollywood Pictures, Inc. • DETROIT Albert Dezel Productions, Inc. • INDIANAPOLIS Safer Film Distributors, Inc. • KANSAS CITY United Film Exchange • LOS ANGELES Kranz-Levin Pictures • MEMPHIS Colonial Pictures of Tennessee • MILWAUKEE Screen Guild Productions of Wisconsin, Inc. • MINNEAPOLIS Lippert Pictures of Minnesota, Inc. • NEW ORLEANS Lippert Pictures of Louisiana • NEW YORK Favorite Pictures Exchange of N. Y., Inc. • OKLAHOMA CITY Screen Guild Productions of Oklahoma • OMAHA Hollywood Pictures, Inc. • PHILADELPHIA Screen Guild Productions of Philadelphia • PITTSBURGH Screen Guild Productions of Pittsburgh, Inc. • PORTLAND Northwest Releasing Corp. • ST. LOUIS Realart Pictures of St. Louis, Inc. • SALT LAKE CITY Lippert Pictures Exchange • SAN FRANCISCO Lippert Pictures of Northern California • SEATTLE Northwest Releasing Corp. • WASHINGTON, D. C. Lippert Pictures Exchange, Inc.

1954 TV Poll

(Continued from page 1)

with Imogene Coca on "Your Show of Shows," a Max Liebman presentation, was third in the Best Comedian category, while Miss Coca was runner-up to Miss Ball in the balloting for Best Comedienne on TV in 1954.

Liebman was duly honored for his "spectaculars" in color which were produced in 1954. The critics named "Max Liebman Presents," a NBC-TV presentation, as the TV Show Making the Most Effective Use of Color.

Best Comedy

The Best Comedy Show award however went to CBS-TV's "The Jackie Gleason Show," which was also runner-up in the balloting for the Best Variety Program of the year. Gleason, as a solo performer, was runner-up to Gobel in the "Champion of Champions" class for the Best TV Performer and in the balloting for the Best Comedian.

Jack Webb's and his "Dragnet" program also received acclaim, as Webb was third in the running for the Best TV Performer honors and tops in the Best Mystery Program voting.

The critics heaped laurels on the heads of Dick Shawn and Eva Marie Saint as the Most Promising "Stars of Tomorrow." Runners-up in the balloting for this classification were Orson Bean and Steven Hill in the male division and Elizabeth Montgomery and Pat Carroll in the female division.

Producer Worthington Miner of "The Medic" came in for much applause from American newspaper and magazine editors, critics and columnists when his NBC-TV presentation was selected as the Best New Dramatic Program introduced this past season. "Climax" and "Best of Broadway," both CBS-TV productions, were runners-up, the poll disclosed.

Walt Disney's initial television venture via the ABC-TV network, "Disneyland," was voted Most Unique New Program, with NBC-TV's "Tonight" being second in this classification, the Fame poll showed.

In the older established dramatic division, Studio One retained first place once again, followed by U. S. Steel Hour and Robert Montgomery Presents, in that order.

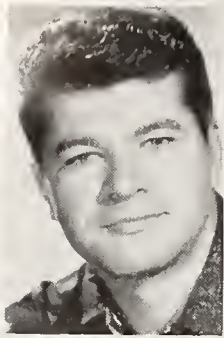
Voting Heavy

The balloting in the musical categories was quite healthy and close at times, but the "Fame" poll in the end revealed that Perry Como was once again Best Male Vocalist and that Dinah Shore retained her title as Best Female Vocalist of the year. Eddie Fisher and Jane Froman were hot on the heels of the 1953 title holders, ending up in second place in the balloting.

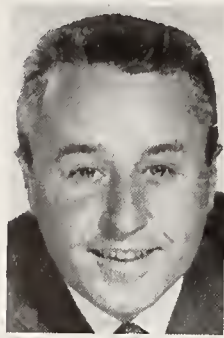
In the musical show classifications, the half-hour-long weekly presentation of the "Voice of Firestone" was once again named winner in the classical division while "Your Hit Parade" swept honors, as in 1953, as the Best Popular Musical Show.

Quiz programs and panel discussion shows came in for applause in the Motion Picture Daily-Fame poll as NBC-TV's "Meet the Press" was voted Best Panel Discussion Program of 1954 with "American Forum of the Air" voted second place honors. Groucho Marx and his "You Bet

Television's Best of 1954



Dick Shawn



George Gobel



Eva Marie Saint



Max Liebman



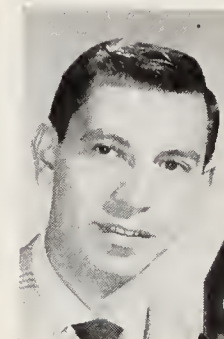
Lucille Ball



Jackie Gleason



Walt Disney



Jack Webb



Dinah Shore



Groucho Marx



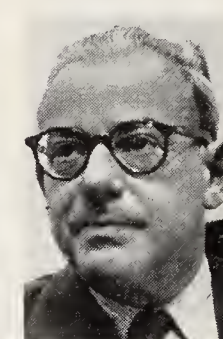
Mel Allen



John Cameron Swayze



Perry Como



Felix Jackson
Prod., Studio One



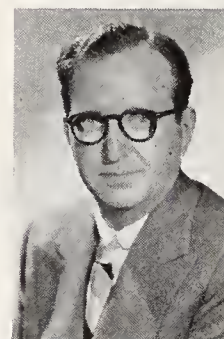
Worthington Miner
Prod., The Medic



Raymond Scott
Cond.,
Your Hit Parade



Dr. Frances Horwich
Prod.,
Ding Dong School



Lawrence Spivak
Prod.,
Meet the Press



Howard Barlow
Cond., Firestone Hour



George Fenneman

Your Life" retained the Best Audience Participation title while "What's My Line" was voted the Best Panel Quiz Show award once again.

Ding-Dong School was voted Best Children's Program by the critics for 1954. "Howdy Doody," third in 1953, moved up to second place while last year's runner-up, Kukla, Fran & Ollie dropped into third place in this year's polls, giving NBC-TV first and second position and ABC-TV third place.

NBC-TV's George Fenneman was voted television's Best Announcer of 1954 by the critics for the second year, while Jack Lescoulie and Rex Marshall took second and third, respec-

tively. In the Best Master of Ceremonies balloting, Sullivan, who won the laurels hands down, was followed by NBC's Steve Allen and CBS's Garry Moore, the poll showed.

Winners in the other program categories, not previously mentioned herein, were tops in their classifications in the previous polls also. Among such: John Cameron Swayze, Best News Commentator; Mel Allen, Best Sportscaster; Today, Best Daytime Program, and from the audience's viewpoint, the Lucky Strike commercials were best in the sixth annual Fame poll.

The critics, as usual, were spirited

in their comments on the current state of television, the comments ranging from obvious disappointment in some phases, such as what was regarded as slight progress in the direction of commendable educational programs, to the usual whipping boy—the commercials.

Most of the critics commenting on TV commercials, found that there were sterling examples to be seen every so often; just often enough, apparently, to whet their impatience for the tedious, repetitive and banal types of commercials which most critics feel are too numerous and too lengthy.

Complete Results of 'Fame' TV Poll

COMPLETE results of the voting by newspaper and magazine television editors, critics and columnists in MOTION PICTURE DAILY's sixth annual poll for *Fame* magazine to determine the best programs and performers of the past year are published herewith. Sponsors, agencies, networks and telecast time (E.S.T.) are given for first place winners; network for others.

BEST NETWORK PROGRAM

1. TOAST OF THE TOWN (Lincoln-Mercury; CBS-TV, Sundays, 8:00-9:00 P.M. Kenyon & Eckhardt).
2. DISNEYLAND (ABC-TV).
3. OMNIBUS (CBS-TV).

BEST TELEVISION PERFORMER

1. GEORGE GOBEL (The George Gobel Show, Armour Co. and Pet Milk, NBC-TV, Saturdays, 10:00-10:30 P.M., John W. Shaw Advertising-Foote, Cone & Belding).
2. JACKIE GLEASON (CBS-TV).
3. JACK WEBB (NBC-TV).

MOST PROMISING MALE STAR

1. DICK SHAWN (Guest) (NBC-TV).
2. ORSON BEAN (CBS-TV).
3. STEVEN HILL (All networks).

MOST PROMISING FEMALE STAR

1. EVA MARIE SAINT (All networks).
2. ELIZABETH MONTGOMERY (NBC-TV).
3. PAT CARROLL (NBC-TV).

SHOW MAKING MOST EFFECTIVE USE OF COLOR

1. MAX LIEBMAN PRESENTS (Multiple sponsors, NBC-TV).
2. THE BEST OF BROADWAY (CBS-TV).

BEST COMEDIAN

1. GEORGE GOBEL (The George Gobel Show, Armour Co. and Pet Milk, NBC-TV, Saturdays, 10:00-10:30 P.M., John W. Shaw Advertising-Foote, Cone & Belding).
2. JACKIE GLEASON (CBS-TV).
3. SID CAESAR (NBC-TV).

BEST COMEDIENNE

1. LUCILLE BALL (I Love Lucy, Phillip Morris & Co., CBS-TV, Mondays, 9:00-9:30 P.M., Biow Co.).
2. IMOGENE COCA (NBC-TV).
3. MARTHA RAYE (NBC-TV).

BEST COMEDY TEAM

1. LUCILLE BALL AND DESI ARNAZ (I Love Lucy, Phillip Morris & Co., CBS-TV, Mondays, 9:00-9:30 P.M., Biow Co.).
2. DEAN MARTIN AND JERRY LEWIS (NBC-TV).
3. GEORGE BURNS AND GRACIE ALLEN (CBS-TV).

BEST COMEDY SHOW

1. THE JACKIE GLEASON SHOW (Multiple sponsors, CBS-TV, Saturdays, 8:00-9:00 P.M., multiple agencies).

NBC-TV Takes 14 of 26 Firsts, CBS-TV 9, ABC-TV 2, in 6th Annual TV Poll

National Broadcasting Company's television programs and performers, which captured 15 out of 25 first places in the annual MOTION PICTURE DAILY-FAME poll in 1952, and 14 of 26 top honors in 1953, again led for 1954, taking 14 of 26 firsts.

Columbia Broadcasting System's television programs and performers, which captured eight first places in the 1952 poll, 11 in 1953, accounted for nine first place honors in the current Fame poll. The American Broadcasting System, which won one award in 1953, captured two "blue ribbons" this time.

The box score on the runner-up positions gives NBC-TV 11 second places and 10 third places. CBS-TV captured 15 seconds and six thirds. ABC-TV was in the runner-up position on two occasions and in the third place category on five occasions. The DuMont network had one third place.

NBC-TV swept both positions in the Best Panel Discussion Program division of the poll. CBS's publicity service was voted best by the critics and columnists but that citation is not counted among the program and performer firsts.

2. GEORGE GOBEL SHOW (NBC-TV).
3. I LOVE LUCY (CBS-TV).

BEST VARIETY PROGRAM

1. TOAST OF THE TOWN (Lincoln-Mercury, CBS-TV, Sundays, 8:00-9:00 P.M., Kenyon & Eckhardt).
2. THE JACKIE GLEASON SHOW (CBS-TV).
3. COLGATE COMEDY HOUR (NBC-TV).

BEST PANEL DISCUSSION PROGRAM

1. MEET THE PRESS (Pan American-Revere Copper & Brass, NBC-TV, Sundays, 6:00-6:30 P.M., J. Walter Thompson-St. George & Keyes).
2. AMERICAN FORUM OF THE AIR (NBC-TV).

BEST NEW DRAMATIC PROGRAM

1. THE MEDIC (Dow Chemical, NBC-TV, Mondays, 9:00-9:30 P.M., MacManus, John & Adams).
2. CLIMAX (CBS-TV).
3. THE BEST OF BROADWAY (CBS-TV).

MOST UNIQUE NEW PROGRAM

1. DISNEYLAND (Multiple sponsors, ABC-TV, Wednesdays, 7:30-8:30 P.M., Multiple agencies).
2. TONIGHT (NBC-TV).

BEST DRAMATIC PROGRAM

1. STUDIO ONE (Westinghouse Electric, CBS-TV, Mondays, 10:00-10:30 P.M., McCann-Erickson).
2. UNITED STATES STEEL HOUR (ABC-TV).
3. ROBERT MONTGOMERY PRESENTS (NBC-TV).

BEST MYSTERY PROGRAM

1. DRAGNET (Liggett & Myers, NBC-TV, Thursdays, 9:00-9:30 P.M., Cunningham & Walsh).
2. DANGER (CBS-TV).
3. SHERLOCK HOLMES (ABC-TV).

BEST MALE VOCALIST

1. PERRY COMO (Perry Como Show, Liggett & Myers, CBS-TV, Mondays, Wednesdays & Fridays, 7:45-8:00 P.M., Cunningham & Walsh).
2. EDDIE FISHER (NBC-TV).
3. GORDON MACRAE (NBC-TV).

BEST FEMALE VOCALIST

1. DINAH SHORE (The Dinah Shore

Show, Chevrolet Motor Div., General Motors Corp., NBC-TV, Tuesdays & Thursdays, 7:30-7:45 P.M., Campbell-Ewald Co.).

2. JANE FROMAN (CBS-TV).
3. JO STAFFORD (CBS-TV).

BEST CLASSICAL MUSICAL SHOW

1. VOICE OF FIRESTONE (Firestone Tire & Rubber Co., ABC-TV, Mondays, 8:30-9:00 P.M., Sweeney & James Co.).
2. NBC OPERA (NBC-TV).
3. CHICAGO SYMPHONY (DuMont).

BEST POPULAR MUSICAL SHOW

1. YOUR HIT PARADE (American Tobacco-Warner-Hudnut, NBC-TV, Saturdays, 10:30-11:00 P.M., Kenyon & Eckhardt).
2. PERRY COMO SHOW (CBBS-TV).
3. THE DINAH SHORE SHOW (NBC-TV).

BEST QUIZ SHOW (AUDIENCE PARTICIPATION)

1. THE GROUCHO MARX SHOW—YOU BET YOUR LIFE (De Soto Div. Chrysler Corp., NBC-TV, Thursdays, 8:00-8:30 P.M., Batten, Barton, Durstine & Osborn).
2. TWO FOR THE MONEY (CBS-TV).
3. BREAK THE BANK (ABC-TV).

BEST QUIZ SHOW (PANEL)

1. WHAT'S MY LINE (Jules Montanier-Remington Rand, CBS-TV, Sundays, 10:30-11:00 P.M., Earle Ludgin & Co.-Young & Rubicam).
2. I'VE GOT A SECRET (CBS-TV).
3. 20 QUESTIONS (ABC-TV).

BEST MASTER OF CEREMONIES

1. ED SULLIVAN (Toast of the Town, Lincoln-Mercury, CBS-TV, Sundays, 8:00-9:00 P.M., Kenyon & Eckhardt).
2. STEVE ALLEN (NBC-TV).
3. GARRY MOORE (CBS-TV).

BEST ANNOUNCER

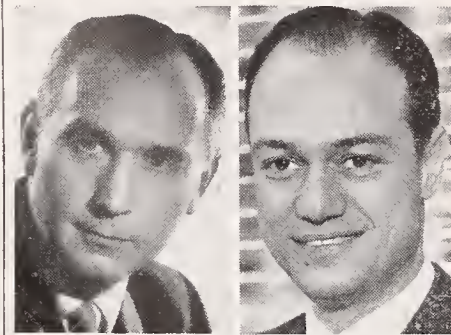
1. GEORGE FENNEMAN (Multiple shows-NBC-TV).
2. JACK LESCOULIE (NBC-TV and CBS-TV).
3. REX MARSHALL (All networks).

BEST NEWS COMMENTATOR

1. JOHN CAMERON SWAYZE (Camel News Caravan, R. J. Reynolds Tobacco Co., NBC-TV, Mondays

Vote CBS, Y & R Press Services Best

Television editors, critics and columnists voting in the sixth annual Motion Picture Daily-Fame poll designated the publicity service provided by the Columbia Broadcasting System as the best during 1954. Charles Op-



Harry Rauch C. Oppenheim

penheim is CBS director in charge of television publicity and public affairs. Mike Foster is head of the network's publicity department.

The voting on press services, a feature of both the annual television and radio polls, is tabulated separately from the voting on performers and programs.

The NBC press department was in second place, and ABC's in third in the network group. NBC was first in the 1953 voting.

Young & Rubicam's Bureau of Industrial Service, headed by Harry Rauch, was designated the best individual publicity of the year, retaining the title since 1952.

In the individual publicity office division, J. Walter Thompson was second and Batten, Barton, Durstine & Osborn, third.

through Fridays, 7:45-8:00 P.M., William Esty Co.).

2. EDWARD R. MURROW (CBS-TV).
3. DOUGLAS EDWARDS (CBS-TV).

BEST SPORTSCASTER

1. MEL ALLEN (Sports Shot, General Cigar Co., CBS-TV, Wednesday, 10:45-11:00 P.M., Young & Rubicam).
2. BILL STERN (ABC-TV).
3. TOM HARMON (ABC-TV).

BEST DAYTIME PROGRAM

1. TODAY (Multiple sponsors, NBC-TV, Mondays through Fridays, 8:00-8:55 P.M., multiple agencies).
2. GARRY MOORE SHOW (CBS-TV).
3. HOME (NBC-TV).

BEST CHILDREN'S PROGRAM

1. DING-DONG SCHOOL (Multiple Sponsors, NBC-TV, Mondays through Fridays, 10:00-10:30 A.M., multiple agencies).
2. HOWDY DOODY (NBC-TV).
3. KUKLA, FRAN & OLLIE (ABC-TV).

BEST COMMERCIAL PRESENTATION (AUDIENCE VIEWPOINT)

1. LUCKY STRIKE (NBC-TV, CBS-TV and ABC-TV).
2. KRAFT THEATRE (NBC-TV and ABC-TV).
3. GENERAL ELECTRIC (CBS-TV).

R. M. Shelton Head Of Commonwealth; Promotions Revealed

KANSAS CITY, Jan. 3.—Robert M. Shelton, vice-president and general manager of Commonwealth Circuit for the last six years, has been elected president of the 78-theatre operation. He succeeds Howard Jameyson, who joined Commonwealth four years ago, and who was elected chairman of the board.

Other promotions announced by the company included the appointment of Elmer C. Rhoden, Jr., to assistant to Shelton, and the advancement of N. B. Smith from district manager to director of advertising, publicity and public relations.

Shelton said he planned no changes in management or policies and said that Commonwealth's expansion policy of the past several years will be continued. Shelton first became associated with Commonwealth more than 20 years ago.

Schine Trial Offers Darnell Transaction

BUFFALO, Jan. 3.—A 1949 Geneva real estate transaction of Darnell Theatres, Inc., was introduced by the government into the Schine Theaters Federal contempt of court trial this afternoon as the case resumed before Judge John Knight after a 10-day holiday recess.

Government attorney Lewis Bernstein succeeded in putting in evidence over defense objection testimony by Roger W. Martin, a former secretary of Darnell, concerning an item in the Darnell cash disbursement journal relative to payment for a piece of real estate.

"The government contends that acquisition of theater property by Darnell as an alter-ego of Schine Chain Theatres, Inc., was, in effect, an acquisition by Schine which had been prohibited by court decrees from acquiring additional theaters," Bernstein said.

Bernstein Answers Raichle

To the objection of defense attorney Frank J. Raichle that the property in question was not theater property, Bernstein said it was one of a number of sites acquired by Darnell for a drive-in theater, that Darnell was an instrumentality of Schine in getting such sites. Raichle objected that the matter of getting drive-in theaters was not mentioned in the bill of particulars against the defendants.

Judge Knight overruled the objection on Bernstein's representation that the evidence was intended to show conspiracy in evading the terms of the decree.

Braunagel to Join United Theatres

KANSAS CITY, Jan. 3.—Jack Braunagel, head of drive-in operations for Commonwealth Circuit, will leave that post in three weeks to become associated with United Theatres of North Little Rock, Ark., in an executive capacity.

Braunagel, who has addressed exhibitors from Coast to Coast on drive-in operation and business promotion in recent years, is co-chairman of Theatre Owners of America drive-in committee.

Television--Radio

with Pinky Herman

DO you remember about four years ago when the rivalry between the motion picture industry and television (the infant that was born a giant) was so intense? Later, some realized that by "harnessing the potential of television and working in close association with it" cash customers could be re-won to their local deluxe and neighborhood theatres. And that's exactly what's happening; as witness the box office receipts compiled by the circuit and independent theatres. Also by the fact that last year values of amusement stocks attained new highs—AB-Paramount Theatres rose from 15 to 25; Loew's climbed to over 21 from about 13; Paramount Pictures from 26 to 40; Warner Bros. from 13 to 20; Columbia rose from a low of 19 to 34; 20th Century-Fox from 18 to 29 and National Theatres from 6 to a high of 10. And, meanwhile, motion picture programs, personalities and advertising are on the increase on TV. Yet witness the younger generation of film families who are jumping into TV rather than filmdom. The list includes Ralph Cohn, son of Columbia Pictures' veep Jack Cohn, who is prexy of Screen Gems, Inc.; Bruce Balaban, son of Paramount's Barney Balaban is a TV producer, as is Harold Lloyd, Jr., Hal Roach, Jr., and George Blake, son of the late Ben K. Blake, and Will Powell, Jr., son of film star William Powell who, after several years at Warner Bros. and Universal International, has just been named coordinator of program development for NBC's Pacific division. The exception seems to be Sam Goldwyn, Jr., who, after a spell of TV film producing, now is following in the footsteps of his illustrious father by becoming a theatrical film producer.

Take a peck at Jack Lescoulie, the week's "most traveling man." He'll fly to Miami Sunday to make his regular appearance on "Today," which from Monday thru next Thursday will originate in the playground of the South. Monday night, he'll fly back to do his regular Tuesday NBCCommercials for the "Buick-Berle Show" and at midnight makes another southward flight for the Wednesday and Thursday "Today" semesters. Then Friday morning another plane trip to New York for rehearsal and the Jackie Gleason CBSheanigans. Yesterday in Bob Bendick's (he's producer of "Today") NBCubby hole, we asked Jack what he planned to do with all those accumulated minutes "in flight" and his answer? "Can't tell yet, that's all up in the air." . . . Bing Crosby has signed to make two full-hour telefilms for CBS-TV, it was announced yesterday by Hubbell Robinson, Jr. Ralph Levy will produce both films, first skedded for the cameras in March with the second to be shot in June.



Jack Lescoulie

Plenty of beaming faces at ABC these days. Not only do their radio gross billings for the past year show the smallest decrease, a paltry minus 1.1% (the next network decrease shows a loss for the same period of minus 12.1) but their television gross billings for the same period shows a whopping increase of 66.1% while the network increase is 50.7%. The radio gross billings for first 11 months, 1954, (ABC) totals \$26,688,385 against \$26,971,954 first 11 months in 1953. Its television earnings in first 11 months of 1954 amount to \$30,718,266, as against \$18,490,818 for the similar period in 1953. ABC congratulations. . . Looks like the new platter firm Thunderbird Records, will make a lot of noise with its initial waxing in which baritone Jack Haskell, supported by Sid Ramin's ork, gives a fine rendition of the rhythmic novelty, "I Remember Mambo" b/w a romantic ballad, "Who Can Say?" . . . John F. Day, former ass't mgr. of the Newark "Star-Ledger," has been appointed director of news for CBS.



L. Goldenson

TIN PAN ALLEY (with the exception of but three contactmen) seemed too engrossed in its mundane affairs to note the untimely passing last week of Gregory Coleman, for 20 years associated with his brother Emil's internationally-celebrated orchestra, and who was undoubtedly one of the finest of musicdom's true noblemen. . . The new Olmstead Sound Studios for the production of telefilms will be formally opened Thursday with a buffet luncheon and cocktails.

Grosse-Krasne Plan Building Program for TV Productions

HOLLYWOOD, Jan. 3.—Grosse-Krasne, Inc., which recently was awarded clear title to the California studio formerly owned by the late Harry Sherman, has signed a \$1,000,000 contract providing for the erection of three new sound stages, 40 modern offices, an animation department, sound dubbing quarters, rehearsal hall, two new projection rooms and other fixtures, which will make the studio one of the largest in the country given over to television production.

The owner will use about half the space for his own Telefilm Productions and rent out the remainder to other TV producers.

'U' Launching P.A. Tour for 'Bridges'

A comprehensive personal appearance tour has been developed by Universal Pictures for the New England territorial saturation world premiere of "Six Bridges To Cross," with the stars, featured players and the author of the story scheduled to visit 14 cities in the territory between now and the kickoff date of Jan. 19 at the RKO Memorial Theatre in Boston, the company announced.

The RKO Memorial Theatre world premiere in Boston will serve to launch more than 150 dates in the New England territory. The picture was shot on location in Boston and the surrounding area.

The stars, featured players and local people used in the picture will make television and radio appearances in addition to appearing in local promotions in the cities and towns which they visit. They will also make personal appearances at the theatres in connection with the openings.

Curtis to Participate

Tony Curtis, starred in the film with George Nader and Julie Adams, will participate in the national promotional campaign on the picture out of New York and will then go to Boston, accompanied by his wife, Janet Leigh, to aid in the promotion of the premiere and territorial saturation kickoff. Nader is scheduled to visit Boston, New Haven, Hartford, Bridgeport, Stamford, Providence and Springfield.

Claudia Hall, featured in the film, is scheduled to visit Boston, Worcester, Springfield, Portland, New Bedford, Providence, New London, Lawrence, Lowell, Manchester, New Haven, Hartford, Stamford and Bridgeport.

Joseph Dineen, veteran Boston crime reporter upon whose "Collier's Magazine" story "They Stole \$2,500,000—And Got Away With It," the picture is based, will visit New Haven, Hartford, Springfield, Worcester, Boston and Providence.

Lippert Acquires 2

HOLLYWOOD, Jan. 3.—Admond Baumgarten, president of Lippert Pictures, announced acquisition of two Arrow Productions for Lippert release. They are "Thunder Over Sargoland," with Jon Hall and Marjorie Lord, set for Feb. 11, and "Phantom of the Jungle," with Hall and Anne Gwynne, for later release.

Holiday Grosses High, Nationally

(Continued from page 1)

hold-over of "This Is Cinerama" at the Warner, sending the gross to a solid \$46,000 for its 82nd week.

"Romeo and Juliet" at the Sutton for its second week is expected to hit a sizable \$17,000, while "Aida" at the Little Carnegie is due to register a neat \$13,500 for its eighth week.

The Paramount did pretty good with \$55,000 estimated for the week, which was broken up by the all-day showing for New Year's Eve of "Young in Heart." The remainder of the week was taken by the regular run of "Silver Chalice," now in its second week.

'Star Is Born' in 13th Week

At the Mayfair, the second week of "Green Fire" is expected to rack up a nice \$21,500, while "Athena" at the Globe is forecast to do a rather weak \$15,000 for its second week. Holding up well is "A Star Is Born" at the Victoria, with \$29,700 estimated for its 13th week. Doing all right for its tenth week is "Carmen Jones" at the Rivoli, with a gross of \$15,000 estimated.

Among off-Broadway houses, "The Detective" at the Fine Arts Theatre is expected to hit a good \$8,600 for its ninth week, while a nice \$11,000 is indicated for the second week of "Tonight's the Night" at the Trans-Lux 52nd Street. "Hunters of the Deep" remains disappointing at the Trans-Lux 60th Street, with \$3,000 indicated.

Key Cities Report Strong Holiday Patronage

Cities across the nation reported good holiday business for the New Year's weekend, according to field reports from MOTION PICTURE DAILY correspondents.

Here are some of the reports:

Portland, Ore.—The final week of the year showed a splendid upward trend at all Portland first-runs, overcoming the previous weeks of slow business. Outstanding were "20,000 Leagues Under the Sea" at the Orpheum and "There's No Business Like Show Business" at the Fox. Theatre managers without exception predict excellent business in 1955 due principally to the heavy increase in the Oregon population.

Washington — Capital exhibitors found business excellent over the new year's weekend, and ranging from "slow" to "very good" during the preceding week.

Jerry Baker, manager of RKO Keith's, said "20,000 Leagues Under the Sea" had broken all Christmas week records at this theatre. Attendance was at an all-time high for any week, he declared, but the gross was just a little behind the "Caine Mutiny" gross, due to the fact that prices were slightly higher for the latter picture.

George Crouch, zone manager for Stanley Warner Theatres, declared that the whole week was well up over last year and good enough to make up for a disappointing Christmas week-end. Cinerama had one of the biggest

weeks in a long time at the Warner, he added.

Pat Notaro, vice president of Roth Theatres, said business at both neighborhood and first-run theatres was "very good" during the week and "sensational" over the weekend. He declared that "Garden of Eden" was breaking every record at the Little Theatre, and that "The Detective" was doing "excellent business" at the Plaza.

Weekend business at all three Loew's Downtown theatres was 10 per cent or more ahead of last year, according to Loew's Eastern division manager Orville Crouch. However, he said, business during the week was surprisingly slow at the Capitol and Palace, where "Deep in My Heart" and "No Business Like Show Business" were playing. The week's business at the Columbia, which showed "Hansel and Gretel," was "very big," Crouch stated.

Marvin Goldman of K-B Theatres said the entire week's business, after a slow Christmas weekend, was "very good," and New Year's weekend was "very, very good—about 20 per cent ahead of last year." His circuit was showing "Sabrina" at the neighborhoods and "High and Dry," "3-Ring Circus," and "Illicit Interlude" at the first-runs.

Miami—Local theatre business was reported above the average this Christmas-New Year's season.

Oklahoma City, Okla.—Oklahoma City's holiday trade at theatres equalled last year's Christmas business.

Some films opened with a bang on Christmas Day. The two in particular were "3-Ring Circus" at the Harber, Cooper Foundation Theatre, and "20,000 Leagues Under the Sea" at the Center, owned by State Theatres, Inc.

In both instances, all existing house records were broken on Christmas Day and the day after, then the snow storm moved in, hurting the box office, but both films held exceptionally well considering the weather element.

Reports from the Center and Harber term the first two days of the "3-Ring Circus" and "20,000 Leagues" engagements as "terrific."

"Three Ring" stayed through New Year's for a second week. The Center held its feature until a special midnight New Year's eve program when the bill was switched to "Phffft" for a single showing. On New Year's

Day "20,000 Leagues Under the Sea" returned to the screen for a second week.

Charlotte—This city's first run theatres all reported good New Year's business this year, indicating that grosses were above those of the holiday last year. Without releasing any figures, the theatre managers agreed that attendance this year was considerably higher than last year.

At the Carolina Theatre, where "There's No Business Like Show Business" seats were on a standing-room-only basis, the picture opened its run on New Year's Day, and good business was reported for Sunday also. At the Imperial Theatre, where "3-Ring Circus" is in its second week, and the Plaza, where "Destry" is also in its second week, business was also reported as good.

Boxoffice receipts at the Center and Manor, where "Vera Cruz" and "20,000 Leagues Under the Sea" started their second week New Year's Day, business was reported as much better than New Year's of 1953.

Hartford — Reliable sources estimated a drop of five to ten per cent in grosses, as compared to New Year's Eve of a year ago, in Connecticut. However, New Year's Day trade was impressive, with box office receipts hitting normal and beyond by Saturday night and Sunday afternoon.

Boston—Business hit a lively pace, with "Sign of the Pagan" at the Astor doing \$24,000; "No Business Like Show Business," an estimated \$45,000 at the Memorial; "Romeo and Juliet," \$10,000 at Beacon Hill; "Bread Love and Dreams," \$13,000 at the Exeter Street, and "Silver Chalice" \$25,000 at the Metropolitan. A nice \$30,000 was estimated for "3-Ring Circus" and "Jamboree" at the Paramount and Fenway, while \$21,000 was seen for "Phffft" and "Masterson of Kansas" at the State and Orpheum.

"Vera Cruz," according to field reports, is hitting all time house records in a number of situations throughout the country. For example in Chicago at the Chicago Theatre a record of \$55,025 for the first three days was reported, while in Detroit at the Palm State Theatre, another record of \$63,293 for the first ten days was registered.

UK Granada Circuit Net Up Last Year

LONDON, Jan. 3. — Sidney Bernstein's Granada Theatres, Ltd., report a net profit for the year ended Sept. 30 of £84,786, compared with £72,572 for the preceding year.

A dividend of five per cent on the ordinary shares, which are privately held, will again be paid.

Bernstein announced earlier last year that his 55-house Granada circuit was going over wholeheartedly to CinemaScope and that the majority of his theatres would be fully equipped by the end of 1954.

Set Tarzan Release

National release of "Tarzan's Hidden Jungle," which introduces the screen's 11th Tarzan, Gordon Scott, has been set for Feb. 9. A Sol Lesser production, "Tarzan's Hidden Jungle" will be released by RKO. The picture was directed by Harold Schuster.

'Prince' Dated in 11 Cities Jan. 11 to 29

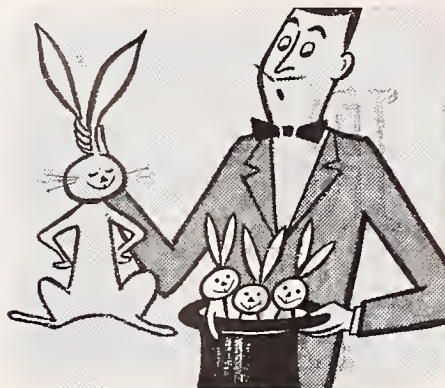
Engagements in 11 domestic situations between Jan. 11 and 29 have been slated by 20th Century-Fox for "Prince of Players," CinemaScope adaptation of the Eleanor Ruggles novel dealing with the life and times of Edwin Booth, actor.

The picture will open at the Rivoli Theatre here on Jan. 11, to be followed by a date in Cleveland, at the Allen Theatre, on Jan. 19.

The Philip Dunne production opens Jan. 20 at the Paramount Theatre, Toledo, and tentatively at the Palace Theatre, Washington on Jan. 21.

Other January openings are as follows: Durfee, Fall River, Mass. (26); Strand, Portland, Me. (26); Metropolitan, Boston (27); Miller, Wichita (27); Paramount, Springfield, Mass. (27); Poli, Bridgeport (28); and the State, New Bedford (29).

EXHIBITOR'S CORNER



Q. WHERE'S THE MAGIC IN DYNA-LITE?

A. Right in the seams of this new, all-purpose silver screen that adds brilliant illumination for 2-D, 3-D and wide-screen films. Best thing about these seams is that your patrons will scarcely ever be able to discern them. The reason: they're electronically welded by a special process to eliminate those annoying reflections and distortions. Made of tear-proof vinyl plastic, your RCA Dyna-Lite Screen can be stretched drum-tight for a smooth, uniform surface end to end.

Q. WHO has the amazingly-low-cost figures on the new all-purpose RCA Dyna-Lite Screen?

A. Your local independent RCA Theatre Supply Dealer can show you how the electronically welded Dyna-Lite Screen brings better pictures within financial reach of every house...the smallest or the largest.



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color by
TECHNICOLOR



starring

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Susan Shentall
Flora Robson
Norman Wooland
Mervyn Johns

and Bill Travers • Sebastian Cabot

Lydia Sherwood

Adapted for the Screen and Directed by

Renato Castellani

A J. Arthur Rank Organization Presentation

FROM THE NATION'S CRITICS:

"BRILLIANT!" —*N. Y. Times*

"MAGNIFICENT!" —*N. Y. Herald-Tribune*

"SEE IT!" —*Journal American*

"HIGHEST RATING!" —*Daily News*

"SUPERB!" —*Mirror*

"A DELIGHT TO THE EYE!"
—*World Tel. & Sun*

"RAVISHINGLY BEAUTIFUL!"
—*Saturday Review*

"BREATHLESSLY ENCHANTING!"
—*Cue*

FROM THE TRADE PRESS:

"EYE FILLING!" —*Film Daily*

"GILT-EDGED PACKAGE!" —*M. P. Daily*

"STANDOUT APPEAL!" —*Variety*

"A MASTERPIECE!" —*Showmen's Trade Review*

**"HOLDS AUDIENCE
ENTHRALLED!"** —*Hollywood Reporter*

"GLORIOUS PAGEANTRY!"
—*Independent Film Journal*

"SUPERBLY ACTED!" —*Boxoffice*

"EXQUISITE!" —*M. P. Herald*

thru
UA

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 3

NEW YORK, U. S. A., WEDNESDAY, JANUARY 5, 1955

TEN CENTS

'Fame' Poll

Critics Name Garroway '54 Radio's Best

NBC Star Tops Benny In 19th Annual Vote

Dave Garroway, the National Broadcasting Company's genial broadcaster and a newcomer to the annual Motion Picture Daily - Fame

balloting, was selected "Champion of Champions" by newspaper and magazine radio editors, critics and columnists who, in the 19th annual poll, also voted his program the Best Network Radio Program and Best Variety Program of 1954, and tapped him as Best Radio Performer and Best Master of Ceremonies of the past year.

Dave Garroway

Program of 1954, and tapped him as Best Radio Performer and Best Master of Ceremonies of the past year.

Benny Runner-up

In winning the 1954 laurels, Garroway replaced CBS's Jack Benny who had held the top honors in the Fame award poll for the past several years. The former "Champion of Champions" was second in Best Network Program and Best Performer categories, and was voted Best Comedian on the radio airwaves in 1954. Garroway has been with NBC since 1937 when he joined the network as a page boy. He is a native of Schenectady, N. Y.

In the network program "Champion of Champions" balloting, Lux Radio Theatre, which was second in the 1953 poll, still following the Jack

(Continued on page 6)

Complete Radio Poll Results on Page 7

The complete results of the balloting of radio editors, critics and columnists of newspapers and magazines in the 19th annual Motion Picture Daily poll for Fame magazine are published on page 7 of this issue.

Photographs of the first place winners appear on page 6 of this issue.

TOA Film Finance Unit Here Thursday

Formal approval by the Securities and Exchange Commission of the film financing plan initiated by Theatre Owners of America is expected "any day," E. D. Martin, TOA president said here yesterday. The directors of the Exhibitors Film Finance Group, the organization set up by the TOA, are scheduled to meet here tomorrow to iron out certain details in connection with the plan and, according to Martin, "some interesting news" will be revealed following the executive session.

Sam Pinanski, chairman of the EFFG group, will be accompanied here from Boston by Ben Trustman, attorney, who was active in drawing up many of the financing plan details, along with Herman Levy, general counsel of TOA.

MPEA Post To Hiatt

The appointment of Amos Hiatt as special assistant to the Motion Picture Export Association treasurer to handle compensation arrangements and foreign exchange was announced here by Eric Johnston, MPEA president.

The appointment was viewed as part of Johnston's plans to expand MPEA activities, especially underscoring the growing importance of

(Continued on page 4)

Skouras Honored Tonight by A.F.I.I.

Spyros P. Skouras, president of 20th Century-Fox, will be the guest of honor tonight at the annual dinner concert of the American Fund for Israel Institutions in the Waldorf Astoria Hotel. Israel Ambassador Abba Eban will address a capacity

(Continued on page 4)

Say Harriman Won't Ask Repeal of Laws Empowering Taxing

Special to THE DAILY

ALBANY, N. Y., Jan. 4.—Gov. Averill Harriman will not recommend to the Legislature repeal of any present laws empowering New York City to levy taxes, including the five per cent admission impost authorized under the enabling act of 1947. MOTION PICTURE DAILY learned this today from a reliable source, which empha-

(Continued on page 2)

Slate S.W. Start for M-G-M 'Celebration'

M-G-M's "1955 Motion Picture Celebration" will be launched in the Southwest by Mike Simons, director of M-G-M customer relations at the annual meeting of Video Theatres managers which will be held Jan. 18 and 19 in Oklahoma City.

Approximately 150 managers and

(Continued on page 2)

Seven-Film Program

Hecht-Lancaster Expanding Into Stage, Music Projects

By LESTER DINOFF

With a program of seven feature films to be released and produced during 1955, Hecht-Lancaster Productions is expanding its operations to include legitimate stage presentations and has assumed a partnership in a music publishing company, it was disclosed here yesterday by executive producer Harold Hecht.

5 House Democrats To Ways-Means Unit

From THE DAILY Bureau

WASHINGTON Jan. 4. — House Democrats picked the five men to fill Democratic vacancies on the key House Ways and Means Committee. The committee handles tax, social

(Continued on page 4)

The independent producing organization which is headed by Hecht and actor-director Burt Lancaster recently entered into a financial arrangement with United Productions of America for the presentation of feature-length cartoons.

Hecht, who will leave here today for a four-week European tour on the

(Continued on page 4)

TOA's Martin

Sees Accord on Releases with Defense Dep't

Industry Group to Meet On Responses to Gov't

By MURRAY HOROWITZ

Assurances were expressed here yesterday that the industry will work out a mutually agreeable basis of releases with Army and Navy base theatres by E. D. Martin, president of Theatre Owners of America.

Martin expressed these assurances on the eve of today's meeting here of the exhibition-distribution committee set up to negotiate with the Defense Department.

The Defense Department, Martin explained, has presented the industry committee with a group of questions, answers to which will be the subject of today's meeting. Attending the industry meet will be Martin, Walter Reade, Jr., former TOA president; Herman Levy general counsel and Morey Goldstein, chairman of the sales managers committee of the Motion Picture Association of America.

The bone of contention, Martin explained, revolves around such questions as civilian attendance at Army

(Continued on page 4)

Fewer, Better Films Endorsed by Dunne

The fewer-but-better-pictures approach to the product situation was endorsed here yesterday by Philip Dunne, 20th Century-Fox writer, director-producer.

Dunne, saying that he was speaking solely from the viewpoint of creative talent, said it is easier to put one's efforts into a limited number of pictures than when the creative person is taxed with expending his energies to some arbitrary line-up.

Dunne, telling about his first directorial assignment with "Prince of

(Continued on page 4)

3 Events to Focus on Denver Next Week

DENVER, Jan. 4.—More than 200 exhibitors are expected here Jan. 12-13 for three events of special interest to them.

The Metro "Workshop" will open the two days. Sessions will start at 10 a.m. in the Silver Glade room at the Hotel Cosmopolitan, where, in-

(Continued on page 4)

Personal Mention

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, left New York yesterday by plane for the Coast.

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will return to New York today from Hollywood.

LORRAINE CITO, secretary in the 20th Century-Fox advertising department, has announced her engagement to **DOMINICK CIANCIO** of New York.

JOSEPH R. SPRINGER, circuit operator of Woodmere, L. I., will leave here tomorrow with **MRS. SPRINGER** for Palm Beach.

ROBERT DOWLING, of City Investing Co., has left New York for London via B.O.A.C. Monarch.

JAMES HILL, producer, will leave New York today aboard the "Ile de France" for Europe.

HARRY GOLDSTEIN, Allied Artists Eastern publicity director, has left New York for Boston.

SAM SPIEGEL, producer, has left here for Zurich, Switzerland, via B.O.A.C.

LARRY MORRIS, general manager of the B. S. Moss Circuit, will leave here today for Florida.

ALFRED HITCHCOCK will sail from England for New York next Tuesday.

SHIRLEY BOOTH has left here for Jamaica, B.W.I., via B.O.A.C.

350 Attend Cinerama Luncheon in Boston

BOSTON, Jan. 4.—Marking the first anniversary of "This Is Cinerama" at the Boston Theatre here, over 350 members and guests of the Advertising Club turned out for the "Salute to Cinerama" luncheon at the Hotel Statler today.

Sam Rosen, executive vice-president of Stanley Warner Corp., gave a resume of the history of Cinerama, adding information of future product to be presented in the process. Charles E. Kurtzman, Northeastern division manager of Loew's Theatres, Inc., was luncheon chairman.

Shupert to Coast For ABC Talks

George T. Shupert, president of ABC Film Syndication, will leave here for Hollywood today for a week of meetings and conferences with Western division officials and with independent television producer Hal Roach, Jr.

Shupert will meet with ABC Film's Western manager William L. Clark to talk over 1955 sales policies for that territory and will also confer with Roach on his TV film series "Passport to Danger" and other properties.

See No Early Allied Move on Gov't Bid

From THE DAILY Bureau

WASHINGTON, Jan. 4.—Allied States Association will make no decision as to whether to push its proposed bill for Federal regulation of the film industry until after the association's board meeting in St. Louis early next month, general counsel Abram F. Myers reiterated today.

Committee to Meet Tomorrow

Myers said Allied's exhibitor defense committee would meet in Chicago on Thursday and Friday to go over the survey that's been conducted in recent weeks in all Allied territories as to whether film distributors have been living up to their promises on rentals, film availability and other items. The defense committee will probably make some recommendations to the board as to the film regulation bill, he added.

Allied's advisory committee on the coming drive-in convention will also meet in Chicago Friday, Myers declared.

Film Council Hits Radio Charity Group

HOLLYWOOD, Jan. 4.—The AFL Film Council today adopted a strong resolution charging the three-year-old Radio-Television-Recording-Advertising Charities, Inc., with creating "serious interference" with the activities of the 12-year-old Permanent Charities Committee, and asking all guilds and unions engaged in film making to instruct their members not to make contributions to RTRA.

The resolution pointed out that PCC has averaged \$1,300,000 annually in collections over the past 12 years, and asserts RTRA has averaged only \$128,750 since its inception.

Exhibitors Joining 'Zanzibar' Contest

Several hundred exhibitors have already entered the national showmanship contest being conducted by Universal-International in connection with the American release of "West of Zanzibar," the J. Arthur Rank-Schlesinger Organization Technicolor film production filmed on location in Africa, it was revealed yesterday. "West of Zanzibar" goes into regular U-I release for January.

Exhibitors are being offered an opportunity for the first time to compete on equal terms regardless of the size of their theatre, for a trip for two to Africa. The deadline for entries is June 1.

Freeman Appoints 14 To Uruguay Festival

HOLLYWOOD, Jan. 4.—Y. Frank Freeman, chairman of the Association of Motion Picture Producers, has appointed a 14-member delegation to represent the industry at the Uruguayan Film Festival to be held January 14-30.

American films entered are "The Caine Mutiny," "Sabrina" and "The Living Desert."

Reject Plea of FWT For 1-Man-in-Booth

STEVENS POINT, Wis., Jan. 4.—The city council of this community has rejected a proposal of Fox Wisconsin Theatres to change the city ordinance requiring two men in a projection booth. The circuit operates the Fox Theatre here.

Previously, the city's public safety and protection committee had voted down a proposal which would require only one operator in a booth.

Counsel for Fox Wisconsin charged the committee had acted without a hearing, and in reply to his questioning was advised that "we considered the safety of the people of Stevens Point."

Adopted in 1952

Fox counsel argued the two-man booth ordinance at Stevens Point was adopted in 1952 as a safety measure at a time when some flammable motion picture film was in use—a condition which no longer exists. He said the second operator in the booth costs the theatre several thousands of dollars annually "with no reason to justify" the cost.

The Stevens Point Trade and Labor Council opposed the proposed change in booth manpower, arguing that the same hazards that existed when the ordinance was passed still exist.

The city's building inspector also denied that the Fox theatre is actually fireproof.

'Underwater' Dated In 34 Key Cities

The first openings of Howard Hughes' "Underwater" were disclosed yesterday by Walter Branson, RKO Radio worldwide sales manager, who stated that the film will open during February and early March in 34 key cities.

Starting Feb. 9 and continuing until March 15, the SuperScope production will be seen in New York, Oklahoma City, Charlotte, Omaha, San Francisco, Cincinnati, Denver, Des Moines, Minneapolis, St. Paul, St. Louis, Louisville, Atlanta, Cleveland, Buffalo and Memphis.

Also Little Rock, Pittsburgh, Nashville, Chattanooga, Knoxville, Montgomery, Indianapolis, Ithaca, Cedar Rapids, Dubuque, Waterloo, Columbus, Grand Rapids, Fort Wayne, Davenport, Marshalltown, Los Angeles and Chicago.

Funeral Rites Held For H. Ted Routson

BALTIMORE, Jan. 4.—Funeral services were held today for H. Ted Routson, one of Baltimore's best-known theatre managers, who died Jan. 1 from double pneumonia at Sinai Hospital. He was 58 years old.

Routson started his career as a dancer in vaudeville. He came to Baltimore about 25 years ago from Philadelphia. For a long time he was associated with I. M. Rappaport's theatres, particularly the Hippodrome. At the close of his career he had been managing director of The Playhouse, one of the Schwabert theatres.

Burial was in Waynesboro, Pa. There are no immediate survivors.

Harriman

(Continued from page 1)

sized that Harriman does not propose to tie the hands of Mayor Robert F. Wagner or to take from him freedom to continue or to impose any taxes now authorized. By the same token, Harriman will not suggest or support any legislation that benefits New York City financially, at the expense of upstate.

The governor's stand will be spelled out in his message to the Legislature tomorrow. It seems to preclude possibility of initiative for repeal of the enabling act coming from the governor. The desirability of recommending such a course to the Legislature was one of the points which former Governor Dewey directed the Bird Commission to study, in the survey he requested it to make last June of New York's amusement tax and the effect on the film industry there.

Bird Commission Members Gather

The report, the wheels for which were set in motion after an all-industry group protested to Dewey that the levy was discriminatory and detrimental, was not made public during his tenure. Life of the Bird Commission (officially, the Temporary Commission on Fiscal Affairs of State Government) continues to Feb. 15. Commission members were reported here today.

M-G-M 'Celebration'

(Continued from page 1)

home office personnel in the circuit will attend the two-day gathering at the Skirvin Towers Hotel. According to Cliff White, Jr., in charge of arrangements for Video, Simons will detail M-G-M's plans for "Forward in '55" at the first business session of the two-day gathering.

John S. Allen, M-G-M southern sales manager with headquarters at Dallas, and George J. Fisher, the company's Oklahoma City manager, will attend the session with Simons.

Continental Acquires 'To Paris With Love'

Frank Kassler, president of Continental Distributing, Inc., has announced that his company has acquired the Western Hemisphere rights to Alec Guinness' first Technicolor comedy "To Paris With Love," a J. Arthur Rank Organization presentation. The film, to have its London world premiere this month, will be shown in America this spring.

Kassler announced that "To Paris With Love" was being distributed through Continental Films as part of co-production arrangements made with the Rank Organization last May, coincident with the announcement that Guinness had been signed to star in the film.

Ruben Frels, 55

HOUSTON, Jan. 4.—Ruben Frels, 55, head of the Frels Theatre Circuit and owner of a circuit of some 45 theatres in the Texas Gulf Coast region died of a heart attack at the weekend.



NOW THEY'LL BE ASKING FOR YOUR AUTOGRAPH, MR. EXHIBITOR!

In our national magazine ads and in countless outlets of publicity we're telling the public about M-G-M's 1955 MOTION PICTURE CELEBRATION. We're reminding them that when there's a community service to perform, the theatres have always been there. Soon you'll hear of many stunts, tours and promotions acquainting the public with the Celebration that salutes *you*! Press Book, Pocket-Size "How To Sell" and all accessories available FREE at your Branch. It's up to *you*, Mr. Exhibitor, to capitalize on M-G-M's nationwide ballyhoo!

CELEBRATION RELEASES!

Ask your Branch for other fine films available!

"BAD DAY AT BLACK ROCK" (January)
(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

"GREEN FIRE" (January)
(CinemaScope—Color) • starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" (February)
(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" (February)
(CinemaScope—Color) • starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders • with Richard Haydn • William Demarest

"HIT THE DECK" (March)
(CinemaScope—Color) • starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

"INTERRUPTED MELODY" (March)
(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" (April)
(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

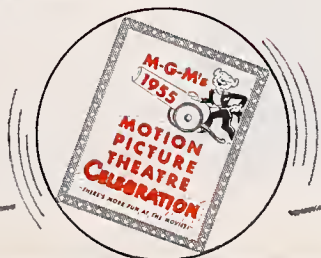
"BEDEVILLED" (April)
(CinemaScope—Color) • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

"THE PRODIGAL" (Date To Be Announced)
(CinemaScope—Color) • starring Lana Turner • Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand • Walter Hampden • Taina Elg • Francis L. Sullivan • Joseph Wiseman • Sandra Descher



(Above)
POCKET-SIZE "HOW TO SELL"
(Left)
THE PRESS BOOK

IT'S ROLLING ALONG



TO YOUR BOX-OFFICE!

Martin

(Continued from page 1)

and Navy Post theatres, the large number of prints turned over to the Defense Department, and the releasing problems faced by commercial theatres near Army and Navy Post theatres.

Martin said that shortly after today's meeting another conference is slated in Washington with Defense Department officials. Martin said the Army has been "most cooperative," adding that he was "quite sure" a solution can be worked out.

Honor Skouras

(Continued from page 1)

audience at the event, according to chairman Simon H. Fabian, head of Cinerama, Stanley Warner and Fabian Theatres.

"Mr. Skouras is being honored," stated Fabian, "in recognition of his leadership on behalf of Israel through the American Fund." He added that "Mr. Skouras' devotion to the American Fund and to Israel comes from a profound understanding that education and culture are basic to the development of a democratic nation." Funds raised at the \$100 a reservation event go toward the American Fund's campaign for \$1,857,000 for the support of leading cultural and educational institutions in Israel.

The concert program will present Metropolitan Opera stars Rise Stevens and Robert Merrill; Pierre Monteux conducting the Symphony of the Air; and New York City Ballet stars Diana Adams and Andre Eglevsky.

Hecht-Lancaster Expansion

(Continued from page 1)

"Ile de France," stated that United Artists is distributing three H-L produced films this year—"Vera Cruz," "The Kentuckian," and "Marty."

The producer explained that he was going to Europe to seek locations for "Trapeze" which will star Lancaster and possibly Gina Lollobrigida. Besides planning "Trapeze" as a 1955 production, Hecht said that "Operation Heartbreak" will be made as a co-production with Michael Balkan in England, "Until They Sail" and "The Last Chukka" will be made during this year.

Producing plans for 1956 include the completion of the UPA feature-length cartoon "The White Deer," "The Way West," a screen treatment of J. H. Williams' "Elephant Bill," and "Bandoola" stories, a Paddy

Chayefsky screen story, and two other properties, Hecht disclosed.

Commenting on the proposed entry into legitimate stage production, Hecht said that the organization will open offices here shortly with Mrs. Shirley Weingarten Lantz heading the talent and property departments. Currently being prepared for legitimate presentation is a dramatization of "Zorba, the Greek," which may be staged for the 1956 season, Hecht disclosed.

Hecht-Lancaster Productions recently entered into a partnership with music publisher Howie Richmond and the first tune which will be published by the new company, yet unnamed, is "Hey, Marty," the theme from their 1955 summer film release, the independent producer said.

Denver Events

(Continued from page 1)

identally, all of the events will be held.

On Jan. 13 COMPO will hold its annual luncheon for members of the state legislature, which goes into session soon, and in the evening Variety Tent No. 37 will be host at a dinner-dance, also to be held in the Silver Glade at the Cosmopolitan Hotel.

New UA Title

"The Kill" is the new title of the United Artists film that was formerly called "Canada's Great Manhunt."

House Democrats

(Continued from page 1)

security, unemployment insurance and foreign trade legislation—all of interest to the film industry. Those picked to fill vacancies on this committee were: Representatives Harrison of Virginia, Karsten of Missouri, Herlong of Florida, Ikard of Texas and McCarthy of Minnesota. There are no Republican vacancies on the committee.

The new Democratic-controlled 84th Congress gets under way tomorrow. Party caucuses today chose the men who'll lead the Republicans and Democrats in the House and Senate for the coming two years: House Democrats chose Rep. Rayburn of Texas to be speaker and Rep. McCormack of Massachusetts to be majority leader; House Republicans picked Rep. Martin of Massachusetts as minority leader; Senate Democrats picked Sen. Johnson of Texas as majority leader of the Senate; and Senate Republicans picked Sen. Knowland of California as Senate minority leader. All these choices will be formally ratified when the House and Senate meet tomorrow.

Hiatt

(Continued from page 1)

compensation arrangements to unfreeze blocked funds in the foreign market.

Long experienced in the financial field, Hiatt formerly served as assistant comptroller of Pan American World Airways. Hiatt's motion picture background includes service as treasurer of RKO-Pathe companies and as vice-president and director of First Division Productions.

Dunne Endorses

(Continued from page 1)

Players," said the stereophonic sound in that picture affords greater play to the surround horns in theatres. His next two for 20th-Fox, which he will produce and direct, are "The View from Pompey's Head" and "Katherine." He put the cost of "Prince of Players" at \$1,500,000.

'Beachcomber' Bow Set

"The Beachcomber" will have its American premiere at the Trans-Lux Normandie Theatre here on Jan. 15, it was announced by William J. Heineman, vice-president of United Artists in charge of distribution.

National Pre-Selling

"THE COUNTRY GIRL" was the picture selected for the featured review in the January issue of "Woman's Home Companion." A full page is devoted to the review of this new Paramount film, which is illustrated by photos of the film's most dramatic scenes. The "Companion" reports: "Bing Crosby gives the finest, most poignant performance of his distinguished career. He breaks your heart in this film from a Clifford Odets play."

Winners of a "So This Is Paris" contest will receive round trips to Paris via Pan American Airlines. The contest is advertised via two full-color ads in the January issue of "Seventeen." It is sponsored by Bates Disciplined Fabric. This fabric is used to make both Jarrell jr. and Tailored jr. dresses. The two and one-half million teen-age readers of "Seventeen" are invited to enter the "So This Is Paris" contest.

Walt Disney's "20,000 Leagues Under the Sea" was selected by Florence Somers as the Silver Cup Candidate for "Redbook's" January issue.

Jack Palance, star of U.I.'s "Sign of the Pagan," was on the full color cover of the Jan. 2 issue of "Parade." In the same issue, under the title "Now the Ladies Want Tough Leading Men," Lloyd Shearer has written an interesting story of the present crop of leading men. A two-page spread is devoted to the story. To illustrate the author's theme, photos of Marlon Brando, Kirk Douglas, Frank Sinatra, Jeff Chandler, Broderick Crawford and Burt Lancaster are used.

"Life's" current issue has a photo taken in the Paramount commissary showing Angela Lansbury, who plays the part of a princess in Danny Kaye's new picture, "Court Jester," in court dress, munching a plebeian hamburger.

"Collier's" color camera did a superb job when photographing the dance scene of Ann Miller in M-G-M's musical, "Deep In My Heart," which appears in a two-page spread in the current issue of "Collier's." A photo showing Ann Miller doing a buck and wing with 1920 characters looking on spreads across the two pages. It is surrounded by smaller photos which show dance steps that were popular during the roaring twenties.

WALTER HAAS

THE ACTOR OF THE YEAR

(Academy Award Winner)

WILLIAM HOLDEN



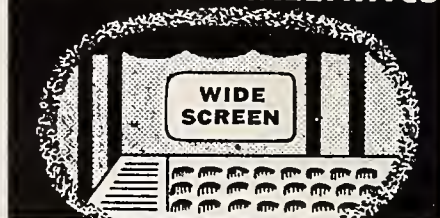
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THE BRIDGES AT TOKO-RI

A Paramount Picture

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at the same *L*ow price!

... plus the exclusive **D**ual **K**nob
controls for *perfect* screen coverage



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cleaning brush... truly a
complete package.

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'Fame' Poll

(Continued from page 1)

Benny Show, ended up in third place this year in that division. Jack Webb's "Dragnet," which was third in this classification in 1953, ran out of the money this year but still garnered a Fame first place, Best Mystery Show of 1954. Lux Radio Theatre was also named by the critics as Best Dramatic Program on radio of the past year.

Completing the best Performer championship division, Bob Hope was in third place and also was voted second place honors in the Best Comedian class.

Garroway's radio show, "Friday with Garroway," was also tied for third place in the Best Musical Show balloting.

Little New Talent

During the past year, the radio networks did not develop new talent to any extent, thereby causing much concern and anguish to the critics in their efforts to select a young man or woman as "Star of Tomorrow." After the votes were tabulated, the critics' choice for the Most Promising Star was Jimmie Nelson, frolicsome young ABC radio star. Runner-up in the balloting was Gary Crosby.

Votes for a Most Promising Star in the female division were in a minority, causing the tabulators of the annual Motion Picture Daily-Fame poll to eliminate the classification from the 1954 balloting.

The American newspaper and magazine editors, critics and columnists named Perry Como, winner of Fame television honors, as Best Popular Male Vocalist, and Dinah Shore as Best Popular Female Vocalist. The previous year's male victor, popular young Eddie Fisher, was second and Bing Crosby third, with Rosemary Clooney and Jo Stafford in line for Fame honors also.

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

Arthur Godfrey's popularity and brand of humor seem to be palling on critics who placed him behind The Breakfast Club in the Best Daytime Show division in radio during 1954.

Double Win

"Meet the Press" was another winner in two separate classifications. This perennially popular program in the annual Fame radio polls was voted Best Educational and Best Public Service program. NBC swept first, second and third places in the balloting for the latter award. "Weekend" was the second choice of the critics and "American Forum of the Air" was third.

Other programs and performers which have been at the top in most of the polls and surveys during recent years, and which reappear there in the 1954 poll, are: Fibber McGee & Molly (Best Comedy Team); Eve Arden (Best Comedienne); Robert Merrill (Best Classical Male Vocalist); Rise Stevens (Best Classical Female Vocalist); Edward R. Murrow (Best News Commentator); George Fenneman (Best Announcer), and Bill Stern (Best Sportscaster).

Also, New York Philharmonic (Best Classical Orchestra); Guy Lombardo (Best Popular Orchestra); Voice of Firestone (Best Classical

Radio Champions of 1954



Jack Benny



Eve Arden



Fibber McGee & Molly



Perry Como



Dinah Shore



Jack Webb



Guy Lombardo



Bill Stern



George Fenneman



Don McNeill



Groucho Marx



Robert Merrill



Rise Stevens



Edward R. Murrow



Irving Cummings
Prod., Lux Theatre



Howard Barlow
Cond., Firestone
Hour



Dimitri
Mitropoulos
Cond., N. Y.
Philharmonic



Lawrence Spivak
Prod., Meet the
Press



Jimmie Nelson



Jack Stapp
Prod., Grand
Ole Opry

Musical Show); Perry Como Show (Best Popular Musical Show); Grand Ole Opry (Best Country Music Show); and Let's Pretend, a CBS show now discontinued, Best Children's program.

The critics and editors displayed a continuing lively interest in radio, evidenced by the huge number of ballots returned in the 1954 poll, many more than in the preceding year, and by the spirited comments pencilled in on the ballots.

Radio has been reported during the

past year, in some quarters, as "being on the way out." However, there are still vast audiences tuning in—the millions who ride with the medium in automobiles; the millions who buy portables and use them year 'round or seasonally; other millions out of reach of VHF or UHF television in the home; millions who turn to radio when the summer replacement shows come forth on TV, and the many others who listen to radio at home or at work, where daily performance of duties rules out the inactivity required for viewing, but not for listening.

The American newspaper and maga-

zine critics urge broadcasters to keep this vast radio following in mind and give it worthwhile, original programs which could be compared to the top shows on television.

They point out the large following of disc jockeys and the continuing popularity of good classical and popular music and shows. It is very clear, from a critic's viewpoint, that radio "is not on the way out," and that the medium is far from "dead," insofar as they are concerned.

Many of them, in fact, confidently predict a resurgence of popularity for radio in many homes.

Complete Results of 'Fame' Radio Poll

THE complete list of first, second and third place winners in MOTION PICTURE DAILY's 19th annual Radio Poll for *Fame*, as voted by radio editors, critics and columnists of American newspapers and magazines, are published herewith. Sponsors, advertising agencies, networks and broadcast times (E.S.T.) are given for first place winners; networks only for second and third place winners.

BEST NETWORK PROGRAM

1. FRIDAY WITH GARROWAY (Multiple sponsors, no agencies, NBC Fridays, 8:00-8:30 P.M., shifted from Sundays).
2. JACK BENNY SHOW (CBS).
3. LUX RADIO THEATRE (NBC).

BEST PERFORMER

1. DAVE GARROWAY (Friday With Garroway, see best network program, NBC.)
2. JACK BENNY (CBS).
3. BOB HOPE (NBC).

MOST PROMISING MALE STAR

1. JIMMIE NELSON (Highway Frolics, sustaining, ABC, Sundays, 7:35-8:00 P.M., now discontinued).
2. GARY CROSBY (CBS).

BEST COMEDIAN

1. JACK BENNY (Jack Benny Show, American Tobacco Co., Batten, Barton, Durstine & Osborn, CBS, alternate Sundays, 7:30-8:00 P.M.)
2. BOB HOPE (NBC).
3. GROUCHO MARX (NBC).

BEST COMEDIENNE

1. EVE ARDEN (Our Miss Brooks, Toni-Whitehall, Weiss & Geller, CBS, Sundays, 8:00-8:30 P.M.)
2. MARION JORDAN (NBC).
3. MARY LIVINGSTONE (CBS).

BEST COMEDY TEAM

1. FIBBER MCGEE & MOLLY (Multiple sponsors and agencies, NBC, Sundays through Thursdays, 10:00-10:15 P.M.)
2. AMOS 'N ANDY (CBS).
3. DEAN MARTIN AND JERRY LEWIS (NBC).

BEST VARIETY PROGRAM

1. FRIDAY WITH GARROWAY (See best network program).
2. EDGAR BERGEN SHOW (CBS).
3. THE BREAKFAST CLUB (ABC).

BEST POPULAR MALE VOCALIST

1. PERRY COMO (Liggett & Myers, Cunningham & Walsh, CBS, Mondays, Wednesdays and Fridays, 9:00-9:15 P.M.)
2. EDDIE FISHER (All stations).
3. BING CROSBY (CBS).

BEST POPULAR FEMALE VOCALIST

1. DINAH SHORE (Chevrolet Motor Div., General Motors Corp., Campbell Ewald Co., NBC, Wednesdays and Fridays, 8:00-8:15 P.M.)
2. ROSEMARY CLOONEY (All Stations).
3. JO STAFFORD (All stations).

NBC, Y & R Publicity Services Voted Best for 1954 in 'Fame' Radio Poll

National Broadcasting Company's radio publicity service, which is headed by vice-president Syd Eiges, was voted the best of the net-



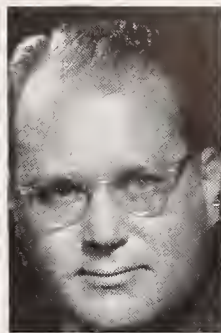
Harry Rauch

works' press services by a majority of the American newspaper and magazine radio editors, critics and columnists participating in the 19th annual Motion Picture Daily-Fame poll.

The radio editors and columnists also voted Young and Rubicam's Bureau of Industrial Service as the provider of the Best Individual Publicity Service for the year. Harry Rauch is Y & R vice-president in charge of the radio-television publicity in the Bureau.

In winning the top award, NBC radio publicity has displaced the Columbia Broadcasting System, which had won the title for five consecutive years previously. The 1954 Fame award to Y & R is the fifth consecutive honor bestowed on Rauch's radio and TV departments.

CBS was second in the Best Network Publicity Service voting, and the Mutual Broadcasting System was third. J. Walter Thompson Co. was in second place in the Best Individual Publicity Service and Batten, Barton, Durstine & Osborn was in third place for 1954.



Syd Eiges

BEST CLASSICAL MALE VOCALIST

1. ROBERT MERRILL (ABC, guest appearances on other stations).
2. FERRUCCIO TAGLIAVINI (All Stations).
3. EZIO PINZA (All stations).

BEST CLASSICAL FEMALE VOCALIST

1. RISE STEVENS (ABC, guest appearances on other stations).
2. PATRICE MUNSEL (All stations).
3. ROBERTA PETERS (All stations).

BEST DRAMATIC PROGRAM

1. LUX RADIO THEATRE (Lever Brothers, J. Walter Thompson, NBC, Tuesdays, 9:00-10:00 P.M.)
2. HALL OF FAME (CBS).
3. SUSPENSE (CBS).

BEST MYSTERY PROGRAM

1. DRAGNET (Liggett & Myers, Cunningham & Walsh, NBC, Tuesdays, 8:30-9:00 P.M.)
2. SUSPENSE (CBS).
3. MR. KEEN, TRACER OF LOST PERSONS (CBS).

BEST MASTER OF CEREMONIES

1. DAVE GARROWAY (See best network program).
2. ART LINKLETTER (NBC).
3. DON MCNEILL (ABC).

BEST NEWS COMMENTATOR

1. EDWARD R. MURROW (Amoco, Joseph Katz Co., CBS, Mondays through Fridays, 7:45-8:00 P.M.)
2. MORGAN BEATTY (NBC).
3. MARTIN AGRONSKY (ABC).

BEST ANNOUNCER

1. GEORGE FENNEMAN (NBC—multiple shows).
2. TONY MARVIN (CBS).
3. DON WILSON (CBS).

BEST SPORTSCASTER

1. BILL STERN (ABC — multiple shows).

2. MEL ALLEN (all stations).
3. HARRY WISMER (MBS).

BEST CLASSICAL ORCHESTRA

1. N. Y. PHILHARMONIC (CBS, sustaining, Sundays, 2:30-4:00 P.M.)
2. FIRESTONE (ABC).
3. NBC SYMPHONY and TELEPHONE HOUR tied (Both NBC).

BEST POPULAR ORCHESTRA

1. GUY LOMBARDO (Leibman Breweries, summer show only, WRCA, New York only).
2. SAUTER-FINEGAN (All stations).
3. RALPH MARTIERI (All stations).

BEST CLASSICAL MUSICAL SHOW

1. VOICE OF FIRESTONE (Firestone Tire & Rubber Co., Sweeney & James Co., ABC, Mondays, 8:30-9:00 P.M.)
2. N. Y. PHILHARMONIC (CBS).
3. TELEPHONE HOUR (NBC).

BEST POPULAR MUSICAL SHOW

1. PERRY COMO SHOW (See best popular male vocalist).
2. DINAH SHORE and BING CROSBY SHOW tied (NBC and CBS, respectively).
3. FRIDAY WITH GARROWAY (NBC).

BEST COUNTRY MUSIC SHOW

1. GRAND OLE OPRY (R. J. Reynolds Tobacco Co., William Esty Co., NBC, Saturdays, 9:30-10:00 P.M.)
2. SATURDAY NIGHT COUNTRY STYLE (CBS).
3. TENNESSEE ERNIE and OLD DOMINION BARN DANCE tied (CBS).

BEST QUIZ SHOW

1. GROUCHO MARX SHOW (You Bet Your Life, De Soto Motor Corp., Batten, Barton, Durstine & Osborn, NBC, Wednesdays, 9:00-9:30 P.M.)
2. TWO FOR THE MONEY (CBS).
3. STOP THE MUSIC (CBS).

14 Firsts to NBC, 7 to CBS in Poll

National Broadcasting Company's 1954 radio performers and programs captured 14 of 27 first place honors in the 19th annual MOTION PICTURE DAILY-Fame poll of newspaper and magazine radio editors, critics and columnists.

NBC took 14 first place honors, six second place awards and nine third places.

There are 27 classifications in the 19th annual poll, with tabulations made for first, second and third places in each. The voting for Best Network and Best Individual publicity service is considered a separate category, apart from programs and performers, and is not counted in the comprehensive poll standings.

Columbia Broadcasting System was in second place in the 1954 poll standings, winning seven first place honors, 14 seconds and eight third places. American Broadcasting Co. followed with six firsts, one second and four third places. Mutual accounted for one third place in the balloting.

NBC swept first, second and third places in the balloting for the Best Public Service Program.

The networks score is a switch on the win, place and show tabulations of the 1953 poll. In the poll a year ago CBS led with 15 first places, 14 second places and nine third places. There were 28 classifications in that year's poll. NBC was runner-up with 12 firsts, nine seconds and 12 third places. ABC had one first, two seconds and five thirds.

BEST CHILDREN'S PROGRAM

1. LET'S PRETEND (CBS, now discontinued).
2. BIG JON AND SPARKIE (ABC).

BEST DAYTIME PROGRAM

1. THE BREAKFAST CLUB (Don McNeill, host, multiple sponsors and agencies, ABC, Mondays through Fridays, 9:00-10:00 A.M.)
2. ARTHUR GODFREY TIME (CBS).
3. HOUSE PARTY (CBS).

BEST EDUCATIONAL PROGRAM

1. MEET THE PRESS (Pan American—Revere Copper & Brass, J. Walter Thompson—St. George & Keyes, NBC, Sundays, 10:30-11:00 P.M.)
2. INVITATION TO LEARNING (CBS).
3. YOUTH WANTS TO KNOW (NBC).

BEST PUBLIC SERVICE PROGRAM

1. MEET THE PRESS (See best educational program).
2. WEEKEND (NBC).
3. AMERICAN FORUM OF THE AIR (NBC).

BEST NETWORK PUBLICITY SERVICE

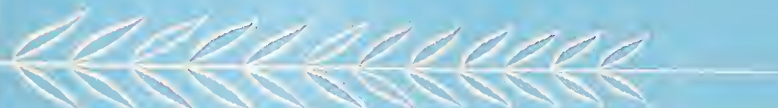
1. NBC
2. CBS
3. MBS

BEST SERVICE, INDIVIDUAL PUBLICITY OFFICE

1. YOUNG & RUBICAM'S BUREAU OF INDUSTRIAL SERVICE
2. J. WALTER THOMPSON CO.
3. BATTEN, BARTON, DURSTINE & OSBORN

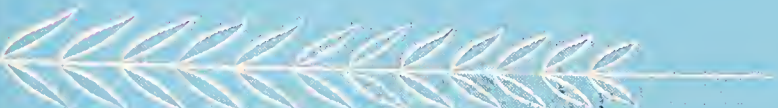
THE NEW YORK CRITICS
SELECTION AS THE

*Best Picture
of the Year*



THE NEW YORK CRITICS
SELECTION AS THE

*Best Actor
of the Year*



THE NEW YORK CRITICS
SELECTION AS THE

*Best Director
of the Year*

**this
is the
first
chapter**

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MARLON BRANDO

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FOR "ON THE WATERFRONT"

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in the history of motion picture awards — the story
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The News
That
Is News

MOTION PICTURE DAILY

Concise
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VOL. 77. NO. 4

NEW YORK, U. S. A., THURSDAY, JANUARY 6, 1955

TEN CENTS

Exhibition Split **Debate Stirred** **On Arbitration** **Priority Issue**

TOA For, Allied Against ***Postponing Round-Table***

By MURRAY HOROWITZ

Organized exhibition ranks were split yesterday on the decision to give top priority to the arbitration issue, with Theatre Owners of America in agreement with the judgment that the proposed round table conference should be put aside in the meantime, and Allied States Association, represented by Ben Marcus and Abram F. Myers, strongly opposed to the move.

Speaking for TOA, E. D. Martin, president, said he fully endorsed the views recently expressed by Al Lichtman, 20th Century-Fox distribution director and author of the round table proposal.

Allied president Ben Marcus called the decision "unfortunate," while Allied general counsel Abram F. Myers
(Continued on page 8)

20th to Open Sales **Meet Here Tomorrow**

A full discussion of merchandising policy for nine releases during the first quarter of 1955 and a general review of company sales policies head the agenda of an important two-day division managers meeting called by Al Lichtman, 20th Century-Fox director of distribution.

The conclave, to be held at the home office tomorrow and Saturday, will be attended by the company's seven domestic and Canadian sales heads
(Continued on page 8)

Kirk Douglas ***Forms Unit***

Arthur B. Krim, president of United Artists, and Kirk Douglas, the motion picture star, announced jointly yesterday that Douglas had formed his own independent film company, Bryna Productions, to produce six pictures for United Artists release.



Kirk Douglas

"*Viking Raiders*" and "*Van Gogh*" will be the first two films from Bryna Productions. Douglas will star in both.

The initial film, "*Viking Raiders*," is an original story to be directed by Richard Fleischer, who directed Douglas in "*20,000 Leagues Under the Sea*."

The second Bryna Production, "*Van Gogh*," based on the life of the Dutch artist, will be directed by Jean Negulesco.

Lippert to Exhibitor: ***'Pay Higher Rentals'***

From THE DAILY Bureau

CHICAGO, Jan. 5. — Robert L. Lippert, president of Lippert Pictures, addressing an exhibitor luncheon meeting here today, said, "Unless you are willing to pay higher rentals for program pictures, to make them profitable, they will continue to disappear."

Pointing out that many situations require double bills, notably some 4,000 drive-ins, Lippert added, "Confections sales represent 50 per cent of the gross receipts for these drive-ins. Without these sales 90 per cent of them would go out of business."

'Good Old Days' Out

D OF J COOL TO PRODUCTION PLEAS

Would Impose Restraints If Divorced ***Circuit Ever Is Authorized to Produce***

Special to THE DAILY

WASHINGTON, Jan. 5.—The present policy and thinking of Department of Justice officials holds out little promise of a clear authorization to divorced theatre companies to engage in film production at any early date, conversations with Department officials make it clear.

Seek Equitable **Release Plan to** **Army Theatres**

The industry has no intention to try to relegate Armed Forces theatres to subsequent run status, E. D. Martin, president of Theatre Owners of America, declared here yesterday.

Martin made this declaration following the exhibition-distribution meeting on the problem to clear up any misunderstanding. The TOA president stressed that even in "critical situations" the industry is seeking an equitable release pattern between commercial exhibitors and Armed Forces theatres.

The TOA president would not be
(Continued on page 3)



E. D. Martin

Their attitude is that a heavy burden of proof rests with a divorced circuit that its entry into production would not be a step in a monopolistic direction, or a trend toward re-establishment of conditions the Justice Department fought in the courts for so many years to terminate.

At the same time, the possibility that approval of the Department for production could be obtained was not ruled out entirely. For example, in unique circumstances such as those governing the approval granted by the Department to Stanley Warner Theatres to engage in Cinerama production.

A similar approval possibly could be obtained for standard production, too, but it obviously would be much more difficult and would be ringed round with restraints and checks. The problem then would boil down to whether the divorced circuit seeking the Department's approval was sufficiently anxious to engage in pro-
(Continued on page 2)

Industry-Supported **Foreign Trade Bill** **Gets Quick Action**

From THE DAILY Bureau

WASHINGTON, Jan. 5. — The President's program for expanding foreign trade got rapid action as the 84th Democratic-controlled Congress got under way today.

House Ways and Means Committee chairman Cooper (D., Tenn.) and Rep. Kean (R., N. J.), third-ranking Republican on the committee, introduced identical bills, prepared by the White House, to extend the reciprocal trade agreements program for three years and to give the President new power to cut tariffs far below existing rates. Film industry leaders have strongly supported the trade program as a way of strengthening foreign
(Continued on page 3)

FCC Setting Toll TV Hearings

From THE DAILY Bureau

WASHINGTON, Jan. 5. — The Federal Communications Commission is expected to announce sometime within two to three weeks formal hearings on subscriber television.

The hearings would go into the question of whether pay-as-you-see television should be authorized and if so, on what conditions. Indications were that the hearings would not be scheduled to take place for at least several months. This would give the various parties time to work up their presentations for or against. Mean-

while National Association of Radio and Television Broadcasters has asked the FCC not to take action on the establishment of a subscriber television system without holding such hearings. In a letter sent to the commission the NARTB pointed out that FCC's obligation to the public interest in regard to subscriber television is one "requiring the utmost in regulatory consideration" and that the opportunity should be given to all interested parties to air the subject completely.

In anticipation of a Commission

executive session discussion of the matter early next week, the Exhibitors Joint Committee on Toll Television will file with the Commission tomorrow its detailed objections to subscriber television.

The objections will be filed by the Washington law firm of Cohn and Marks, retained as counsel by the exhibitors group. Earlier, the committee had notified the Commission of its intention to file such detailed objections and has asked the Commission not to take any action until such detailed objections were filed.

Personal Mention

NICHOLAS M. SCHENCK, president of Loew's Inc., has arrived on the Coast from New York.

FOREST J. FOREST, manager in Trinidad for the Westrex Co., Caribbean, has returned to Port-of-Spain from New York.

HERBERT SCHWARTZ, Columbia Pictures salesman in Albany, N. Y., is the father of a son born to Mrs. SCHWARTZ in Schenectady.

RICHARD A. HARPER, M-G-M home office sales executive, will return to New York tomorrow from Albany and Gloversville.

PAUL N. LAZARUS, Columbia Pictures vice-president in charge of advertising-publicity, has arrived in Hollywood from New York.

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, has returned to New York from the Coast.

GEORGE SIDNEY, director, is scheduled to arrive in New York from the Coast on Jan. 15.

HARRIET PARSONS, producer, has arrived here from Hollywood.

JANET LEIGH will arrive in New York today from Hollywood.

Perspecta License To Holland's Philips

A licensing agreement for the manufacture of Perspecta stereophonic sound integrator units has been granted to N. V. Philips Radio of Holland, it was announced here by Perspecta Sound, Inc. N. V. Philips Radio is a component of the Philips combine of Eindhoven, Holland, a foremost electronics manufacturer and supplier in the world market and a major factor in the motion picture theatre equipment business in Europe.

This brings the number of manufacturers of integrator units in all parts of the world to sixteen. The integrator unit is the only piece of special equipment required in the booth for the single-track, optical Perspecta stereophonic sound system which has been adopted by M-G-M, Paramount Pictures, Warner Brothers and other producing companies.

Hartman, Wyler to N. Y.

HOLLYWOOD, Jan. 5. — Don Hartman, Paramount vice-president, and William Wyler, producer, will leave here Friday by train for New York to seek properties for Wyler to produce for Paramount release.

Bertero to T. C. Board

HOLLYWOOD, Jan. 5.—John B. Bertero, president of Fox West Coast Theatres, has been named to the directorate of Transamerica Corp., it was disclosed today by Frank L. Belgrano, president of T. C.

D of J is Cool to Pleas

(Continued from page 1)

duction to accept and submit to the inevitable restraints and checks which would be imposed upon it concurrently with the Department's production authorization.

The Department, it was evident, will not relish agreements even of that kind because they create a need for too much policing by the Department, which says it already has its hands full. It is certain that Justice never will say to the circuits: "Go ahead and produce as in the good, old days."

National Theatres officials have had several conferences on the subject with the Department and more may be in the offing. However, they have produced no indication of an agreement yet.

Justice officials said there have been

conversations with Theatres Owners of America representatives on the latter's 1954 convention action to seek authorization for divorced theatre companies to engage in production with the aim of helping to relieve the product shortage confronting all exhibitors. The officials, however, declined to comment on these discussions and, meanwhile, TOA officials refused even to admit that the conversations have been held.

Independents a Factor

The Department officials are not unsympathetic to problems imposed upon exhibitors by shortage of product but feel that there are plenty of independent producers who can and will fill the demand if larger companies fail, therefore, there is no urgency about clearing divorced circuits for entry into production.

Gehring, Myers to Address ITOO Meet

COLUMBUS, Jan. 5.—William C. Gehring, assistant general sales manager for 20th Century-Fox, and Abram F. Myers, general counsel of Allied States Association, will address the annual convention of the Independent Theatre Owners of Ohio which begins here on Feb. 28, it was announced by Robert A. Wile, executive secretary of ITOO.

The convention, which was originally set for March 1, was moved up one day so that M-G-M could conduct its "Ticket Selling Workshop" in conjunction with the conclave.

Tolley, Syracuse U., Brotherhood Speaker

William P. Tolley, Chancellor of Syracuse University, will deliver a featured address at the Brotherhood Dinner sponsored by the National Conference, it was announced by Barney Balaban, chairman of the dinner committee.

The dinner launching the amusement industry's Brotherhood Week campaign for 1955 will be held at the Waldorf-Astoria Hotel in New York on Jan. 13. Senator William J. Fulbright of Arkansas will make the keynote speech before an anticipated gathering of more than 1,000 celebrities, executives and representatives from every branch of the entertainment world.

The Brotherhood effort annually fosters understanding among Americans of all faiths, races and creeds.

Pacemaker Acquires 'Chance Meeting'

Pacemaker Pictures has acquired the rights to the J. Arthur Rank presentation, "Chance Meeting," and will release the film in this country.

Directed by Anthony Asquith and produced by Anthony Havelock-Allan, "Chance Meeting" was awarded the Diploma of Merit at the Edinburgh Festival as "The Young Lovers."

Mexico Looks for Production Boom

Special to THE DAILY

MEXICO CITY, Jan. 5.—More and better production in 1955, with strong distribution support, thanks to improved organization for picture-placing at home and abroad and increased cash help by the trade's own bank, is the industry's confident expectation for the New Year.

Quality must be emphasized more than ever in 1955 as the government and the trade want more prestige abroad for Mexican films, said Eduardo Garduno, the bank's director general. Production will cost more this year, the banker revealed. In 1954, an ordinary picture cost around \$64,000 to \$72,000. But this year, a production must cost \$160,000. Exceptional pictures will be produced, he said.

The trade estimates that about \$7,200,000 was invested in productions in 1954, with most films costing about \$60,000 though the investment in several topped \$80,000. Of the 1954 output, only 15 were regarded as top quality, about 35 were rated average and 55 were branded as poor.

Mexican pictures must have foreign markets in order to yield a profit, the trade stresses. The best markets abroad are cited as the Southwestern U. S. and Central and South America. Exhibition of Mexican pictures in Europe last year did not exceed ten.

The trade is confident that a really good performance will be rendered this year by Cinex, which the Government organized last summer to control the distribution of Mexican pictures abroad, to which 80 per cent of producers belong.

UA Party for Douglas

Arthur B. Krim, president of United Artists, and Robert S. Benjamin, chairman of the board, will be hosts here tomorrow evening at the El Club to Kirk Douglas, to mark the formation by the actor of his independent production company that will make six pictures for UA release.

News Roundup

N.O. House Destroyed

The Crown Theatre, a landmark in the downtown neighborhood section of New Orleans, was razed by an early morning fire, causing an estimated damage of \$100,000. One side wall and the rear wall were left standing. The theatre was owned and operated by Lazarus Theatres, Inc.

To Raze Trans Lux

After 18 years of operation the Trans Lux 60th Street Theatre here will be torn down to make way for an office building. Originally opened as a newsreel theatre in 1937, it was one of the first East Side houses to change over to first-runs. A "farewell festival" of some of the pictures that were first introduced at the house has started and will end on Jan. 23.

'World of Life' Bows

"The World of Life," first of a series of 13 two-reel short subjects imported from England by Noel Meadow, is having its initial American showing at the Trans Lux 52nd Street in conjunction with "Tonight's the Night."

Add Color TV Lines

During 1954, more than 47,000 channel miles of cross-country communications routes were re-engineered and re-equipped to carry color TV to 139 stations in 101 cities, according to the Long Lines Department of the American Telephone & Telegraph Co. The first public color telecast, the Tournament of Roses parade in Pasadena, Calif., on Jan. 1, 1954, was carried by only 18 cities.



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Only Weather Hurt Holiday

Final tabulation of MOTION PICTURE DAILY field correspondents' survey of holiday theatre business reveals that patronage was high except those spots where bad weather had its adverse effect.

This was particularly true in New Orleans where continuous rain drenched the city and in Atlanta where weather also took its toll.

In New Orleans, the rain subsided about 10 o'clock New Year's Eve and people started to line up at the box offices. The biggest line appeared to be at the Saenger where Paramount's "3-Ring Circus" was the attraction. "Sign of the Pagan" drew a capacity house at the Joy. Neighborhood theatres were reported hard hit by the weather.

Atlanta Slightly Off

Attendance in Atlanta on New Year's was said to be about 20 per cent off, with the exception of "There's No Business Like Show Business" at the Fox.

In San Francisco, first-run attendance was described as "terrific," the standouts being "20,000 Leagues Under the Sea," "Vera Cruz," "3-Ring Circus," "The Silver Chalice" and "This is Cinerama."

Pittsburgh's New Year business in every first-run downtown house ranged from good to exceptional.

The Penn, which ran special showings of "Green Fire" only on Friday night, and "Deep In My Heart," its regular feature, the rest of the week, should reach \$19,000 for its second successive week.

Cinerama had its best Sunday in six months, and looks for a lofty \$20,000 in its 57th week. The Harris with its second week of "There's No Business Like Show Business" will again top \$17,000, and stay over for a third. Ditto for "Carmen Jones" at the Fulton with \$11,000 for the second week to match the first seven days.

'Young in Heart' Strong

"Young In Heart" which was rushed into the Stanley to replace "Hansel and Gretel," rated a good \$17,000 in its first week, and stays on. The neighborhood art house, the Squirrel Hill, is gunning for a new house record with its second week of "The Detective."

"Romeo and Juliet" holds over in the new Guild Theatre, and "One Summer of Happiness" is doing exceptional business in the Art Cinema on holdovers.

Foreign Trade

(Continued from page 1)

economies and so, indirectly, helping the film industry in its fight for foreign markets and foreign remittances.

The House Democratic leadership's intention to push the trade bill was evidenced by the fact that Cooper's bill was given the honor of being tagged House Resolution No. 1—the first bill of the new Congress.

The President will formally request the trade legislation in his State of the Union message tomorrow and again in a special foreign trade message on Monday. He is expected to ask also for lower tax rates on foreign income and other spurs to foreign investment and foreign trade.



Award for Aid to Israel

Spyros P. Skouras (center), president of 20th Century-Fox, is pictured receiving from Simon H. Fabian (left), president of Stanley Warner, and Harry Oppenheimer (right), vice-president of the Israel Fund, a special award from The American Fund for Israel Institutions in recognition of his leadership on behalf of Israel through the American Fund. Skouras was feted last night at a dinner concert held at the Waldorf Astoria Hotel here, attended by more than 1,000 dignitaries. Fabian was dinner concert chairman.

Abba Eban, Israel's Ambassador to the United States, who was the principal speaker at the dinner, said his nation is determined to consolidate its position as a democratic nation in its strategic area of the world.

Fabian reported that the \$100 a plate dinner yielded over \$200,000 in the Fund's current drive for \$1,857,000. The capacity audience heard Rise Stevens, Robert Merrill, Pierre Monteux and the Symphony of the Air, and watched ballet stars Diana Adams and Andre Eglevsky perform.

Army Theatres

(Continued from page 1)

drawn out on the exact nature of the plan proposed by the industry, explaining that proposals made at yesterday's meeting must be further studied by distribution. In addition, he stated that the plan must be submitted and negotiated with Department of Defense officials. He said the industry committee plans to meet with Defense officials F. Bund, Jr., chief of the Army and Air Force motion picture section, and D. Walter Swann, another official of the motion picture section within the next two or three weeks.

Martin indicated that the proposed releasing pattern will vary throughout the country, citing as an example that a commercial theatre from one to three miles away from an Army post has a different problem than big city theatres or situations many miles from Army installations.

Attending yesterday's meeting were Ralph Hetzel, Jr., and Taylor Mills, of the Motion Picture Association of America; Morey Goldstein, chairman of the sales managers committee of MPAA; Martin, Walter Reade, Jr., Julian Brylawsky, Herman Levy and George Gaughan, TOA.

Griscom-Russell Co. To General Precision

Acquisition by General Precision Equipment Corp. of over 97 per cent of the outstanding preferred and common stock of Griscom-Russell Company, Massillon, O., was announced by Hermann G. Place, GPE president. A leading manufacturer of heat transfer equipment and water purifiers for the petroleum, power and chemical industries and for naval and merchant ships, Griscom-Russell formally joined the GPE group of operating companies this week.

The GPE Companies are engaged in the development, production and sale of highly technological products for industry and the Armed Services.

Mrs. Lantz Talent Head Here for H-L

Mrs. Sherlee Weingarten Lantz, former casting director for the Theatre Guild and for Louis de Rochemont's independent film productions, has been appointed general talent representative in the East for Hecht-Lancaster Productions.

Mrs. Lantz, whose headquarters will be in New York, will be concerned with performing and other talent.

Sindlinger's Report Soon

Market analyst Albert E. Sindlinger's report on the effect of the New York City five per cent amusement tax on the local motion picture industry since its inception on July 1 will be presented to exhibitors here "in about a week," according to Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association.

Sindlinger sent out questionnaires to exhibitors in the five boroughs early this week in order to help round up statistics which will aid in the current battle against the local "nuisance" levy, Frisch said.

The exhibitor committee, which retained the statistician, recently approved the questionnaire to be filled out by circuit and independent theatre operators. Information which is listed and sent in to Sindlinger will be kept secret and confidential.

Will Compute Returns

The statistician's survey when completed will enable the exhibitor forces fighting the New York City impost to have a better and more accurate estimate of the yearly return from the five per cent tax, Frisch said. It is expected to support the theatremen's estimates that the five per cent tax will total about \$8,000,000 over-all, with motion picture houses contributing from \$3,500,000 to \$4,000,000 by July 1.

The Sindlinger report will include tax statistics for the past six months and may possibly be used in preparing briefs and petitions to the State Legislature if and when the New York City exhibitors seek a repeal or amendment of the 1947 Enabling Act, authorizing such taxation.

Harriman Sees Little Chance For Repeal of Enabling Act

ALBANY, Jan. 5. — Gov. Averell Harriman, in his address at the opening session of the New York State Legislature today, stated that there existed little possibility of repealing the 1947 enabling act which authorized New York City to levy a five per cent admission tax.

Harriman also pointed out that the state government should interfere as little as possible in the financial affairs of localities and that the taxing powers of localities be made permanent, as far as practicable.

23 Hold 'Vera'

Hecht-Lancaster Productions "Vera Cruz" has been held over in 23 key theatres for at least a second week, it was announced by William J. Heinemann, vice-president in charge of distribution for United Artists.

Next IMPDA Meet Set for Jan. 18

The next meeting of the Independent Motion Picture Distributors Association of America will take place on Jan. 18 at the association's offices here, according to Arthur L. Mayer, president of the foreign film distributing group, who postponed a meeting planned for earlier this week.

SOON!

The guys of
"Battle Cry"

SOON!

The girls of
"Battle Cry"

SOON!

The scorchingly
personal story of

Battle

THE BEST-SELLER
THE NATION
COULDN'T
PUT DOWN—
ABOUT
YOUNG PEOPLE
IN LOVE
WHEN
THE BATTLE
IS FAR AWAY...



"Spanish
Joe"
and his
name for
anybody's
girl...
Babe



Danny
whose
devotion to
Kathy almost
melted in
the arms of
Elaine

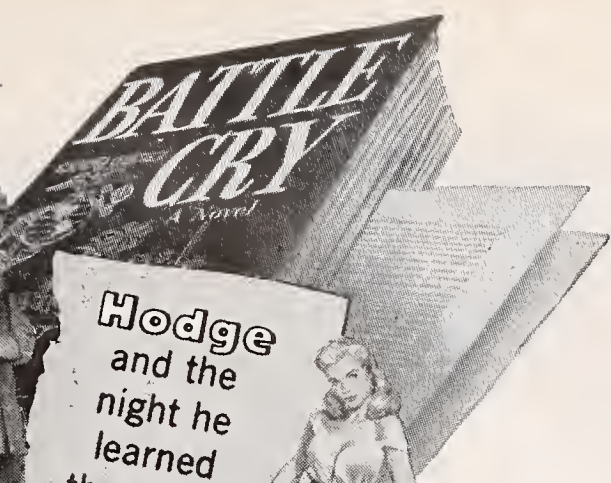


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Hodge
and the
night he
learned
the sordid
truth about
Rae

Andy
and his
reckless
love that
brought the
trouble to
Patricia

"Ski"
and his
revenge
for the
heartbreak
suffered by
Sam

Cry

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ROTHY ANNE
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SCREEN PLAY BY
LEON M. URIS
DIRECTED BY
RAOUL WALSH
ORIGINAL MUSIC BY MAX STEINER





The sword

Here
virtua
Siz
wide
conce
of enc
audier



that pierces your heart . . . almost

Here make-believe gives tough battle to reality—virtually overcomes it for the duration of the show.

Size has much to do with this conquest. The wide, wide screen fills the eye from full left to full right—concentrates attention. At the same time, a sense of encircling nearness reaches out and engulfs the audience—makes it “one” with the action.

There are problems of production, processing, and projection with this new technic. They are present whether the film presented is black-and-white or color. Many of them have been solved by the motion picture industry with the help of the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

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

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Arbitration

(Continued from page 1)

labelled Lichtman's views "astounding."

Martin, describing arbitration as one of the industry's biggest problems, said if that issue was not settled beforehand, he could see the proposed round table conference being "bogged down" with that one issue. Once arbitration is settled, he went on, the conference can be free to take up the many other issues confronting the industry.

Arbitration, he pointed out, has been a topic of negotiations in the industry for years and currently conferences are going on between Herman Levy, general counsel of TOA, and Adolph Schimel, counsel for the distributors negotiating committee. Such an issue cannot be adequately handled at a round-table conference.

Myers Sees 'Repudiation'

Taking an opposing viewpoint, Myers declared, "Lichtman's apparent desire to be fair in his dealings with exhibitors and to work for a better understanding within the industry increased his stature and good will among independent exhibitors, and this apparent repudiation of his own proposal will be most disappointing to them."

Contending that a round table conference would tend to complement the final results for the setting up of arbitration, Marcus stated that "it is regrettable that production and distribution seem to be thinking in reverse by placing arbitration prior to this much desired round-table conference."

Review

"Prince of Players"

(20th Century-Fox)
(CinemaScope)

Hollywood, Jan. 5

THE plum of this savory entertainment pudding is Richard Burton's spirited portrayal of Edwin Booth, in a true story of the famous theatrical family that made American history both on the stage and off during the years leading up to the shooting of President Lincoln. His delivery of choice Shakespearcan quotations and various scenes from the Bard's more popular plays, integrated for development of plot and highlighting a vicarious existence of Romeo and Juliet during the marriage to his leading lady, is the predominant factor of the film's inevitable success.

The intimacy and flavor of legitimate theatre has been colorfully CinemaScoped by Philip Dunne in an impressive debut as producer-director.

It is a rare occasion when a film can curry mass appeal for the ear-demanding attention required to appreciate the sound and meaning of Shakespeare's lines. The formula for such appeal was discovered in the Eleanor Ruggles book, and brilliantly adapted for the screen by Moss Hart.

Acting honors will also be shared by Eva Le Gallienne and Raymond Massey, who plays the sick-minded father, Junius Brutus Booth, source of theatrical aspirations for his two sons, Edwin and the infamous John Wilkes Booth, capably handled by John Derek. Miss Le Gallienne, credited with guidance in the execution of the Shakespearcan scenes, offers a whetting example of her craftsmanship, in a brief portrayal as Queen Elizabeth.

The story characterizes John Wilkes Booth's jealousy of his brother's success as an actor, painting him as an opportunist of the lowest order when he feigns allegiance to the South in a base attempt to achieve political prominence. It builds from Edwin's trials as a young travelling aid to his father's troupng days, when he absorbed his father's experience and studied his technique. It takes him through a trying period when his wife, warmly enacted by Maggie McNamara, inspires him to become America's No. 1 actor. It features the friendship and guidance of his manager, portrayed with sincerity by Charles Bickford. It tells of his grief, when his wife succumbs to a lung ailment as she makes a vain attempt to leave her sickbed when she learns that he needs her presence; and it exploits the strength of his personality by quelling a riotous audience who came to jeer his performance of Hamlet immediately following his brother's assassination of the President.

The Bernard Herrmann music, picturesque camera setups by Charles G. Clarke and the smooth editing of Dorothy Spencer, are potent assets to the film.

Running time, 102 minutes. General classification. Release, in January.

SAMUEL D. BERNIS

20th Meet

(Continued from page 1)

representing the sales organization's 38 exchanges in the two countries.

Spyros P. Skouras, president of 20th Century-Fox, will address the opening session, welcoming the field sales executives and outlining plans for the new year as well as reporting on his recently concluded six-week trip to Europe on the international progress of CinemaScope.

Joining with Lichtman in leading the deliberations will be W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager, and Glenn Norris, Eastern sales manager.

Promotional Program Ready

A program of national promotion, advertising and exploitation will be outlined for the nine attractions, of which seven are CinemaScope and in color and two standard, one in color, slated for release January through March. Other topics under discussion will be the expediting of prints to the field, stereophonic sound and suggested ways of improving CinemaScope programming.

Among the first quarter 1955 CinemaScope productions to be discussed are "Prince of Players," premiering Jan. 11 at the Rivoli Theatre; "Carmen Jones," a national release for January; "White Feather," and "The Racers," February releases.

"Untamed" and "That Lady," March attractions, also will come under consideration as will "A Man Called Peter," which will be the company's Easter holiday release.

Conventional pictures to be covered are "A Life in the Balance" and "Our Girl Friday."

Local Scene to Be Scanned

Regional and local conditions will come under discussion in a series of conferences with area sales heads and division managers.

Division managers to attend the meeting are Martin Moskowitz, Atlantic; T. O. McCleaster, Central; J. M. Connolly, Northeast; M. A. Levy, Midwest; H. G. Ballance, Southern, and Paul S. Wilson, assistant Southern; Herman Wobber, Western, and Reville Kniffen, assistant Western; and Peter Myers, Canadian.



THE PULITZER PRIZE AUTHOR

JAMES A.
MICHENER



WROTE

THE BRIDGES AT TOKO-RI

A Paramount Picture

World Premiere Engagement, RADIO CITY MUSIC HALL

Claim Schine Skirted Scotia Theatre Order

BUFFALO, Jan. 5.—Schine Chain Theatres, through Darnell Theatres and Elmart Theatres, continued its control of the Scotia Theatre, in Scotia, N. Y., despite a court order, it was claimed here by Louis Bernstein, government attorney, during the Schine contempt of court trial now in progress in Federal Court.

Bernstein offered numerous exhibits from Darnell's journal, ledger and cash disbursements book, dealing with accounts of the Edsol Corp., operator of the Scotia Theatre.

The government also presented entries from Darnell's books referring to financial transactions involving Donald Schine, president of Darnell and son of Louis W. Schine, operations manager of Schine Chain Theatres.

Called 'Instrument of Schine'

After the 1942 court order, Bernstein said Darnell, as "an instrument of Schine," continued to advance money for the theatre's operation, and finally sold it to an independent operator, H. C. Ritchie, who executed a mortgage to Darnell.

When the latter corporation transferred its theatre interests to Elmart Theatres, Inc., it also transferred to that corporation its right to receive the mortgage payments, the government attorney asserted.

Negotiations with Elmer F. Lux, vice-president and general manager of Darnell Theatres, about the booking of the Universal's "Ma and Pa Kettle at the Fair" for Darnell Theatres in February, 1952, figured briefly today in the trial.

Details of the negotiations were undisclosed.

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Concise
And
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Point

VOL. 77. NO. 5

NEW YORK, U. S. A., FRIDAY, JANUARY 7, 1955

TEN CENTS

After SEC Approval To Push Stock Sale of TOA Finance Group

Regional Meetings to Be Held, Martin Tells Press

A series of meetings throughout the country to stimulate the sale of the stock in Theatre Owners of America's sponsored film finance company will be held as soon as the green light is given by the Securities and Exchange Commission, it was revealed here yesterday by E. D. Martin, TOA president.

Martin added that the green light from the SEC is expected on Monday when, as he put it, the SEC is due to "permit registration to become effective." The first such meeting, he continued, will be held in St. Louis, the date for which has yet to be set.

Martin met the trade press following a meeting here of the directors of
(Continued on page 5)

TOA Seeks Meeting With Justice Dep't

A request for a meeting with the Department of Justice seeking modification of prohibitions against divorced theatre circuits engaging in production and distribution has been made by Theatre Owners of America, it was announced here yesterday by TOA president E. D. Martin. Martin said the meeting sought would be somewhere between Feb. 13-15, the dates of TOA's midwinter board meeting in Washington.

Disney Prod. Profit For 1954 Increases \$223,000 Over 1953

LOS ANGELES, Jan. 6. — Walt Disney Productions today reported a consolidated net profit of \$733,852 for the fiscal year ended Oct. 2. This was equal to \$1.12 per share on the 652,840 shares of common stock outstanding.

In his annual report to shareholders,
(Continued on page 5)

Exhibitors Want Hearing

URGE FCC TO STAY TOLL TV APPROVAL

Oppose Zenith and Teco Move for Immediate Authorization of Pay-As-You-See System; Seek Right to Cross-Examine Proponents

By J. A. OTTEN

WASHINGTON, Jan. 6.—Exhibitors fighting subscription television today urged the Federal Communications Commission not to authorize pay-as-you-see TV without a full public hearing, including the right of exhibitors and others to cross-examine proponents of the new scheme.

Exhibitors' Toll TV Petition Highlights

The Exhibitors Joint Committee on Toll-TV made the following points in its plea for full FCC hearings on subscription television:

☐ By hearing all arguments, for and against, the FCC will gain "first-hand knowledge of basic facts" pertaining to the system.

☐ Zenith's proposed method of transmission is "vastly different" from the method which it used in its previously FCC-authorized experiments.

☐ American families, having invested in TV sets, would resent being forced to pay for programs which they had understood to be available free.

☐ Subscription TV would not, as claimed, bring more TV stations to the rural areas but would be concentrated in the heavily populated sections.

The Commission was told that exhibitors would certainly dispute the arguments made for subscription TV by its backers and wanted a chance to do this at a public hearing.

"Without the opportunity of cross-examination by the public and questioning by the commissioners and the commission's staff of the various witnesses who would appear and testify for and against subscription television," the exhibitors declared, "the commission will have been deprived of the one opportunity to gain first-hand knowledge of the basic facts relating to the establishment of a system which Commissioner Webster described as having the potential of making a 'momentous change in the American system of broadcasting.'"

These comments were filed by the
(Continued on page 6)

Enjoin Ohio Censor Law

Ohio censor laws are "unconstitutional and void" declared the Second District Court of Appeals here in reversing the anti-injunction ruling of Judge Ralph Bartlett of Franklin County Common Pleas Court and granting a permanent injunction against the Ohio censor board.

The board, thus, is permanently enjoined from conducting any further censorship. This is the first time an Ohio state court has declared the censor law unconstitutional. The appellate court granted the appeal of RKO Radio Pictures, ITO of Ohio,
(Continued on page 6)

Allied EDC Findings Go to Board Feb. 8

Special to THE DAILY

CHICAGO, Jan. 6.—In a one-day meeting at the Morrison Hotel here today, Allied States' Emergency Defence Committee reviewed results of a nationwide survey which was conducted by the committee among the Allied units to formulate certain policies. Conclusions, according to Ben Marcus, EDC president, will be sub-
(Continued on page 5)

Views on 82nd Birthday

Zukor Backs Quality

By MURRAY HOROWITZ

Paramount pictures, if it still held its divorced theatre interests, would pursue its present policy of making as many quality pictures as possible rather than turning out pictures in "mere numbers," Adolph Zukor, chairman of Paramount Pictures' board of directors, maintained here in an interview this week prior to his departure for the Coast.

The occasion for the interview was Zukor's 82nd birthday, which he is celebrating today in Hollywood, the occasion also marking his 52nd year in the industry and his wedding anniversary.

Before leaving for a three months Coast visit, Zukor was asked if Paramount would modify its policy of fewer but better pictures if it owned theatres clamoring for more product. "Regardless of whether Paramount owned theatres or not," Zukor re-



sponded, "we couldn't support theatres today with mediocre pictures."

"The requirements of theatres," he went on, "are not met by numbers" in today's market.

In regard to whether there is or is
(Continued on page 6)

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GARY COOPER ★ BURT LANCASTER
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For
more than
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Personal Mention

E. R. ZORNIOTTI, I.F.E. Re-leasing Corp. executive vice-president, left New York yesterday for Rome.

PATRICIA POLI SHEAHAN, granddaughter of the late **SYLVESTER Z. POLI**, New England circuit operator, has announced her engagement to **DAVID D. HADDEN**, of West Haven, Conn.

FOSTER N. BLAKE, Universal Pictures Western sales manager, will leave here Monday for a tour of key cities in the Midwest.

JACK SANSON, manager of the Strand Theatre, Hartford, has returned to his duties there following a protracted illness.

JACK BUCHANAN and **MRS. BUCHANAN** left New York for Nassau yesterday via B.O.A.C. Bahamian.

JOHN HALAS and **JOY BATCHELOR**, cartoon creators, will leave New York on Sunday for England.

MARILYN MONROE will leave Hollywood to spend the coming weekend in Weston, Conn.

Schine Tie-up Issue Explored

BUFFALO, Jan. 6. — Telephone service to the Elmart Theatres Inc. office in Schine Chain Theatres Inc.'s home office building in Gloversville was provided through the Schine switchboard and charged to Schine, according to government evidence in Federal court.

The evidence was presented during the Schine trial before Judge John Knight, in support of the government's claim that the Elmart Corp., of which common council president Elmer F. Lux is president, operates unlawfully under the Schine corporation's control.

A question as to whether the FBI sought phone company permission for wire tapping or monitoring in connection with its investigating of the two corporation's relationship was tossed into the proceedings by defense attorney Frank G. Raichle. A phone company official from Gloversville denied this.

Photostatic copies of telephone company records, including subscriber-contract cards, relating to phone service in Gloversville for Schine Chain Theatres Inc. and two other defendants, Darnell Theatres Inc. and Hildemart Inc. were put in evidence by Joseph E. McDowell, Justice Department trial attorney.

Nat. Theatres Dividend

HOLLYWOOD, Jan. 6.—National Theatres, Inc., declared a quarterly dividend of 12½ cents per share on the outstanding common stock, payable Feb. 3 to stockholders of record on Jan. 20.

Martin Quigley on Notre Dame Univ. Advisory Committee

NOTRE DAME, IND., Jan. 6.—Twenty-three men and women, nationally prominent in the liberal and fine arts, have accepted membership on a newly created advisory council for Notre Dame's College of Arts and Letters, according to an announcement today by Rev. Theodore M. Hesburgh, C.S.C., university president. Martin Quigley, president of Quigley Publishing Co., is one of the newly appointed members.

Included in the group are Senator John F. Kennedy of Massachusetts; Irene Dunne; Fritz Reiner, conductor of the Chicago Symphony; and Francis H. Taylor, director of New York's Metropolitan Museum of Art.

Advisory and Consultative

Father Hesburgh said that council members will advise Notre Dame's liberal arts college on phases of its curriculum and on ways to enrich campus life through supplemental activities in the liberal and fine arts. They will also consult with University officials on ways in which Notre Dame's liberal arts graduates can best serve the nation.

Other advisory council members include Richard E. Berlin, president of the Hearst Corporation, New York, N. Y.; Robert M. Galvin, executive vice-president of Motorola, Inc., Chicago, Ill.; Harry C. Haggerty, vice-president, Metropolitan Life Insurance Co., New York, N. Y.; Thomas H. Keating, general manager, Chevrolet Motor Division, General Motors Corp., Detroit, Mich.; and Edgar Kobak, New York radio and television executive.

McCarey, Mielziner Included

Also, Leo McCarey, producer and director; Jo Mielziner, stage designer; Mrs. Ernest M. Morris, South Bend, Ind.; Charles F. Murphy of Naess & Murphy, Chicago architectural firm; Harry C. Murphy, president of The Burlington Lines, Chicago, Ill.; Bartholomew O'Toole, president of the Pullman Trust and Savings Bank, Chicago, Ill.; and Wilbur D. Peat, director of the John Herron Art Institute, Indianapolis, Ind.

Also, Victor F. Ridder, president of the New York Journal of Commerce; Thomas J. Ross of Ivy Lee and T. J. Ross, New York public relations firm; Frank Sheed of Sheed and Ward, New York publishers; Alfred C. Stepan, Jr., president of Stepan Chemical Co., Chicago, Ill.; Walter Trohan, chief of The Chicago Tribune's Washington bureau; and John Walker, chief curator of the National Gallery of Art, Smithsonian Institute, Washington, D. C.

Clark in Cancer Post

OLIN H. CLARK, Eastern story editor for M-G-M, has accepted the chairmanship of the motion picture division for the 1955 April Cancer Crusade of the New York City Cancer Committee, according to John Reed Kilpatrick, president of the Cancer Committee.

UA Grosses \$43,100,000

United Artists and its subsidiaries realized a world gross of \$43,100,000 in 1954, it was announced by Robert S. Benjamin, chairman of the board.

The annual record of gross income since 1951, when the present management came to United Artists, is:

1951, \$19,900,000; 1952, \$29,300,000; 1953, \$38,600,000 and 1954, \$43,100,000.

The 1954 world gross represents a new high in the 35-year history of the company, Benjamin said.

Skouras, Jr., to Brotherhood Post

SPYROS S. SKOURAS, president of Skouras Theatres, has accepted the post of chairman of the New York area exhibitor committee of the National Conference's Brotherhood drive for 1955, it was announced by John H. Harris, national chairman of the amusements division of the Brotherhood campaign.

Exhibitors are expected to support the Brotherhood drive, which will be launched at an amusement industry dinner at the Waldorf-Astoria Hotel on Jan. 13, by soliciting membership contributions from theatre patrons. Features of the showmen's campaign include special posters, display boards, valences and brochures.

The Brotherhood push of New York exhibitors will be paralleled by similar campaigns undertaken by showmen throughout the nation, which will bring entire communities into the effort. As in the past, local merchant cooperation will provide important backing for the Drive.

Elect Forsyth Head Of Toronto MPTA

TORONTO, Jan. 6.—At the first meeting of the new executive committee of the Motion Picture Theatres Association of Ontario, E. G. Forsyth, assistant general manager of Odeon Theatres, Ltd., was elected president to succeed J. D. McCulloch, independent theatre owner of Petrolia, Ont.

Lionel Lester, Studio Theatre, Toronto, moved up from honorary secretary to vice-president while Angus Jewell, owner of the Jewel Theatre, Cannington, is the new secretary.

John H. Clarke, manager of Loew's Theatre here, was returned as association treasurer, and Arch H. Jolley continues in the office of executive secretary.

Blumenstock Setting Two New Campaigns

Campaign plans for "Battle Cry" and "Strange Lady in Town" will be set by Warner Bros. advertising, publicity and exploitation men during the current home office visit of Mort Blumenstock, vice-president, who arrived from the Burbank studio this week.

Blumenstock expects to be at the home office through next week.

Okla. Allied, TOO Agree on Joint Projects

Special to THE DAILY

OKLAHOMA CITY, Jan. 6.—In a joint meeting here, Theatre Owners of Oklahoma and Allied Theatres of Oklahoma agreed to take united action against any state legislation that would pose the threat of admission taxes, as well as working together for mutual benefits.



C. B. Akers

Oklahoma's Senate and House met jointly on Tuesday and C. B. Akers, a director of TOO, attended as legislative chairman for both units. He also led the discussions at the combined Allied-TOO session.

Following the joint meeting of the associations, each unit adjourned to its respective meeting places for regular association sessions. Both groups named executive committees to work on projects of mutual interest.

TOO named Ed Thorne, new TOO president; Ralph Drewry, Ray Hughes and Akers on the executive committee. The Allied group appointed Earl Snyder, Jr., Glen Thompson, Sr., and J. S. Worley, the latter serving on the boards of both associations.

The TOO board members also named Thorne to succeed Morris Loewenstein as TOA representative and Drewry to succeed Loewenstein as COMPO representative. Loewenstein stepped down last month as TOO president after serving in that capacity for 28 years. He also resigned the TOA and COMPO posts.

By-Laws to Be Revised

The association also voted to revise the by-laws, especially the dues setup. It is reported that the unit has the lowest dues of any group in the nation.

At the Allied meeting, Thompson was named a delegate to the national Allied board meeting and drive-in theatres convention in St. Louis, Feb. 6-10. Oklahoma Allied convention will be held here Feb. 28-March 1 in the Skirvin Hotel.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"DEEP IN MY HEART"

In Glorious COLOR starring

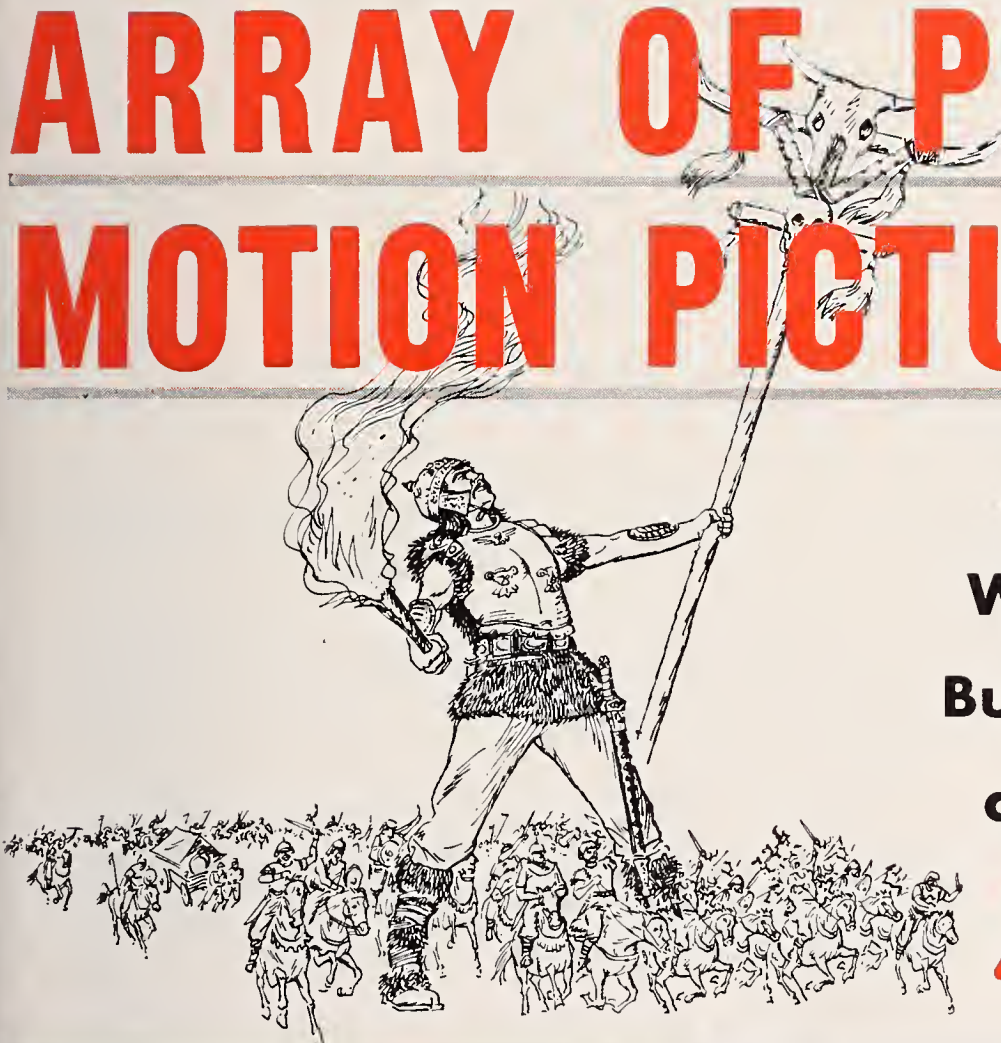
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News Roundup

'Toko' Special in 2nd Week

Paramount's series of special nationwide preview showings of "The Bridges at Toko-Ri" for exhibitors will start its second week Monday in key cities throughout the country. Showings will start Monday in Minneapolis and will continue in Milwaukee, Denver, Portland, Cincinnati and San Francisco.

'Post' Lauds Chicago V.C.

A recent issue of "Saturday Evening Post" spotlighted the work being done by Chicago Variety Club Tent No. 26 in an article titled "The Secret Life of Joe Swedie."

Hoover Visiting V.C. Tents

George Hoover, Variety Clubs International chief barker, between Jan. 10 and Jan. 28 will visit the organization's tents in Philadelphia, Albany, New York, Houston, Dallas, New Orleans, Miami, Des Moines and Minneapolis.

Old Ontario House Reopens

Originally started in 1880 as the city's first opera house, the Granada Theatre, Hamilton, Ont., has been reopened by Famous Players Canadian Corp. under the new name of Downtown Theatre after complete remodelling for which the unit was closed a month ago. The theatre made its fresh start for the New Year with a ceremony in which Mayor Lloyd D. Jackson of Hamilton officiated.

Adopts 'Dimes' Project

The Variety Club of Baltimore, Tent No. 19, has adopted the 1955 March of Dimes as its project, not only in Baltimore but throughout Maryland.

Parade of Stars at Town Hall Tomorrow

The Parade of Stars for the benefit of the Jewish National Home for Asthmatic Children will be held at Town Hall here tomorrow evening with Frank Sinatra and Sam Levenson heading the celebrity list of performers.

Denise Darcel, Martha Wright, Henry Morgan, Joey Adams, Joey Bishop, Jack Carter, The Chordettes, Lanny Ross, Bobby Hackett, The Mariners, Jaye P. Morgan, Jan Arden, Lois Hunt, Earl Wrightson, Don Liberto and Bud Palmer are among the entertainers who will appear in the benefit parade. Robert Q. Lewis, honorary chairman of the benefit, will be master of ceremonies.

The National Home's first benefit show is under the chairmanship of Max E. Youngstein, vice-president of United Artists. He will make a televised appeal today in behalf of the home on the Herb Sheldon Show over NBC-TV.

Eisenhower Urges Lawmakers To Expand Minimum Wage Law

From THE DAILY Bureau

WASHINGTON, Jan. 6.—As expected, President Eisenhower's State-of-the-Union message to Congress urged the lawmakers to expand coverage of the minimum wage law to take in "many workers, at present excluded," but did not specify just which workers he had in mind.

The major exemption from the present Federal minimum wage law is one for retail and service workers, including theatre employees. The Labor Department reportedly wants to bring retail and service workers under the coverage of the Act, which provides a minimum wage to be paid and requires time and a half for overtime.

Opposition Certain

Presumably, the Administration's exact recommendations on expanded coverage will not be known until Labor Department officials testify before Congressional hearings on the subject. The President's message did indicate that workers newly brought under the Act would be brought under at a lower minimum than workers already covered. The proposal for expanded coverage is certain to provoke a bitter Congressional battle.

The President also asked that Congress increase the minimum wage for workers already covered from 75 cents an hour to 90 cents an hour. This would affect film industry firms engaged in production and distribution activities. Industry officials said most studio workers are already well above this proposed higher scale, but that some home office employees and film exchange workers might be affected by any increase. The outlook is for Congress to go along on this request.

Message Much as Expected

The President's message contained few surprises.

As expected, he asked Congress to continue the present 52 per cent corporate income tax rate, scheduled to drop to 47 per cent under present law on April 1. The President declared that necessarily high government spending "precludes further tax reductions this year," but added that he

was hopeful that further tax cuts could be made next year. He did not specify just where these cuts might come.

Other requests made by the President in the message were these:

□ Expansion of world trade through continued tariff reductions and simplification of customs administration and procedures.

□ Amendments to the Taft-Hartley law "to further the basic objectives of this statute." The President detailed only two minor changes. Studio unions have been pressing for a change to cut the union shop waiting period requirement in the present law.

□ An increase in postal rates.

□ Provision for a "vigorous" overseas information program.

□ Establishment of a Federal Advisory Commission on the Arts, within the Department of Health, Education and Welfare, to "give official recognition to the importance of the arts and other cultural activities."

The President is expected to spell out more of his views on foreign trade legislation in a special message to Congress on Monday. It's possible that at that time he will make some mention of proposals to lower tax rates on income earned overseas. This proposal was not mentioned in today's message.

WASHINGTON, Jan. 6.—The U.S. Information Agency's Motion Picture Service has made arrangements with commercial newsreel companies to give the widest possible distribution in theatres in foreign countries to today's State-of-the-Union address by President Eisenhower, the agency announced.

Okla. Tent Names Fisher as Delegate

OKLAHOMA CITY, Jan. 6.—George Fisher, M-G-M branch manager, was named the delegate to the International Variety convention at Los Angeles in May at a meeting of Variety Tent No. 22.

Alternates elected were R. Lewis Barton, president of Barton Theatres, and C. R. Guthrie, TV executive. Chosen to serve in an advisory capacity to the Variety tent, without voting privileges, were Fred Sanders, vice-president of the Liberty National Bank; Leonard Kilfoy, real estate and insurance agent; W. H. Lewis, attorney, and John Wilkinson, insurance man, all of this city.

Dave Hunt as chief barker and international canvasser of the tent and Sam Brunk, Buena Vista representative, as immediate past chief barker, are automatically delegates to the big top. Don Tullius, Warner branch manager, as first assistant chief barker, is automatically an alternate.

Plans are under way to have a formal installation of the new officers on Jan. 26. George Hoover, international chief barker, will attend. A dinner-dance will be held.

Claughton Tampa Houses to Stohl

Special to THE DAILY

MIAMI, Jan. 6.—A. W. Corbett, general manager of Claughton Theatres, concluded a five-theatre deal in Tampa yesterday which made Murray Stohl owner of these former Claughton houses; the Roxy in St. Petersburg and the State, Palma, Ceia, Cinema and Northtown in Tampa.

Lilian Claughton, president of the circuit, indicated the sale was made to eliminate management by "remote control" and did not reflect any pessimism over theatre business. She added the chain is in the market for new houses to add to the local string which includes the Embassy, Royal, Variety, Trail, Circle and Normandy.

To Play 'Toko-Ri'

CHICAGO, Jan. 6.—William Perlberg and George Seaton, producers of Paramount's "The Bridges at Toko-Ri," will arrive here Sunday from Hollywood for three days of promotional activity on behalf of their film based on James A. Michener's novel. Chicago will be their first stop on a tour of several key cities.

People

Donald Huff is the new owner of the Community Theatre, Negro house, in St. Augustine, Fla.

Jack Weiner, M-G-M exploiteer, is in a Jacksonville hospital suffering from injuries sustained in a two-car crash.

Edwin J. Bofferding, former assistant manager of Minneapolis and St. Paul suburban theatres for Minnesota Amusement Co., has been elected a principal associate of Cresop, McCormick & Paget, management consultants in New York and Chicago.

Joseph Mack is taking over the chores in Filmack Trailer Co.'s New York plant while Jack Saperstein is on vacation.

N. S. Barger is the new owner of the State Theatre in Roseland, Ill. He also owns the Oak Lawn and Illinois Drive-ins.

Harry Ripps has been named general sales manager of Du Mont New York, Inc. He has been with the company since 1952.

Roy Goodwin and Buddy Smith have been added to the sales staff of Stevens Pictures in Atlanta.

Morry H. Schwarz has joined Exploitation Productions, Inc., as branch manager in Philadelphia.

William Perlberg, George Seaton, George Murphy and Marge and Gower Champion are the newest acceptances to attend the dedication ceremonies of The Nickelodeon in Philadelphia on Jan. 18.

Set 'Players' Premiere

Twentieth Century-Fox will stage an afternoon "players premiere" of its CinemaScope production "Prince of Players" on Monday at the Rivoli Theatre here for the stars and casts of the leading Broadway plays, the film company announced. The film makes its regular debut the following morning.

News Editors Beware!

Joseph Sorrentino, in 20th Century-Fox's publicity department, will compete Saturday evening in the Golden Gloves tournament being held at Ridgewood Grove, Brooklyn. He will represent the Trinity Athletic Club and will participate in the 160-pound sub-novice division in this, his first bout. He is being handled by Lawrence Kimmelman, also in the film company's publicity department.

TOA Finance

(Continued from page 1)

the TOA sponsored company. The Exhibitors Film Financial Group, Inc., meeting, explained Martin, was devoted to clearing up "details" for qualifying the sale of stock in each state of the nation, a procedure known as meeting the Blue Sky requirements of each state.

The projected regional meetings, to be attended by two or more EFFG directors, will not be confined to TOA members, but to all exhibitors, Martin stressed.

Benjamin A. Trustman, legal counsel to EFFG who also attended the press conference along with TOA general counsel Herman Levy, expressed assurance that EFFG would have no difficulty establishing a line of credit once it gets started as a going concern.

Sees Circuits in Favor

Asked about the participation of divorced circuits in EFFG, Martin said the big circuits have offered "us every encouragement." They have also informed EFFG, Martin went on, they are studying the question of whether they can give EFFG more than "moral support," if needed.

Martin pointed out that the wording of the EFFG charter is broad, allowing the company to engage in most any activity in the motion picture field including production and distribution, although the primary purpose of the company is the financing of films. The TOA president also pledged that if the company does not get off the ground, for any reason, every penny invested will be returned.

In setting up the \$10,000,000 capitalized organization, no talks were held with the Department of Justice, Martin added, pointing out that with no preemptive rights given to exhibitor investors such talks in his belief are unnecessary.

Tokyo Premiere for 'This Is Cinerama'

"This Is Cinerama" had its premiere at the Tokyo Imperial Theatre on Wednesday, following a preview performance on Tuesday attended by government officials and cabinet members. Japan is the fourth overseas nation to show the film medium.

Toho Company is presenting the film in Japan by arrangement with Robin International, Inc., which has international distribution rights from Stanley Warner Corp. Special commentary was recorded in Japanese.

TOA Awaits Allied Response: Martin

Theatre Owners of America is willing to meet with Allied on common problems, it was underlined here yesterday by E. D. Martin, TOA president.

Martin, in response to a question regarding the possibility of a merger between the two exhibitor organizations, said the letter of Walter Reade, Jr., former president of TOA, accepting an invitation for a joint meeting, has gone unanswered. Another letter under Martin's signature has gone out to Allied president Ben Marcus, the TOA president added, and remains unanswered.

Allied EDC

(Continued from page 1)

mitted to the board of directors for their ratification at a meeting scheduled for Feb. 8, 9 and 10, at the Chase Hotel in St. Louis. The formal report, he said, may be issued in about 10 days.

Marcus added that before disclosure, conclusions reached must be submitted to the various Allied units for examination and verification. However, he indicated that action on some of the policies might be put into effect by some of the units between now and the February sessions.

In one specific statement, Marcus said the EDC is quite disturbed about the manner in which Walt Disney is handling distribution of "20,000 Leagues Under the Sea," particularly because there are not any optical prints made available for theatres not equipped with stereophonic sound.

The EDC requested that Marcus contact the Disney organization for the purpose of correcting this condition, which he will set out to do soon at the February meeting.

Indianapolis Tent Elects New Crew

INDIANAPOLIS, Jan. 6.—The Indianapolis tent of Variety Club, after moving into new quarters at 512 North Illinois Street has elected a new crew consisting of: chief barker, Robert Conn; first assistant, Robert Jones; second assistant, Dale McFarland; property master, William Carroll; dough guy, B. N. Peterson, and canvassmen Sam Caplan, Rex Carr, Ted Nicholas, Jimmy Smith, Murray Devaney, Herman Hallberg and Barney Brager.

Former International chief barker Marc Wolf reports that the Indianapolis tent is now handling the entire recreational program for cerebral palsy in the territory. Recently a big show was staged for all the orphans in the area at the Illinois Theatre and a party was held for members of the club's Boy Scout troop.

City Investing Co. Net Profit Reported

The net profit after taxes of the City Investing Co. for the quarter ended on Oct. 31, 1954, was \$333,113 or 28 cents per common share as compared with \$325,153 or 27 cents per share in the like quarter a year earlier, it was reported here yesterday.

In the quarter ended on July 31, the City Investing Co. reported a net profit after taxes of \$160,798 or 13 cents per common share. The theatre operators have 1,104,889 shares of common stock outstanding.

Court's Order Frees Rogers Films to TV

HOLLYWOOD, Jan. 6.—Federal Judge Pierson Hall, whose decision in the Roy Rogers-Republic Pictures case recently was reversed by the Ninth Circuit Court of Appeals, today signed an order vacating and resolving the injunction which has restrained Republic from releasing Rogers' films to television.

Although there still are legal technicalities to be ironed out, according to counsel, Judge Hall's order virtually frees for television 85 Rogers films produced by Republic.

SEC Reports Film Stock Transactions

WASHINGTON, Jan. 6.—George D. Burrows bought 24,750 shares of Allied Artists Pictures common in October, boosting his holdings to 28,486 shares, according to a report from the Securities and Exchange Commission.

The report covered trading by officers and directors in film company stocks. These other transactions were covered, all taking place in November: Paramount Pictures president Barney Balaban sold 5,000 shares of Paramount common, leaving his holdings at 14,400 shares. Y. Frank Freeman sold 200 shares, leaving himself with 1,500. Maurice Newton bought 300 shares and gave away 300, leaving his final holding unchanged at 1,000 shares.

William F. Whitman bought 1,600 shares of RKO Theatres Corp. common for a total holding of 1,900 shares. Joseph A. McConville sold 2,000 shares of Columbia Pictures common, dropping his holdings to 4,951 shares. Elmer C. Rhoden bought 2,000 shares of National Theatres common, increasing his personal holdings to 23,300 shares, in addition to 10,225 controlled through holding companies. Preston Davie sold 300 shares of Universal Pictures common, leaving himself with 109 shares.

Collier's Features Gina

Italian actress Gina Lollobrigida, star of I.F.E. Releasing Corp.'s "Bread, Love and Dreams," is the subject of a three-page color picture layout and story in Jan. 21 edition of "Collier's."

Disney Profit

(Continued from page 1)

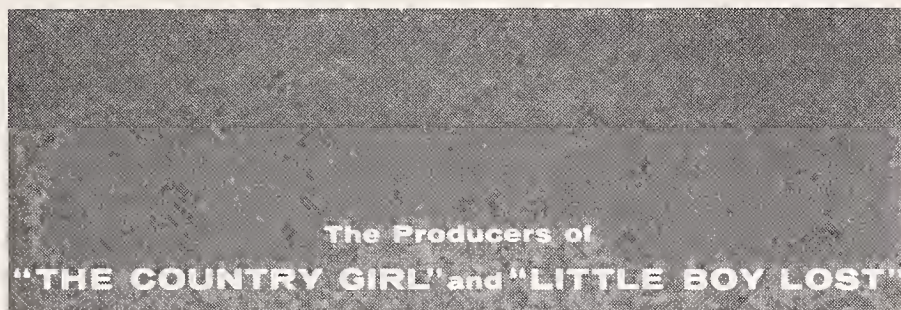
president Roy Disney said that the year's net compared with a profit of \$510,426, or 79 cents a common share in the preceding year. Provision for Federal income taxes in the 1954 fiscal year amounted to \$840,000, compared to a provision of \$365,000 a year ago.

Gross income for the 1954 fiscal year totaled \$11,641,408, an increase of \$3,275,547 over the \$8,365,861 reported for the preceding year. Gross film rental income for the past year is not strictly comparable with that of prior years, Disney said, because of the adoption during the past year of the policy of distributing certain pictures through the company's wholly-owned subsidiary, Buena Vista Film Distribution Co.

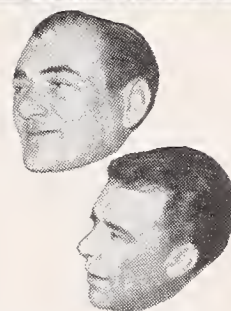
Says TV Show Is Popular

Disney told the shareholders that the company's weekly television program which began on Oct. 27, has enjoyed an excellent reception from the public and its sponsors. Discussing this new area of activity, he said, "We have embraced television not only for itself and its possibilities, but also to exploit and sell our motion picture product. While we expect to make a profit directly from television sales, such profit will not be great. Our real gain will be in the marketing value to our motion pictures which are still our primary business."

Disney stated that in no previous year has the company had product for release as strong as is scheduled for the coming year. "The outlook for 1955 is good," he said.



William Perlberg
AND
George Seaton



MADE

THE BRIDGES
AT TOKO-RI

A Paramount Picture

World Premiere Engagement, RADIO CITY MUSIC HALL

Ohio Censors

(Continued from page 1)

Horace Adams, Cleveland, and Martin Smith, Toledo.

The plaintiffs had sought to obtain an injunction against the board in the court of Judge Bartlett. Judge Nichols wrote the opinion in which he castigated Attorney General William O'Neill and Judge Bartlett for not keeping before them "more clearly the nature of their oaths to support, uphold and defend the U. S. Constitution and the state constitution."

Cites Bill of Rights

Nichols said if they had done so "I am sure the decree would have been to the contrary and their fine talents not wasted in whittling away at these great charters of human liberty under which U. S. citizens have lived, prospered, been happy and secure in the rights and privileges guaranteed by the Bill of Rights."

Nichols added "the guarantee of freedom of speech and press are couched in the unmistakable language that no law shall be passed abridging such guarantees. That language is not susceptible of interpretation that some laws having that effect may be passed while other laws may not be passed. Congress has passed no law which abridges the right to transmit films by television, although television has brought films into homes of millions although many of us are convinced some of such pictures have no educational, religious or humorous characteristics."

New Law Being Written

Robert Wile, ITOO secretary, said the decision means that the censor board cannot even censor films submitted voluntarily. Wile also said the decision will strengthen arguments of anti-censorship forces in combating any new censorship bills introduced in the Ohio legislature. The board is writing a new censor statute, expected to be introduced in the legislature next week.

Hanson Gives Text Of Schoepel Letter

HOLLYWOOD, Jan. 6.—Asserting that Sen. Andrew F. Schoepel's letter has never been received, Albert Hanson, chairman of the Southern California Theatre Owners Association's trade relations committee, today released the contents of his 2,000-word letter to the chairman of the Senate Small Business Committee, dated Dec. 31, 1954.

Hanson stated that he was releasing the text of his letter to Sen. Schoepel because he never received the government official's letter and that his only information as to its contents had been gleaned from the trade press.

Hanson's letter reads in part, "your charges as conveyed in trade press in reference to me are not true, and your own language would appear to be the best answer to your vitriolic attack upon me through trade papers. Certainly words used by you are those intended for consumption by persons not interested in facts, but in the smear of a person's reputation."

Moving on to the attitude displayed by the senator in a letter released to the press last Dec. 15, Hanson wrote, "It is my belief that you have constantly and consistently exhibited an attitude of defense on behalf of de-

Seek Toll-TV Hearings

(Continued from page 1)

Joint Committee on Toll-TV in a statement prepared by the committee's Washington counsel, Cohn and Marks. The statement was in opposition to a petition by Zenith Radio Corp. and Teco, Inc., seeking immediate authorization of subscription television without public hearings.

The exhibitors' statement said it would not at this time go into the arguments for or against subscription television, but would only argue against the plan for the commission to authorize the system immediately without public hearing. If the commission has any doubt that a public hearing should be held on the issue, the exhibitors' statement said, it should hold argument on the question.

Admitting that a full-dress public hearing would take considerable time, the committee said this time element "becomes relatively insignificant when weighed against the tremendous social and economic upheaval which may follow the establishment of subscription television."

The committee, which claims to represent about 75 per cent of the 16,000 U.S. theatres and an investment of some \$2,000,000,000, reminded the FCC that Zenith had in the past sought authorization for experimenting with Phonevision specifically to get together information for use at public hearings on permanent authorization of the new system.

The commission made these experimental authorizations, the statement continued, on the assumption that Zenith would participate in a full-dress public hearing, at which time all interested parties could present evidence and cross-examine the proponents. Zenith's new approach, the committee said, is "a flagrant flouting of one of the basic conditions upon which the commission had authorized the experimental operation."

Moreover, the statement pointed out, the method by which Zenith now proposes to transmit subscription TV is "drastically different" from the method used in the experiments, so that the commission actually does not have before it today any information on this new system.

The exhibitors warned the commission of a widespread public outcry if subscription TV is authorized. Many families, the statement de-

fendants in a government suit. You apparently do not regard defendants in the same light as the Supreme Court does. As you will remember, Justice Douglas stated arbitration is 'too potent a weapon to leave in hands of those whose proclivity to unlawful conduct has been so marked.' . . . My statements in the letter and report sent to you did not contain any half-truths, falsehoods or representations. They were based upon facts and certainly merited answer specifically and factually, and not by indirect vilification unbecoming a public official in answer to a sincere and earnest citizen asking only protection that the government properly through its processes may afford to its citizens in general."

Hanson's letter re-stated the original SCTOA arguments offered in petitioning the Schoepel committee for relief from SBC.

clared, bought TV sets "upon the implied representation by the FCC as well as by the manufacturers that they would not have to pay anything for the programs they would see on their set, over and above the cost of the sets themselves." It emphasized that most TV sets are owned by people in the lower economic brackets.

Statement Called 'Bait'

Today's statement also challenged Zenith's claim that subscription TV would stimulate construction of new TV stations in present empty areas and would help out struggling ultra-high-frequency stations. Zenith is just dangling this before the commission as a bait, the statement charged, adding that once subscription TV is authorized, Zenith would do exactly what the television broadcasters have done: Establish service in the large cities and other markets where the economics could support the new system.

Actually, the commission was told, this would make "the problem of the UHF area even more acute than it is today."

McDonald Hits Theatre Groups Seeking Hearings on Toll-TV

CHICAGO, Jan. 6.—Commr. E. F. McDonald, Jr., president of Zenith Radio Corp., today charged that several groups of film theatre owners are attempting to delay the coming of subscription TV, because they know it will be a competitor capable of delivering new motion pictures and other boxoffice entertainment to the public more efficiently and much more economically than is now possible.

McDonald had reference to the opposition filed today with the Federal Communications Commission by six groups of film theatre owners, opposing Zenith's request for immediate authorization of subscription TV, and requesting full blown hearings on the subject.

McDonald's remarks were addressed to a national convention of Zenith wholesale distributors at the Shoreland Hotel.

McDonald declared that a number of motion picture theatre owners have already applied to Zenith for franchises to operate Phonevision in their localities, when and if it is approved by the FCC.

To Mull Anti-Toll TV Contributions

Theatre Owners of America's financial participation in the fight against toll television will be one of the subjects of today's meeting of TOA officials on the subscription TV question. E. D. Martin, TOA president, disclosed here yesterday.

Attending the luncheon meeting will be Martin, Walter Reade, Jr., former TOA president; Herman Levy, TOA general counsel, and Leonard Goldenson, president of American Broadcasting-Paramount Theatres.

Martin, asked what Goldenson's position on the issue is, replied that he would find out at today's meeting. Goldenson serves in the dual capacity of being in charge of a company engaged in exhibition and owning a television network.

TOA, along with Allied States Association, is a member of the joint exhibitors committee on toll TV.

Zukor

(Continued from page 1)

not a market for low-budgeted pictures in the current market, Zukor cited the experience of Paramount. "We have reached the conclusion from the last couple of years" that the "safest investment" for the theatres as well as the studio is to produce a picture with a good story, a top cast and director, "regardless of cost."

It's a "question of economics," the industry pioneer continued, adding that if a picture doesn't appeal to the public, it will not pay off at the box-office. Pictures which do not have the proper story, cast and directorial ingredients, do not attract enough of an audience to make them "worth-while," he declared, citing the "waste" involved for the producer as well as the theatre.

"The industry as a whole," he held, "has not curtailed the number of pictures for any other reason except to carefully cull story material and talent" so that quality pictures, with their attendant drawing power, will be available.

Speaking for Paramount, Zukor said "we are making an effort to make as many pictures as we can of the kind that will win the public's favor," regardless of cost.

Asked for a business forecast for 1955 for Paramount, Zukor declined, explaining that "I don't make predictions on the drawing power of pictures until I first see how the public responds." He termed 1954, though, a very good year for Paramount, adding that the company has a comparable quality product line-up for this year. He expressed hope that by the end of 1955 or the beginning of 1956, Cecil B. DeMille's "Ten Commandments," to be released by Paramount, would be available, forecasting that it will be "the finest and biggest production ever screened."

Recalls 1950 Prediction

Regarding business forecasts, Zukor volunteered the observation during the interview that two years ago on the occasion of the celebration of his 50th year in the industry he predicted "a greater future and prosperity in the coming 50 years" than he experienced in the last half-century. "All signs today indicate that my prediction was well founded," Zukor remarked.

Asked about VistaVision, Paramount's system, Zukor maintained that it permits a producer to make pictures that cover a lot of ground, offering the screen depth, width and height. "You couldn't produce pictures as well, not nearly as well, in any other system," he contended.

In Plea for Equipment

Asked whether he had any special birthday message to give the industry, Zukor replied "if exhibitors will maintain their equipment so that they can do justice to the advances in photography . . . they will reap the full benefits of all that's been put into pictures. Pictures alone cannot do it unless presented with equal care to the public," he concluded.

Fox Meet Today

A delegation of home office sales and advertising executives will join with domestic and Canadian division managers at a two-day sales meeting convening this morning at the 20th Century-Fox home office.

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VOL. 77. NO. 6

NEW YORK, U. S. A., MONDAY, JANUARY 10, 1955

TEN CENTS

To Map Drive

Anti-Toll TV Group to Meet Here Jan. 19

Expect 2-Day Conference To Plan Financing Needs

The national exhibitors joint defense committee against subscription television will meet at the Sheraton Astor Hotel here on Jan. 19 and 20 to further plan its campaign against toll TV and advance the case it will present at future public hearings before the Federal Communications Commission against toll TV.

Alfred Starr of Theatre Owners of America and Trueman T. Rembusch of Allied States are co-chairmen of the joint defense committee, the personnel of which assertedly represents 75 per cent of the nation's 16,000 theatres.

In addition to planning future strategy and activities, the two-day meeting of the joint defense committee
(Continued on page 6)

Zenith Refuses to Name Exhibitors

Special to THE DAILY

CHICAGO, Jan. 9.—A blanket refusal to identify the exhibitors said to have applied to Zenith for franchises to operate Phonevision in their localities was made by Ted Lietzel, head of public relations for Zenith, here at the weekend.

Lietzel was queried regarding the assertion of Commr. E. F. McDonald, Jr., president of Zenith Radio Corp., that when and if Phonevision is approved by the FCC, a number of theatre owners have already applied for franchises.

Lietzel, declining to divulge names,
(Continued on page 6)

Lardner Asks Court To Uphold Contract

From THE DAILY Bureau

WASHINGTON, Jan. 9. — Ring Lardner, Jr., has asked the Supreme Court to rule that 20th Century-Fox had no right to terminate his screen-writing contract under the "moral turpitude" clause because of his refusal to answer questions regarding Communist associations from the House Un-American Activities Committee in 1947.

Lardner asked the High Court, in
(Continued on page 6)

File New Md. Censor Law

Special to THE DAILY

BALTIMORE, Jan. 9.—When the 1955 session of the Maryland State Legislature convened, Senate Bill Number One read over the desk in the Upper House dealt with the controversial subject of motion picture censorship.

The bill, which was referred to the Judiciary Committee, would limit the right of the state to censor moving pictures to the grounds of being obscene, tending to debase or corrupt morals or incite to crime.

It would strike from the present statute the grounds, which have been seriously challenged by recent court decisions, of being sacrilegious, indecent, inhuman or immoral.

The measure, which defines each of the allowable grounds for censorship, also provides for appeal to the Maryland Court of Appeals.

Limitations Statute On Anti-Trust Suits Again Is Proposed

From THE DAILY Bureau

WASHINGTON, Jan. 9. — Two lawmakers introduced bills to set up a uniform Federal statute of limitations on private anti-trust suits, a matter that was bitterly contested between producers and exhibitors in previous years. Rep. Keating (R., N.Y.) sponsored a bill calling for a five-year Federal statute and Rep. Denton (D., Ind.) suggested a six-year statute. At present, the time limit is set by state statutes, which range from one to 20 years. Exhibitors supported a statute of at least five or six years, but producers urged a much shorter time limit. The Keat-
(Continued on page 6)

Congressmen Slightly Late With Tax Bill

WASHINGTON, Jan. 9.—Reps. Wickersham (D., Okla.) and McDonough (R., Cal.) introduced bills to lift the remaining Federal admissions tax on motion picture admissions. Wickersham also introduced a bill to reduce the admissions tax to 10 per cent and to lift the tax entirely from low-priced tickets. Only trouble with this bill is that it's slightly out of date: That's exactly what Congress put into law last year.

Fox Will Start 10 in 6 Months

Describing it as the "costliest and most ambitious production program" in the history of 20th Century-Fox, Al Lichtman, director of distribution, announced on Friday that Darryl F. Zanuck would place 10 story properties before the cameras during the next six months.

Speaking at a specially-called parley of domestic and Canadian sales and home office sales and advertising executives to chart merchandising plans for product to be released during the first quarter of 1955, the sales head termed the line-up as the most formidable box-office attractions in years.

The 10-picture roster will empha-
(Continued on page 3)



Al Lichtman

Distributors Eye Houston For New Exchange Center

With 20th Century-Fox and Columbia already planning to establish exchanges in Houston, other companies are eyeing the Texas city for possible similar moves.

National Film Service is setting up a building in Houston to handle physical distribution for companies "if and when" they decide to shift some of their functions from their Dallas exchanges.

NFS has advised the companies of its projected Houston operation and, according to reports, there is considerable interest. While it is not ex-

pected that Houston will become as important a key distribution center as Dallas or other major distribution cities, it is believed that it will be on a scale slightly higher than those of Jacksonville and Butte. Based on present indications, Houston would be used as a sales and booking headquarters by some companies, with NFS handling physical distribution.

MPEA Acts

Seek Lower Tax Rate on Foreign Funds

Industry's Inclusion in Treasury Plan Asked

By J. A. OTTEN

WASHINGTON, Jan. 9.—Motion Picture Export Association president Eric Johnston has renewed his request to the Administration to include the film industry in its expected proposal to give some U. S. firms a lower tax rate on income earned overseas.

In a letter to Dan Throop Smith, assistant to Treasury Secretary Humphrey, Johnston said the film industry had been unfairly discriminated against in last year's Treasury proposals which excluded motion picture distributors from the group of companies eligible for the tax break.

"I earnestly hope," he wrote, "that a greater awareness of the exact
(Continued on page 6)

Republic Declares First Dividend

A five per cent stock dividend was declared by the board of directors of Republic Pictures at the weekend, payable on April 1 to stockholders of record on March 7.

This is the first dividend, stock or cash, ever paid by the corporation and is regarded in industry circles as the forerunner to some important developments within the organization. Some sources believe the developments concern the possible disposal of Republic's inventory of Gene Autrey and Roy Rogers productions.

Allied Equipment Plan Is Stymied

Special to THE DAILY

CHICAGO, Jan. 9.—Allied States has made no progress with its plan to have theatre equipment manufactured under its brand name and distributed by regional Allied units since the proposal first came into being at the Allied board meeting in Milwaukee three months ago, it is learned.

The project, however, has not been abandoned, as widely reported currently among independent exhibitors, but will be reconsidered by the Allied
(Continued on page 6)

Personal Mention

BERNARD JACON, I.F.E. Releasing Corp. vice-president, will return to New York today from a tour which took him to the West Coast and back.

MIKE BOSCIA, executive assistant to **GEORGE CRANDALL**, director of press information for CBS Radio, has returned to his duties following surgery.

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Miami, New Orleans and Dallas.

CHARLES C. MOSKOWITZ, Loew's, Inc., vice-president and treasurer, is scheduled to return to New York from the Coast in a few days.

E. K. O'SHEA, Paramount distribution vice-president, was in Buffalo over the weekend from New York.

JO NELL MAGUIRE, secretary to **RICHARD NEWTON**, manager of the Paramount Theatre, Portland, Ore., was married there last week.

MARTY JUROW, talent agent, left here Saturday for Nassau via B. O. A. C. Bahamian.

HARRIET PARSONS, producer, returned to the Coast yesterday from New York.

RON RANDELL left here yesterday for London via B.O.A.C. Monarch.

'Romeo' Premiere Aids Assassin Hunt

PANAMA, Jan. 9.—A benefit premiere of United Artists' "Romeo and Juliet" will be held at the Lux Theatre here on Thursday to aid the international search for the assassins of President José Antonio Rémón.

The entire proceeds from the performance, which will be attended by Panamanian government heads and officials from the American Embassy, will be donated by United Artists and the J. Arthur Rank Organization, producers of "Romeo and Juliet," to a reward fund being raised by the National Committee assisting in the global hunt for the killers of Panama's Chief Executive.

The demonstration of Pan-American friendship and cooperation was arranged by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

Zukor, Back on Coast, Greets Associates

HOLLYWOOD, Jan. 9. — Paramount board chairman **Adolph Zukor**, observing his 82nd birthday, on Friday told studio associates, "In all the years I have been in the business it has been most gratifying to see the progress it is making year after year. The heights the industry is capable of achieving seem to be endless."

More Than 200 Off To Florida for Bow Of 'Underwater!'

More than 200 press and screen personalities took off from New York and Hollywood yesterday morning for Silver Springs, Fla., to attend the world's first underwater premiere, arranged for **Howard Hughes'** Super-scope drama, "Underwater!" Four TWA Super-Constellation planes, two from Idlewild Airport in New York and two from Los Angeles' International Airport, flew the guests non-stop. The Eastern contingent landed at Jacksonville, the West Coast group at Tampa. They were welcomed by Florida's Gov. **Charles E. Johns** in Silver Springs.

The preview actually will be held some 20 feet beneath the crystal waters of Silver Springs, where special sound and projection equipment has been installed by Hughes' technicians.

National Theatres Divestiture Extended

From THE DAILY Bureau

WASHINGTON, Jan. 9. — The Justice Department has given National Theatres another brief extension of its divestiture deadline, this time until Jan. 31.

The previous deadline was tomorrow.

The new extension was described as another "interim" extension to give department officials and National Theatres executives time to work out a final order for carrying out all remaining divestiture. At the beginning of last month, National still had nine or 10 theatres to divest under the original 20th Century-Fox consent decree.

S.W. Sends Swett From Utica to Albany

ALBANY, Jan. 9. — Transfer of **Alfred G. Swett** from the Stanley Warner Avon in Utica to the Ritz in Albany as manager, in place of the retiring **Jack Swartout** has been announced. The change will take place on Jan. 13.

Mrs. **Ottile Fearing**, assistant manager of the circuit's Stanley in Utica since the spring of 1953, is being promoted to the managership of the Avon.

Swett joined Warner Theatres as manager of the second-run Madison here, after serving with Paramount in New England and with B & D Theatres in Florida. He later owned two houses in St. Augustine.

Swartout, who for years managed Warner houses in Troy, transferred to Albany when the American was darkened. He returned to duty a few months ago, following long illness.

UA Hosts Kirk Douglas

United Artists played host here last evening at the 21 Club to **Kirk Douglas**. A large group of prominent industry figures attended to honor the actor whose newly-formed Bryna Productions has been signed to produce six pictures for UA release.

This Little Country To See First Films

The 200,000 residents of the sheikdom of Kuwait will soon be able to see motion pictures for the first time, as governmental officials have lifted a ban against the entertainment medium and authorized the formation of a company to build theatres and import films, it was reported here. The independent state, located on the Persian Gulf, was perhaps the world's last holdout against motion pictures.

Officials to Attend Para. 'Air' Showing

WASHINGTON, Jan. 9.—A foremost social event of the season will be marked tomorrow evening with the invitational preview showing of Paramount's "Strategic Air Command" before an audience of Cabinet members, U.S. Senators, Congressmen, Army, Navy, Marine and Air Force generals at the Loew's Capitol Theatre here under the auspices of the Air Force Association and Paramount Pictures.

James Stewart, who co-stars in the film with **June Allyson**, will be present at the preview showing. Also attending will be producer **Samuel J. Briskin**; **Barney Balaban**, president of Paramount Pictures; **Paul Raibourn**, vice-president; **A. W. Schwalberg**, president of Paramount Film Distributing Corporation; **Jerome Pickman**, advertising-publicity vice-president; **E. K. O'Shea**, distribution vice-president; **Russell Holman**, eastern production manager, and other top company executives.

Claim Error in Pa. Sunday-Films Vote

HANOVER, Pa., Jan. 9.—A petition asking the State Supreme Court to nullify a 1953 referendum on Sunday exhibition because of alleged errors and irregularities has been filed by a group of voters in this York County borough.

The referendum resulted in a decision against Sunday exhibition by a margin of 18 votes out of 4,400 cast. A recount increased the margin to 21. The petition filed today charges that irregularities occurred in five wards of the borough. A new referendum is asked.

If the Supreme Court holds that the 1953 election was valid, the question cannot be voted upon again in Hanover until 1957.

Lead UA Drive

United Artists' New York, Charlotte and Calgary branches have captured first place in their respective groups in the fourth week of the third lap of the **Robert S. Benjamin drive**, it has been announced by **William J. Heineman**, vice-president in charge of distribution, and **B. G. Kranze**, general sales manager, who are serving as co-captains of the campaign.

News Roundup

Two Seek Shorts 'Oscar'

Two Italian-made short subjects have been accepted by the Academy of Motion Picture Arts and Sciences for consideration for nomination for awards. They are "Within a Budding Grove" and "The Fountains of Rome."

'Show' Held in Hartford

"There's No Business Like Show Business" is the first picture in many months to be held over for a third week in Hartford. It is now in its third stanza at Loew's Palace.

Another Proclamation

Following close on the heels of a similar action by the state of Wisconsin, a second proclamation in connection with M-G-M's "1955 Motion Picture Celebration," has been issued, this time by Gov. **William G. Stratton** of Illinois and countersigned by **Charles F. Carpenter**, Secretary of State. It proclaims January as "Go to the Movies Month" and adds that "the motion picture theatres of the state of Illinois represent an important and unique activity, not only as a progressive business enterprise, but also as a community service."

Poli Asks Tenders

Poli-New England Theatres, Inc., is inviting tenders of its general mortgage income bonds due on Nov. 15, 1953. The New York Trust Co. is the agent.

Reopen, Illinois House

The Park Ave. Theatre, Park Ridge, Ill., which has been closed for 18 years, has been reopened by its new owner, **Stamford Kohlberg**.



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People

Arch Oboler will make his Broadway debut this spring as producer-director of "Eagle's Nest," a comedy about show business by **Paul Michael**.

□

Nicky Longston, manager of Canadian Odeon's Capitol Theatre in Hamilton, Ont., is leading the circuit managers in the circuit's "better management contest." Last year he became the "grand champion showman" of the Odeon organization and he apparently is heading for a repeat.

□

David N. Laux, has been elected vice-president of Studio Films, Inc., of Cleveland. He formerly was account executive of Ruthrauff & Ryan and vice-president of MacFadden Publications.

□

George Murphy, director of public relations for M-G-M studios, is billed as the principal speaker at the Portland, Ore., Junior Chamber of Commerce meeting on Jan. 15.

□

Col. Bill E. Green, veteran character actor reputed to be the discoverer of **Roscoe (Fatty) Arbuckle's** potentialities as a comedian, now a resident of New Orleans, has been signed by **George M. Leppert** for roles in Draw Poker Films of Texas "Southern Accent Series," combined theatre and TV featurettes.

10 From Fox

(Continued from page 1)

size diversification of story material and background locales and each will boast outstanding performers, he said.

Pictures in the CinemaScope lineup are: "House of Bamboo," starring Robert Stack, Robert Ryan and Shirley Yamaguchi, produced by Buddy Adler and directed by Samuel Fuller; "Pink Tights," musical production starring Dan Dailey and Sheree North, produced by Samuel G. Engel and directed by Henry Levin; "Sir Walter Raleigh" from the story by Mindred Lord, starring Bette Davis, Richard Todd, Joan Collins and Jay Robinson, produced by Charles Brackett and directed by Henry Koster; "The Left Hand of God," starring Humphrey Bogart and Gene Tierney, produced by Buddy Adler and directed by Edward Dmytryk; "The Tall Men," starring Clark Gable, produced by Howard Hawks and William A. Bacher.

"Seven Cities of Gold," a Charles Brackett production; "How To Be Very, Very Popular," starring Marilyn Monroe, produced and directed by Nunnally Johnson; "The View From Pompey's Head," a Philip Dunne production; "A Many Splendored Thing," starring Jennifer Jones and William Holden, produced by Buddy Adler and directed by Henry King, and "Lord Vanity," starring Clifton Webb, Robert Wagner, new star Martine Carol and Peter Ustinov, produced by Charles Brackett and directed by Delmer Daves.

Mike Simons Says

5,000 Exhibitors Will Attend MGM Workshop by Mid-June

By LESTER DINOFF

Some 5,000 independent theatre owners and circuit operators throughout the United States will be in attendance at "M-G-M Ticket Selling Workshops" which will be held in 16 cities by June 13, according to Mike Simons, director of customer relations for the company. The conservative estimate of exhibitors who will attend the Workshop meetings seeking information on how to sell



Mike Simons

more tickets may be boosted, Simons said, as an additional eight more clinics have been scheduled by M-G-M to be conducted possibly by July 1.

Simons, an industry veteran with both exhibition and distribution experience, said that "the Workshop is a meeting to which M-G-M brings successful theatremen to tell how they sell tickets. We don't profess to conduct a school or to teach anybody anything. Whether or not they learn anything depends on their experience, ability, etc.; hence M-G-M makes no promise that they will learn."

The informative meetings are designed, Simons stated, to:

□ Benefit the young and new blood in the motion picture industry which has stepped into the vacuum created by the passing of experienced showmen. Drive-in operators, comparatively new blood in the ranks of exhibition, are seeking to learn the basics in showmanship and ticket selling.

□ Remind the small town theatremen about ticket selling ideas which he has forgotten and which could be passed on to his assistants.

□ Afford the circuit accounts expert information about theatre sales in other territories and trends in film presentation.

M-G-M is not selling its pictures

at the Workshop meetings, Simons said. However, Emery Austin, head of company exploitation, advises exhibitors in attendance of what company product is available and what services are afforded, the film official said.

The itinerary for the M-G-M Ticket Selling Workshops call for 16 meetings from mid-January through mid-June. The dates are: Jan. 12, Denver; Jan. 24, Jackson, Miss.; Jan. 27, Memphis; Feb. 8, Richmond; Feb. 22, Detroit; March 1, Columbus; March 3, Kansas City; March 9, Dallas; April 12, Atlanta; April 18, Buffalo; April 26, Orlando, Fla.; May 2, Milwaukee; May 4, Minneapolis; May 10, Billings, Mont.; May 16, Myrtle Beach, N. C., and June 13 at Santa Fe, N. M.

Eight More Likely

It is possible that eight more Workshops will be held in St. Louis, Salt Lake City, Seattle, New Orleans, San Francisco, Portland, Des Moines or Omaha, the customer relations director also disclosed.

Simons and Austin are now completing arrangements for the Workshop to be held at the Hotel Cosmopolitan in Denver on Wednesday and they will attend the Rocky Mountain Council of Motion Picture Organizations on the following day. Austin will leave Denver for Culver City, shortly thereafter for several days of viewing new pictures and discussing a series of projected new tours at the M-G-M studios while Simons will go to Oklahoma City to attend the Video Theatres convention, Jan. 18-19, at the Skirwin Hotel.

In Jackson on Jan. 24

From Oklahoma City, Simons will head for Jackson to prepare for the Jan. 24 Heidelberg Hotel meeting for Mississippi and Louisiana area exhibitors.

Austin, who will meet the customer relations director in Jackson, will then accompany Simons to Memphis for the Workshop meeting there at the Skyway Hotel for Tri-State exhibitors.

Studio Craft Workers TV Set Production 858,501 in November

HOLLYWOOD, Jan. 9.—Average weekly earning of craft workers in studios skidded in November to \$123.96 from October's \$129.55, but still was well above previous November's \$118.83, according to California Department of Industrial Relations' monthly report.

November average is, however, the highest earned among all 98 work classifications reported on by CDIR, with the second highest paid being the electrical workers in the construction business, who averaged \$106.77.

'Scarf' to Palace

"The Green Scarf," new murder mystery starring Michael Redgrave, Leo Genn and Ann Todd, will have its American premiere at the RKO Palace Theatre here on Jan. 14. Associated Artists Productions is releasing.

Cites 'Scope Acceptance

Declaring that CinemaScope has been embraced by both the public and exhibitors as the finest new method of motion picture presentation, Al Lichtman, 20th Century-Fox director of distribution, reiterated previous company statements that "the medium's impact has revitalized the entire industry, bringing prosperity to exhibitors, producers and distributors alike."

Speaking at the opening session of the two-day domestic and Canadian division managers meeting at the home office here on Friday, Lichtman disclosed that about 15,000 theatres throughout the world are equipped for CinemaScope now and with installations proceeding at an average of more than 200 weekly, they should reach 21,000 by April of the present year.

Sees Production Rising

"To meet this growing source of theatre outlets, virtually every major producing studio and many independent producers are turning their time, talents and top attractions to CinemaScope," Lichtman declared. This upswing in CinemaScope production will see approximately 125 releases in the medium during the current year, he said.

Exhibitors can be assured that 20th-Fox will bend every effort to provide the type and number of films that will assure them a most profitable business year, Lichtman said. He also emphasized that a constant exchange of ideas and information between exhibitor and distributor is vital to the continuing success of both groups and that better trade policies will result from this spirit of harmony and teamwork.

"Better forms of theatre programming, at conventional and drive-in theatres, should be explored," Lichtman declared, "with showmanship and imagination as the by-word."

Ten Films for April

Discussions on the merchandising and promotion of 10 pictures scheduled for release through April and a review of general company sales policy were held also. Leading the talks with Lichtman were S. Charles Einfeld, vice-president in charge of advertising and publicity; William C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Alex Harrison, Western sales manager, and Glenn Norris, Eastern sales manager.

Charge Schine with Continuing Pool

BUFFALO, Jan. 9.—Defendants in the Schine Theatre's Federal contempt of court trial violated Judge John Knight's 1949 anti-trust decree by disobeying provisions requiring dissolution of a theatre pool in Fostoria, Ohio, and theatre divestitures in that area, the government has charged here.

Joseph E. McDowell, Justice Department trial attorney, asserted that the government will prove that Schine Chain Theatres Inc., instead of relinquishing interests in the pool as claimed, substituted an instrumentality, Darnell Theatres Inc., in its place.

TV Set Production 858,501 in November

WASHINGTON, Jan. 9.—Television set production in November was the highest for any November on record, but was still behind the October output, the Radio-Electronics-Television Manufacturers Association reported.

It put November output at 858,501 sets, compared with only 561,237 sets in November, 1953. October, 1954, production totaled 921,476 sets. Output for the first 11 months of 1954 was put at 6,513,292 sets, compared with 6,766,040 sets in the like 1953 period.

Miss Mayo DAR Guest

WASHINGTON, Jan. 9.—Actress Virginia Mayo has been invited to be a special guest at the annual congress of the Daughters of the American Revolution, opening here in April.

JAN.



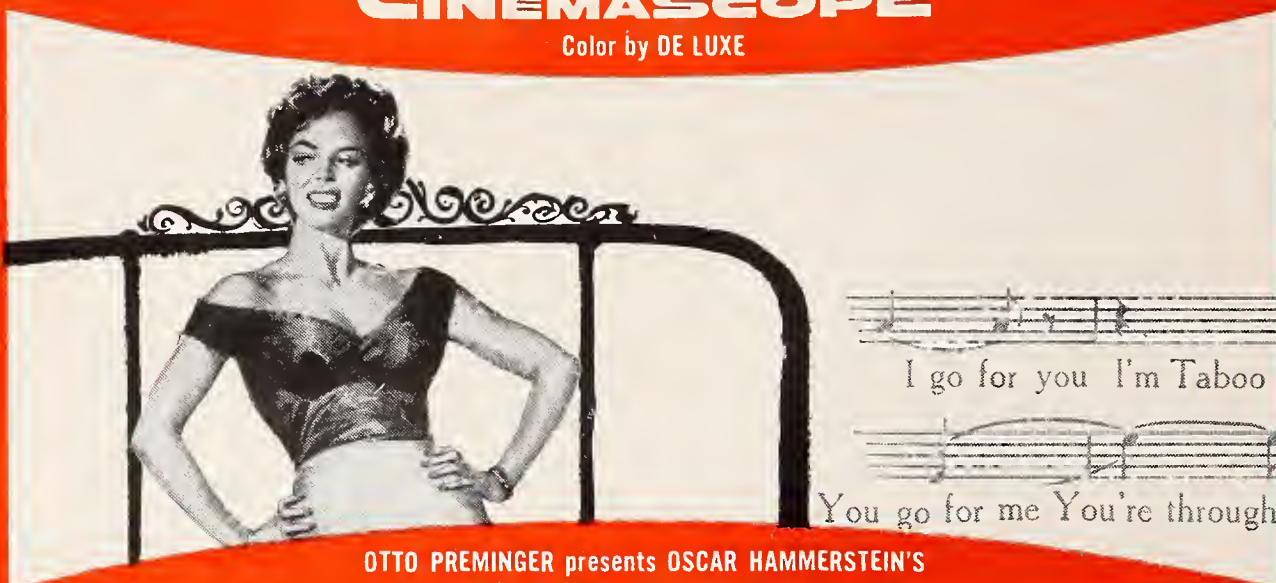
IRVING BERLIN'S
THERE'S NO BUSINESS LIKE SHOW BUSINESS

ETHEL MERMAN · DONALD O'CONNOR · MARILYN MONROE
DAN DAILEY · JOHNNIE RAY · MITZI GAYNOR

CINEMASCOPE

Color by DE LUXE

JAN.



OTTO PREMINGER presents OSCAR HAMMERSTEIN'S

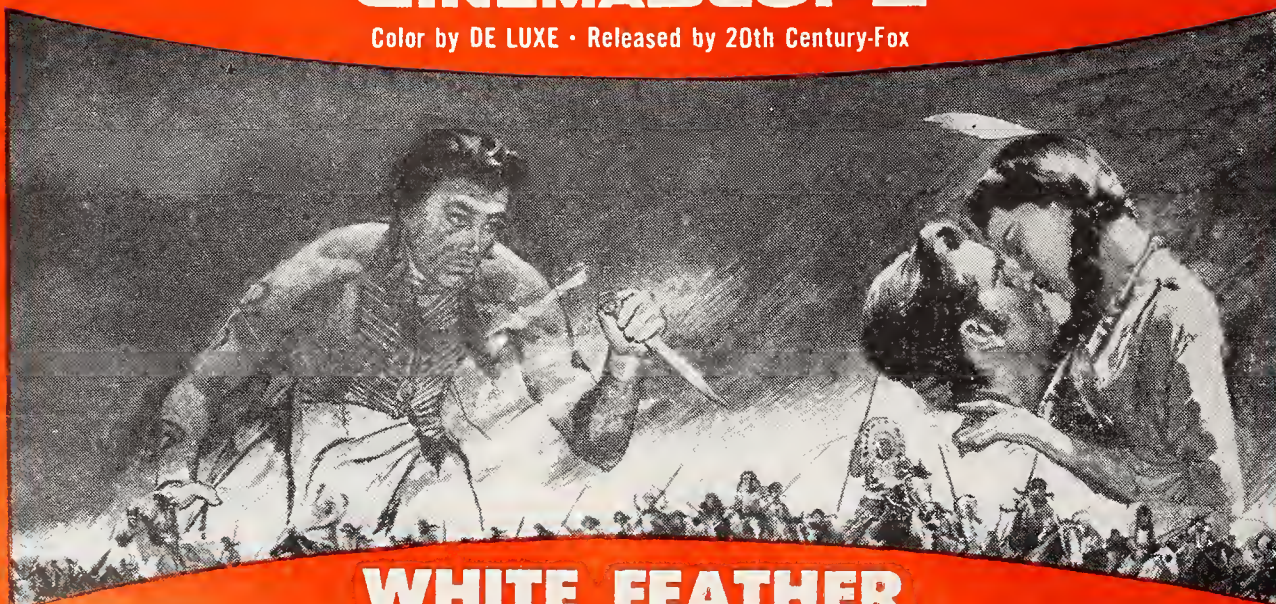
CARMEN JONES

HARRY BELAFONTE · DOROTHY DANDRIDGE · PEARL BAILEY · OLGA JAMES · JOE ADAMS

CINEMASCOPE

Color by DE LUXE · Released by 20th Century-Fox

FEB.



WHITE FEATHER

ROBERT WAGNER · JOHN LUND · DEBRA PAGET · JEFFREY HUNTER

CINEMASCOPE

Print by Technicolor · A Panoramic Production

20th
Century
starts
your
most
prosperous
year
2
a month

CINEMASCOPE



"It's a pleasure to do business with 20th!"

y-Fox

rous

with

th in

SCOPE



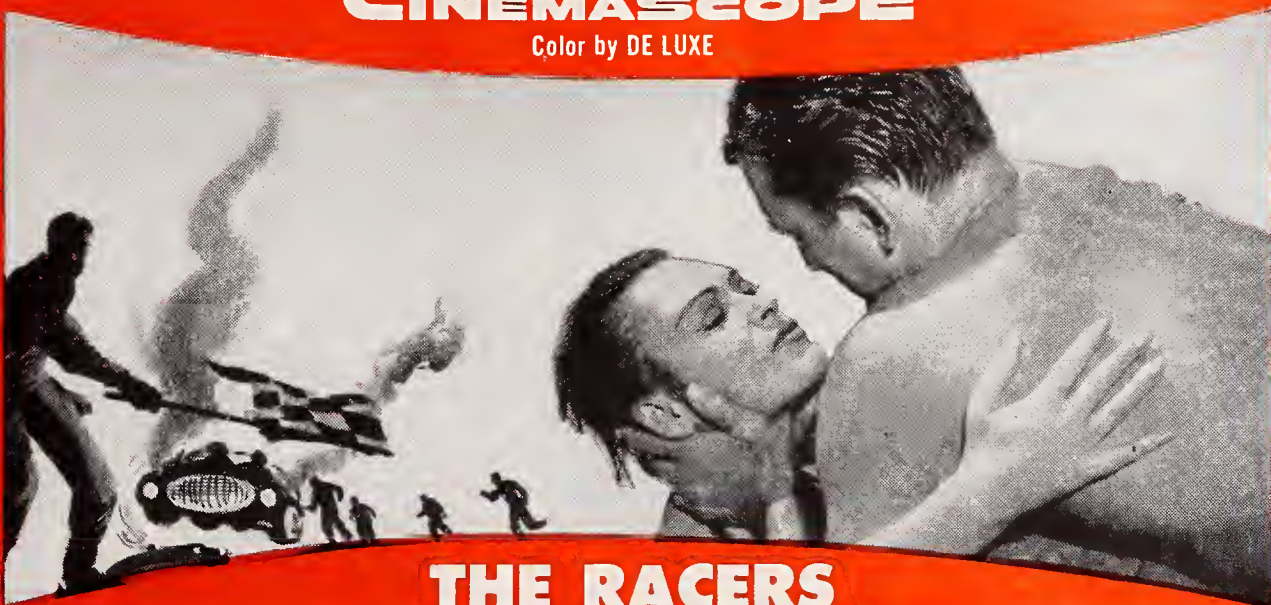
FEB.

PRINCE OF PLAYERS

RICHARD BURTON · MAGGIE McNAMARA · JOHN DEREK · RAYMOND MASSEY
CHARLES BICKFORD · ELIZABETH SELLARS and EVA LE GALLIENNE

CINEMASCOPE

Color by DE LUXE



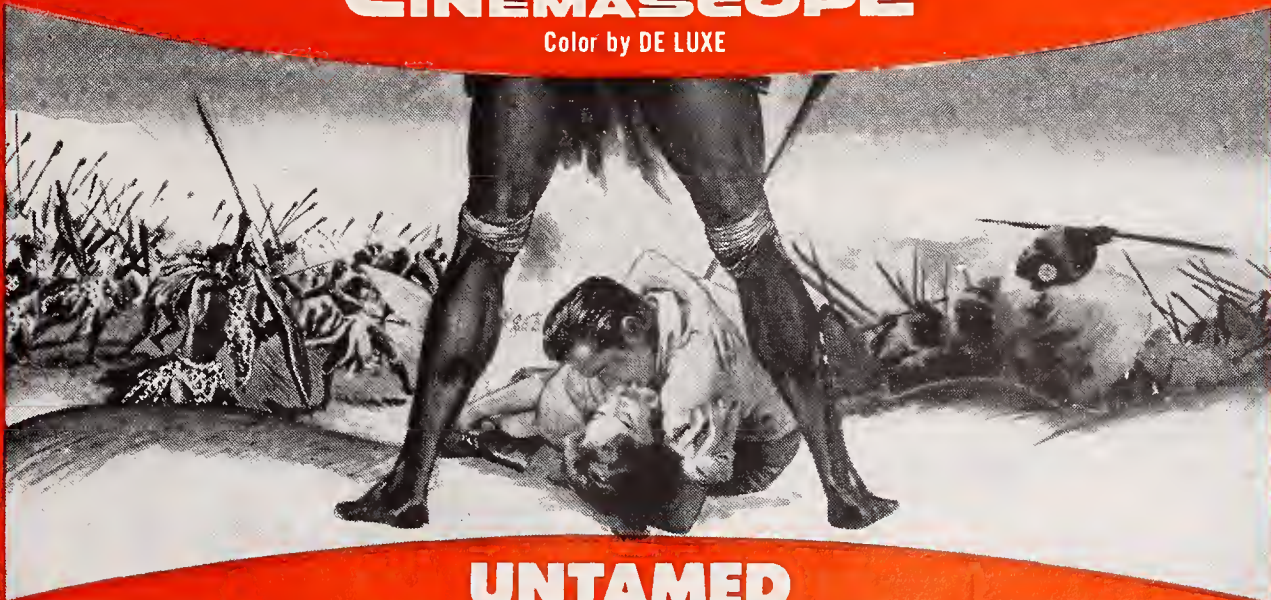
MAR.

THE RACERS

KIRK DOUGLAS · BELLA DARVI · GILBERT ROLAND
also starring Cesar Romero · Lee J. Cobb · Katy Jurado

CINEMASCOPE

Color by DE LUXE



MAR.

UNTAMED

TYRONE POWER · SUSAN HAYWARD · RICHARD EGAN

CINEMASCOPE

Color by DE LUXE

—and for Easter...the wonderful
love story of "A MAN CALLED PETER"

Lower Tax

(Continued from page 1)

nature of our business and of our problems abroad will be manifested in proposing again a 14-point tax credit on foreign investment earnings."

Copies of the letter went to Humphrey and to Clarence Randall, chairman of the President's committee on foreign economic policy.

Film Companies Excluded

Last year the Treasury proposed that certain firms be taxed on their overseas earnings at 14 percentage points below the going corporate tax rate, and also be permitted to escape tax on foreign earnings until the earnings are actually remitted to this country. The House-approved version of the technical tax relief bill included this proposal, but in language excluding film companies and other distributors.

Johnston and others protested this to the Senate finance committee, and the Senate knocked the provision from the bill. The Administration has said it would again urge this year a lower tax rate for foreign income, but has not announced specific details.

Johnston's letter said it was inconceivable that a branch bank or an air transportation office could qualify under last year's proposal, while the motion picture industry, with its far-flung operations and heavy investments all over the world, would be denied the tax credit.

"To compare these investments and operations with a branch bank or an airline ticket office in a single large city of some foreign country is utterly unrealistic," he declared. "It is our considered view that the proposed provisions of last year's tax bill discriminated against an American business operation abroad which meets all of the tests laid down for eligibility for the credit."

The MPEA president submitted the text of several amendments which he said would make film distributors eligible for the tax relief proposed by the Treasury.

Limitations Statute

(Continued from page 1)

ing Bill was approved by a House judiciary subcommittee early in 1953, but got no further.

Both House judiciary committee chairman Celler (D., N.Y.) and Denton sponsored bills to boost the maximum fine for anti-trust law violations from \$5,000 to \$50,000. The House has passed such a bill in each of the last three Congresses, but it always has died in the Senate.

The Denton Bill would also strengthen provisions of the present law with respect to making judgments won by the government in anti-trust suits acceptable evidence in suits brought by exhibitors and other private parties.

Legislation to class subscription television as a common carrier was among others last week.

The bill was dropped in the House hopper by Rep. Hinshaw (R., Cal.), who sponsored an identical bill last Congress. Classing subscription TV as a common carrier rather than as a broadcast service would require the Federal Communications Commission to control all subscription TV rates. The proposal is bitterly opposed by subscription TV backers.

Hollywood

By Samuel D. Berns

NEW YEAR'S Resolutions Anyone?

Roy Rowland: "To exploit and explore all the new processes of the screen as best I can without ever letting them get in the way of the story I tell."

Henry King: "To maintain an even closer liaison with exhibitors across the nation who actually meet and sell the public, and like all good salesmen keep their fingers on the public's pulse."

Otto Preminger: "Stay active and abreast of developments in all fields of entertainment, as one way of improving movie quality."

Ritz Brothers: "We solemnly resolve not to make or keep any more New Year's resolutions, including this one."

□ □ □

INCIDENTALLY: Mary Jo Rush's song "Chilly Willy," is the inspiration of Walter Lantz's new penguin character, who makes his debut in a series of three cartoons during the New Year. . . . Bill Demarest, loaded with uranium stock that has the Geiger counters dizzy with delight, has the insiders chuckling at his role of an old miner with a deed to a supposedly worthless gold mine in U-I's "Destry." . . . Mark Robson got back from a European vacation in time to read the rave notices on his direction of "Bridges of Toko-Ri." . . . Filming close-ups of Frank Sinatra, Ella Logan, Ella Fitzgerald, Barry Fitzgerald and the other stars of DCA's "Finian's Rainbow" during a music recording session established a new procedure in obtaining perfect model and movement for artists engaged in drawing a cartoon feature. . . . Over 100,000 discount tickets were distributed in the L. A. area to insure a lengthy run on Rank-U-I's "Romeo and Juliet." . . . Nat Holt may remain at RKO to make three more films after "Seven Bad Men." The producer says he has the inside track on an early American railroad story for the group. . . . Allied Artists will start off the new year with 10 pictures in the safe. . . . Mario Lanza has plenty of rooters for his return to fan favor in Warners' "Serenade" project. . . . Las Vegas is fast becoming a location shooting hotspot; and Joel Preston has joined Carl Erbe in making its new 9-story Riviera a favorite filmite retreat.

□ □ □

DRUM BEATERS: Cornel Wilde and Jean (Mrs. Wilde) Wallace are planning to hit the p.a. route for Allied Artists' "The Big Combo." . . . The public will have a chance to become better acquainted with new face Mara Corday on her current nationwide tour to plug U-I's "So This Is Paris." . . . TV viewers will get a film clip teaser of Paramount's "Bridges of Toko-Ri" on ABC's "You Asked for It." . . . Filmmakers' Irving Levin is splitting the country into regional appearances for the "Crashout" stars, with William Bendix slated for the Chicago territory. . . . Bob Rains is back at his first love—taking care of radio and television promotion for U-I films after spending several seasons in the casting department.

□ □ □

FRANK O. PINYONS: Paul McNamara's Telemeter plan to take care of the minor leagues with some of the receipts from the pay-as-you-see TV major baseball playoffs, if successful, might set the pattern for an exhibitors' fund when set viewers decide to stay home and pay for a major film that won't play their neighborhood "Rox." . . . New Faces Problem: Bob Aldrich need not blow his top at exhibitors who refuse to put unknown names on the marquee. The public is "brand conscious." An unfamiliar name could effect negative reaction by the show shoppers. If the picture is lacking in name draw, the exhibitor is justified in only listing the title and a line about the type of film. Robert Aldrich is a fine director and his name might mean something on the marquee after the public has seen UA's "Vera Cruz." New faces can only be developed with marquee aid if the producers balance their risk of a new face with a reasonable name or names to support the debut. I.e.: Lois Smith in WB's "Strange Lady in Town" has Greer Garson and Dana Andrews to assist in this department; Joan Woodward has Van Heflin to help sell her on the marquee for Columbia's Technicolor CinemaScope, "The Calico Pony." Mara McAfee can be launched in Stanley Kramer's "Not As a Stranger," starring Olivia de Havilland and Robert Mitchum, or Columbia's "My Sister Eileen" with Jack Lemmon and Janet Leigh as good company; and Colis Leachman, who may hitch her marquee debut to the Mickey Spillane thriller, "Kiss Me Deadly," could be leaning on Robert Aldrich's name for the neon glittered recognition.

Toll-TV

(Continued from page 1)

is expected to attempt to set up financing arrangements to carry out its program. The committee had hoped for financial aid from the Council of Motion Picture Organizations but there appears no prospect that it will be forthcoming. As a result, the committee has appealed to national and regional exhibitor organizations for financial help.

A TOA meeting here last week was scheduled to consider the request but the meeting at which it was to be taken up was postponed.

Zenith Refuses

(Continued from page 1)

also refused to state how many exhibitors were involved, or from which areas.

In New York, top Theatre Owners of America officials said they had not heard of any exhibitors interested in a Phonevision franchise. One exhibitor leader advanced the theory that perhaps McDonald was referring to some exhibitors owning UHF stations and who may be interested in a toll TV franchise.

Lardner, Jr.

(Continued from page 1)

a petition filed Friday, to overturn a Ninth Circuit Court of Appeals decision upholding the film company's action. The case will probably set a precedent for deciding several similar suits brought by industry workers who were fired when they refused to answer the committee's questions.

"The practical effect of the decision below, unless corrected by this court, will be to give judicial approval to a motion picture industry practice which has driven hundreds of writers, actors and craftsmen from their livelihoods," the Lardner petition declared.

Allied Plan

(Continued from page 1)

board at its winter meeting in St. Louis early next month, according to Ben Marcus, Allied president.

Marcus and other Allied officials who conferred here late last week declined to say what difficulties had been encountered in the way of putting the Allied Equipment manufacturing and distribution plan into being but the unofficial reports among independent exhibitors were that satisfactory arrangements with manufacturers could not be made, particularly with regard to servicing the equipment after its installation in theatres.

Marcus announced at the Allied annual convention in Milwaukee early in October that arrangements for the manufacture of the low-price Allied brand equipment would be set up in the course of a Western trip on which he embarked shortly after the convention. He has reported no developments on the project since.

Martin, Lewis Re-Signed

HOLLYWOOD, Jan. 9.—Paramount has signed Martin and Lewis for seven additional pictures to follow the two still due on the present contract. The new pact does not interfere with their contract with Hal B. Wallis.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 7

NEW YORK, U.S.A., TUESDAY, JANUARY 11, 1955

TEN CENTS

TOA's President

Warns Against Big City Slant Of Production

Martin Finds Thousands Of Houses in Film Plight

By MURRAY HOROWITZ

Production today appears to be slanted for the larger Metropolitan areas in the country rather than for the medium-sized and smaller situations in the U. S., according to E. D. Martin, president of Theatre Owners of America.

As a concomitant to what he called "the Metropolitan-orientated production," Martin added that the product is geared for extended runs at greatly increased film rentals.

"Thousands of theatres throughout the country," Martin contended, "cannot fit into this approach."

The TOA president was sounded out as to his sentiments regarding the fewer, but bigger pictures approach
(Continued on page 7)

Plan Military Print Survey

A survey of the problems of commercial theatres near Army and Navy installations in the U. S. is to be conducted by exhibitor organizations, it was learned here yesterday.

A source close to the joint exhibition-distribution committee negotiating with the Defense Department disclosed that either Theatre Owners of America or Allied, or both, through their respective regional units, would conduct the survey. The purpose of the poll, as it was explained by the source,
(Continued on page 3)

'Prince of Players' In 3 P.M. Bow Here

Marking the first afternoon premiere of a CinemaScope production here, 20th Century-Fox's "Prince of Players" opened yesterday at the Rivoli Theatre to a capacity audience which included many prominent personalities currently appearing on the Broadway stage who usually are unable to attend evening openings.

A large attendance gathered at the theatre in advance of the 3 P.M. event
(Continued on page 3)

Projectionists Sign New Minn. Pact; Reject 1-Man Booth

Special to THE DAILY

MINNEAPOLIS, Jan. 10.—Minnesota Amusement Co. and RKO Theatres reached an agreement over the weekend with Projectionists' Local No. 219, IATSE, on a new three-year contract. Minnesota Amusement operates three Minneapolis loop first-runs and three neighborhoods. RKO has two loop first-runs.

The new contract, which is expected to be signed this week, maintains wages at the old contract level for the coming year and provides for increases of nine cents an hour in each of the second and third years. The union rejected the circuits' demand for one-man booths in downtown houses.

The union negotiating committee
(Continued on page 3)

2 N.T. Units Start Research Program

LOS ANGELES, Jan. 10.—The first use of the \$500,000 research fund established by National Theatres last month is being made in the Fox Midwest and Fox Inter-Mountain organizations currently, N. T. revealed here.

Both circuits are employing the research program to find out what influenced patrons to attend "There's No Business Like Show Business" and "20,000 Leagues Under the Sea."

The research fund is available to all N. T. showmen, the company reminds in a statement issued by Elmer C. Rhoden, president. "I am eagerly awaiting requests from managers and district managers for research projects," Rhoden said. "It's only through a thorough knowledge of our business that we can hope to go forward, and as we are living today in changing times, we must be alert to the new influences that are bringing about changes in the recreational habits of our public."

No Mention of Film Firms

Foreign Tax Aid Is Asked Of Congress by President

By J. A. OTTEN

WASHINGTON, Jan. 10.—President Eisenhower asked Congress today to give special tax advantages to some U. S. companies earning income overseas, but, as predicted, left in the air the question of whether film distributors should be eligible.

The President, in a special foreign trade message, repeated his request of last year that U. S. companies be taxed on certain overseas income at 14 percentage points less than the rate on domestic income and also that U. S. firms be excused from paying tax on money earned by foreign branches until it is actually remitted to the U. S.

Last year's Treasury proposal excluded film companies from these benefits, and the President's message today gave no indication as to whether the Treasury had changed its views. Presumably, this will not be known until the Treasury actually testifies on the subject before the House Ways and Means Committee later this year.

Motion Picture Export Association president Eric Johnston, in a letter to the Treasury released over the week-end, urged the administration to include film distributors in its tax relief proposal this time.

The President's message today did,
(Continued on page 7)

Eric Johnston Hails President's Message

Eric Johnston yesterday issued another statement hailing the President's message as "one of the most comprehensive of its kind" and one which "should receive the support of all Americans."

The motion picture industry, Johnston recalled, has been a strong advocate of tax credits as a means of promoting investment abroad, and declared that the industry hoped that "the 14 per cent tax credit, if enacted, will be applied equitably to such extensive activities as ours."

Compo Ad Provides News Story Tip

The 35th COMPO advertisement which will be published in "Editor & Publisher" on Saturday suggests that there's a good story in the local history of each community's motion picture theatre.

The peg for the news story, the advertisement explains, is that it was 60 years ago this year that the first public exhibition of a motion picture took place in a converted shoe store in New York City.

The ad, directed to editors of local
(Continued on page 8)

Supreme Court Rejects F & M Appeal

From THE DAILY Bureau

WASHINGTON, Jan. 10.—The Supreme Court today refused to hear an appeal by Fanchon and Marco, Inc., in its anti-trust suit against eight major distributors, National Theatres and Fox West Coast Theatres.

The effect of the High Court's action is to leave in force the Ninth Circuit Court of Appeals' decision throwing out the suit. The Court gave no reason for its decision, announcing merely that the appeal was denied.

Fanchon and Marco claimed that the defendants had conspired to deny first-run films to its Baldwin Theatre in suburban Los Angeles. The distributors countered that their decision not to sell first-run films to the Baldwin resulted from an independent exercise of business judgment, and both the Los Angeles District Court and the Circuit Court agreed with the distributors. F. & M. then appealed to the Supreme Court, but lost there today.

Loew's Asks Stock Delay

Loew's has filed a petition with the New York District Court asking for a two-year postponement in the deadline for distribution of stock in the new theatre company.

The Loew's consent decree provided that stock of the new theatre company had to be distributed pro rata to Loew's stockholders by Feb. 6, 1955, unless the company before that time could prove to the New York court that it could not divide its funded debt
(Continued on page 8)

Johnson, Barkley On Finance Com.

From THE DAILY Bureau

WASHINGTON, Jan. 10.—Senate majority leader Johnson of Texas and Sen. Barkley of Kentucky today were assigned to the two Democratic vacancies on the important Senate Finance Committee.

The committee handles tax, foreign
(Continued on page 3)

Personal Mention

MAX FELLERMAN, Loper Films vice-president and general manager, left here yesterday for Hollywood.

BARNEY BALABAN, Paramount president, accompanied by **PAUL RABOURN**, **A. W. SCHWALBERG**, **E. K. O'SHEA**, **JEROME PICKMAN**, **RUSSELL HOLMAN** and **HERB STEINBERG** will return to New York today from Washington.

STEVE BROIDY, president of Allied Artists, and **G. RALPH BRANTON** and **WALTER MIRISCH**, vice-presidents, will leave Hollywood on Friday for New York.

WALTER WANGER, producer, and **DON SIEGEL**, director, are scheduled to arrive in New York this week from Hollywood.

HOWARD DIETZ, Loew's, Inc., vice-president, left here yesterday by plane for the Coast.

JOSEPH LISS, Massachusetts district manager for Stanley Warner, was in Albany, N. Y., from Boston.

PHILIP WAXMAN, producer, will return to Hollywood today from New York.

DINO DE LAURENTIIS, producer, will arrive in New York from Europe today aboard the "Queen Elizabeth."

JACK BYRNE, M-G-M Eastern sales manager, has arrived in Albany, N. Y., from Buffalo.

PETER DANA, Universal Pictures Eastern division manager, was in Albany, N. Y., from here.

HUGH OWEN, Paramount home office distribution executive, will leave here today for Albany, N. Y.

JOHN HALAS, director, left here for London on Sunday via B.O.A.C. Monarch.

Charles Yates, Agent, Stricken in West

HOLLYWOOD, Jan. 10.—Charles Yates, New York theatrical agent and former agent for Bob Hope, died of a heart attack on a Palm Springs golf course today. Yates was a house guest of Hope's and was with him on the course when stricken. He had accompanied Hope west from New York after the comedian returned from a holiday tour of Greenland where he entertained service men.

Scores Knockout

Joseph Sorrentino, of 20th Century-Fox's publicity department, scored a third round knockout in his first Golden Gloves competition at Ridgewood Grove, Brooklyn. Representing the Trinity Club of Brooklyn, and handled by Lawrence Kimmelman also of the film company's publicity department, Sorrentino defeated Sheldon Diamond, a student at LIU.

'Underwater!' Debut Held Under Water Draws 200 Guests

SILVER SPRINGS, Fla., Jan. 10.—Over 200 press representatives and screen personalities were in attendance as Howard Hughes' SuperScope Technicolor film, "Underwater!" was screened underwater here last night.

The guests viewed the Jane Russell-Gilbert Roland film while sitting on benches 20 feet beneath the surface wearing bathing suits, aqua-lungs, goggles and swim fins. For those who hesitated to investigate the briny deep, RKO Pictures provided electrically controlled submarines with extra-large portholes in which to view the picture.

Among the Hollywood personalities who witnessed the film event, the first time in which a feature length motion picture was presented in such a manner, were Jane Russell, Richard Egan, Lori Nelson, Debbie Reynolds, Mala Powers, Gordon Scott, Barbara Darrow, Peggy King, Jayne Mansfield, Rosemarie Bowe and Elizabeth Threatt.

Small's 'New York' To Warner Bros.

Warner Brothers and Edward Small have concluded negotiations for the distribution of the Clarence Greene-Russell Rouse production of "New York Confidential," the motion picture suggested by the title of the Jack Lait-Lee Mortimer book, it was announced by Jack L. Warner.

"New York Confidential" was produced by Clarence Greene and directed by Russell Rouse, based on the original screenplay by Greene and Rouse.

The picture stars Broderick Crawford, Richard Conte, Anne Bancroft, J. Carrol Naish and Marilyn Maxwell.

Government Leaders At 'Air' Premiere

WASHINGTON, Jan. 10.—Ranking Cabinet members, leaders of the Senate and House, Air Force generals and members of President Eisenhower's family were among the guests present at a Pentagon dinner given prior to the in-advance-of-release invitational preview of Paramount's VistaVision motion picture, "Strategic Air Command," held here at Loew's Capitol Theatre tonight.

Secretary of the Air Force Harold E. Talbott was the host at the Pentagon dinner. Present on behalf of President Eisenhower were: Mrs. Eisenhower; her mother, Mrs. Doud; her daughter-in-law, Mrs. John Eisenhower, and Sherman Adams, Assistant to the President. Others present included Secretary of Defense Charles E. Wilson; Secretary of the Navy Charles S. Thomas; Secretary of Commerce Sinclair Weeks; Deputy Secretary of Defense Robert P. Anderson; Under Secretary of the Air Force James H. Douglas, Jr., and Assistant Secretary of Defense Roger Lewis.

NYC Tax Decision Still in Abeyance

Happiness or disappointment in exhibitor circles here was restrained for another week yesterday when the Brooklyn Appellate Division Supreme Court jurists failed to hand down a ruling in the New York City exhibitors' appeal of the five per cent amusement tax. The court usually hands down its decisions and rulings on Mondays.

Add 3 Franchises To DCA Lineup

Three new franchise holders have joined Distributors Corp. of America's program of distribution, Charles Boasberg, vice-president and general manager, and Irving Wormser, vice-president and general sales manager, announced.

The three new franchise holders are Albert Dezel, Detroit (Albert Dezel Productions, Inc.); W. H. Gaffney, Kansas City (Dixie Enterprises), and William Benjamin, Milwaukee (Screen Guild Productions).

Franchise holders will sell secondary markets of DCA pictures. "DCA's home office supervision, coupled with genuine incentive selling, will result in thorough marketing," Boasberg and Wormser declared.

Winberry to Manage Col. Houston Branch

NEW ORLEANS, Jan. 10.—John Winberry, a Columbia salesman here for 23 years, has been appointed manager of the company's new exchange in Houston. Winberry will headquarter in Dallas temporarily until the Houston branch is ready for operation.

The appointee was given a testimonial and farewell luncheon here by branch manager Duke Duvall and the exchange personnel who presented him with a desk set.

New Kemp Co. Plans SuperScope Picture

The formation in New York of a new motion picture company, Kemp Productions, was announced here over the week-end. The new company's first production, geared for major release, will be "The Burlesque Story," to be produced in SuperScope and De Luxe color.

The screenplay is an original by Walter Hartman, for years a feature writer for the drama page of the "New York Daily News" before joining the East Coast story department of Paramount Pictures.

Para. Gets Finnish Cups

Paramount has received word that "Shane," "Roman Holiday" and actress Shirley Booth, star of "Come Back, Little Sheba," have been awarded Finnish "Oscars."

News Roundup

Cinerama Ends Run

"This Is Cinerama" will terminate its Detroit Music Hall engagement of 103 weeks during the week of Feb. 10 and "Cinerama Holiday" will start an indefinite run on Feb. 15.

To Make 'Moon Gate'

Having concluded a deal with Gibraltar Motion Picture Distributors for the national release of his "Dark Violence," Paul Burton-Mercur is preparing to produce "Moon Gate," based on his own three-act play.

Start Drive-in

Construction has started on the first drive-in project in Southington, Conn. A 750-car capacity theatre, the drive-in is being built by P. J. DiFazio, a New Britain business man.

SuperScope Sales Up

Foreign sales of SuperScope lenses are up more than 50 per cent since Dec. 15 when Joseph Tushinsky returned to Hollywood following a trip through Europe. He said the biggest order came from France, where one circuit purchased 150 lenses.

Aid Hospital Wing

The Oregon film industry's 11th annual "Show of Shows" contributed \$29,000 to the new wing of the Shriners Hospital for Crippled Children in Portland. Jack O'Bryan of United Artists directed the events.

Claim Over-Tax on Schenectady Houses

SCHENECTADY, N. Y., Jan. 10.—Owners and lessees of the four major downtown houses here have instituted proceedings against the city, claiming they have been overtaxed an estimated \$2,742,000 in assessments during the past 13 to 15 years. Involved are the State, Erie, Proctor's and Plaza—all operated by Fabian, although the first two named are owned by the W. W. Farley Estate and George H. C. Farley, of Albany.

NEW YORK THEATRES

RADIO CITY MUSIC HALL		
Rockefeller Center		
"DEEP IN MY HEART"		
In Glorious COLOR starring		
JOSE FERRER	MERLE OBERON	HELEN TRAUBEL
An M-G-M Picture		
& The Music Hall's Great Christmas Stage Show		

People

Herman Levy, general counsel of Theatre Owners of America, will address the Hartford Advertising Club on Feb. 8 on the subject of toll TV.

□

John Bertero, president of Fox West Coast Theatres, has been named to the board of directors of Transamerica Corp.

□

Louella Hoppe has left the Theatre Service Agency, San Francisco, to become **Roy Cooper's** secretary.

□

Al Kolkmeier of Universal Pictures has been elected president of the Cincinnati unit of the Colosseum of Motion Picture Salesmen. **Sam Weiss** is the new vice-president; **Arthur Adams**, secretary, and **Manny Naegel**, treasurer. New directors are **Pete Niland**, **Ross Williams** and **Charles Palmer**.

□

Lew Keller has joined United Productions of America as an animation director.

□

H. Weller Kever, former Central sales supervisor for the NBC Film Division, has been appointed national sales manager.

□

Don Garrett has been named press representative for Screen Gems, Inc., TV subsidiary of Columbia Pictures.

□

Norm Levinson, assistant manager of Loew's Poli Theatre in Hartford, has resigned to become M-G-M press representative in Minneapolis, effective Jan. 17. He had been with the organization since 1940.

Cleveland Exhibitors Reelect Officers

CLEVELAND, Jan. 10.—At the annual general meeting of the Cleveland Motion Picture Exhibitors Association, all officers were reelected by acclamation as follows: president, **Henry Greenberger**; vice-president, **Joe Rembrandt**; treasurer, **Ted Vermes**, and secretary, **Louis Weitz**.

Board of directors consists of **Leonard Mishkind**, **Joe Rembrandt**, **P. E. Essick**, **Meyer Fine**, **Greenberger**, **H. E. MacManus**, **Jack Essick**, **Leonard Greenberger**, **Bert Lefkovich**, **James Kalafat**, **Marshall Fine**, **Arnold Porozynski**, **Howard Reif**, **Vermes** and **Max Lefkovich**.

McCurdy to Manage AB-PT Concessions

Walter McCurdy has been appointed manager of the confectionery sales department of American Broadcasting-Paramount Theatres, Inc. This position was formerly held by **Herbert Hahn**, who is presently handling stockholder relations for the company. McCurdy was previously associated with **Kendall Mills** prior to his going to AB-PT in 1953.

Para. May Boost Schedule: Hartman

The possibilities of Paramount Pictures boosting its releasing schedule this year was held out here yesterday by **Don Hartman**, executive producer at Paramount studios, who stated that while the present company release schedule calls for 20 films in 1955, "Paramount will make whatever it possibly can, providing the story material holds promise of good boxoffice returns."

Hartman, who is currently visiting New York with producer **William Wyler** to seek new properties and to see the top Broadway shows, said that the motion picture business this year will be good as long as the pictures turned out by Hollywood are good.



Don Hartman

L.A. Trust Actions Settled Out of Court

HOLLYWOOD, Jan. 10.—Metropolitan Theatres Corp.'s anti-trust suit against seven major distributors, which had been appealed to the Ninth Circuit Court of Appeals by the complainant from a directed verdict favoring the defendants, was withdrawn by stipulation last week following the conclusion of an agreement on terms for private settlement. The plaintiff had asserted the major distributors conspired to withhold first run product from its Orpheum theatre, Los Angeles, and had asked approximately \$1,000,000 damages. **Gray, Binkley & Pfaelzer** represented Metropolitan in the litigation.

Chesapeake Plea To Be Heard Today

The appeal by Chesapeake Industries against the dismissal of its \$15,000,000 anti-trust suit against Loew's and RKO Theatres is scheduled to be heard here today in the Circuit Court of Appeals.

Last May, Federal District Court Judge **Augustus N. Hand** ruled that the release agreement between Chesapeake Industries and United Artists of December, 1953 applied to all defendants and alleged co-conspirators. Named as co-conspirators were the major film companies. The suit, which was filed by Chesapeake Industries as the owner of the now-dissolved ELC, charged that ELC had been denied access to the New York market because of the alleged split by Loew's and RKO Theatres of film product.

Altec Policy Confab Held in New York

A policy conference was called here last week by **H. M. Bessey**, executive vice-president of Altec Service Corp. Participating were representatives from the company's Northeastern and Eastern divisions, including **L. J. Patton**, Eastern division manager; **Ralph Kautzky**, Northeastern division manager; **R. E. "Red" Pierce**, Boston branch manager; **H. Hornbeck**, Altec representative in Silver Spring, Md.; together with **C. S. Perkins**, headquarters operating manager; **L. D. Netter, Jr.**, sales manager, and **Marty Wolf**, assistant sales manager of the company.

The discussions, presided over by **Netter**, revolved around new sales policies which are now under consideration.

Geo. Hoover to M.C. Smakwitz Dinner

ALBANY, Jan. 10.—George C. Hoover, international chief barker of Variety Clubs, will act as toastmaster at the testimonial dinner which the local tent will give tomorrow night in the ballroom of the Sheraton-Ten Eyck Hotel for **Charles A. Smakwitz**, recently promoted from Stanley Warner zone manager in Albany to a similar position in Newark, N. J.

Two hundred, including **S. H. Fabian**, **Sam Rosen** and **Harry Kalmine**, Stanley Warner executives, State Senator **Fred G. Moritt**, counsel-treasurer of Mac Donald Pictures; **M. A. Silver**, SW zone manager in Pittsburgh; **Harry Feinstein**, SW zone manager in New Haven, and **Joseph Liss**, Massachusetts district manager (now also supervising Albany), are expected to attend.

George H. Schenck, local chief barker, will introduce Hoover.

Record Promotion For U-I's 'Bridges'

The Boston world premiere and the New England territorial saturation kickoff of Universal-International's "Six Bridges to Cross" is being backed by a "record" integrated television, radio and newspaper advertising campaign, U-I announced yesterday.

"Six Bridges to Cross," based on the \$2,500,000 Boston robbery, will have its world premiere at the RKO Memorial Theatre in Boston on Jan. 19 launching more than 150 dates in the territory.

The television-radio-newspaper advertising campaign has been set for Boston, Providence, Augusta, Bangor and Portland, Me.; Manchester, N. H.; Springfield, Mass., and New Haven and New Britain, Conn.

In addition to the advertising campaign, the picture is also being backed by a territorial personal appearance tour with **Tony Curtis** and **George Nader**, stars of the film; **Claudia Hall**, featured in the film and **Joseph Dinneen**, veteran Boston crime reporter.

'Crusoe' in Festival

"Adventures of Robinson Crusoe" will be the official Mexican entry at the International Film Festival in Punta del Este, Uruguay, beginning Jan. 15, it was announced here by United Artists. "Romeo and Juliet" also will be presented, but in a non-competitive showing, at the festival, it was disclosed.

Print Survey

(Continued from page 1)

is to gather information regarding releasing and print problems of commercial theatres near Armed Forces installations.

Disclosure of the survey came in the wake of the meeting here last week of the exhibition-distribution committee on the problem. Regarding last week's meeting, the source said yesterday that the proposals to be made to the Defense Department would have to wait pending the information to be garnered from the poll, a process, which, he estimated, would take a number of weeks.

Johnson, Barkley

(Continued from page 1)

trade, social security and unemployment insurance legislation. As a result of the GOP loss of Senate control, Sen. **Bennett (R., Utah)** has been bumped off the finance group, former Sen. **Johnson (D., Col.)** has left to be governor of his state; otherwise the committee is the same as in the last Congress.

To take the finance committee post, Sen. **Johnson of Texas** had to quit the Senate Commerce Committee, which handles broadcasting matters, among other things. Democrats newly appointed to that committee were **Daniel of Texas**, **Ervin of North Carolina**, **Thurmond of South Carolina** and **Bible of Nevada**. Sen. **McNamara of Michigan** got the only Democratic vacancy on the labor committee, while Senators **O'Mahoney of Wyoming** and **Daniel** got Democratic vacancies on the judiciary committee, in charge of anti-trust legislation.

'Prince of Players'

(Continued from page 1)

and extra police were assigned to the area to handle the crowds. An added touch of glamour was added to the proceedings as **Maggie McNamara**, star of the drama, acting as hostess, greeted many of her friends. Assisting **Miss McNamara** in the role of hosts were **Philip Dunne**, producer and director of the film, and **Moss Hart**, who wrote the screenplay.

National coverage of the opening was accomplished by Movietone newsreels, news and wire service photographers and **Maggie McNellis**, who tape recorded interviews for her ABC radio network program.

Projectionists

(Continued from page 1)

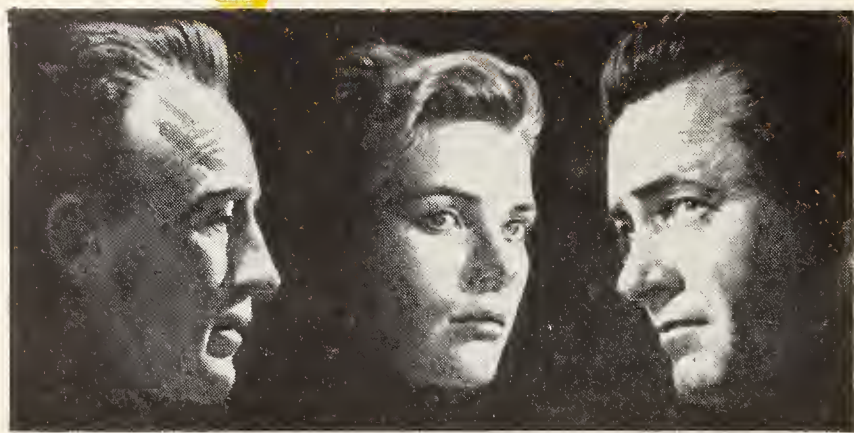
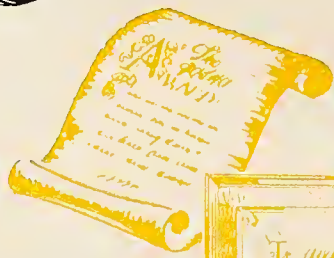
offered a similar contract to the independent theatre owners' negotiating committee headed by **Ted Mann** but it was rejected. Independents are holding firm on the first offer which included a 25 per cent cut from the existing contract and elimination of a two-man drive-in booth. The projectionists, who filed a strike notice a month ago, have been operating without a contract since Nov. 30.

Rank Adds One

"The Woman for Joe," tentative title, has been added to the list of VistaVision pictures on the J. Arthur Rank Organization's production schedule for 1955, it is announced. It will go before the cameras at Pine-wood Studios in London early next week.

THE STAMPEDE OF

HON



BING CROSBY
GRACE KELLY
WILLIAM HOLDEN

in A PERLBERG-SEATON Production

THE COUNTRY GIRL

Produced by WILLIAM PERLBERG

Written for the Screen and Directed by GEORGE SEATON

From the play by Clifford Odets • A Paramount Picture





RS

HAS STARTED FOR "THE COUNTRY GIRL"

NEW YORK FILM CRITICS AWARD

Best Actress of Year...Grace Kelly

GENERAL FEDERATION OF WOMEN'S CLUBS

**Best Actor...Bing Crosby...Best Actress
...Grace Kelly...One of Best Pictures**

NATIONAL BOARD OF REVIEW

**Best Actor...Bing Crosby...Best Actress
...Grace Kelly...One of Best Pictures**

NEW YORK TIMES • HERALD TRIBUNE

DAILY NEWS • WORLD-TELEGRAM

One of Best Pictures

LOS ANGELES TIMES • LOS ANGELES MIRROR NEWS

One of Best Pictures

LOS ANGELES HERALD EXPRESS

One of Best Pictures...

**Best Performances...include Bing Crosby,
Grace Kelly, William Holden**

"OSCARS" PREDICTED! By scores of national opinion-molders, including Life Magazine—Edward R. Murrow, CBS—Columnist Sheilah Graham—and many, many more!

"Prince of Players" in Special Bow



Shown in the picture to the left at the premiere of "Prince of Players" here yesterday are, left to right, Spyros P. Skouras, president of 20th Century-Fox; Philip Dunne, producer - director, and Charles Einfeld, V.P., of Fox. Above, left, Maggie McNamara, who stars with Richard Burton in the film, and Dunne.



Johnnie Ray, singer, who also is currently starred in Irving Berlin's "There's No Business Like Show Business."



Spyros P. Skouras, president of 20th Century-Fox, is here shown before the afternoon premiere of the film at the Rivoli Theatre with Kay Darrin, center, and on the right, Earl I. Sponable, director of research for Fox.



Among those attending the premiere were Dennis King, left, and Mary Anderson, currently starring in the Broadway stage success, "Lunatics and Lovers."



Philip Dunne is here flanked by two of the nation's outstanding theatre circuit executives. On the left is Spyros Skouras, Jr., president of Skouras Theatres, and on the right Raymond Wemple, vice-president of the United Artists Theatre Circuit.

(ADVT.)

Martin

(Continued from page 1)

to the product situation. Strongly dissenting to the "fewer" argument, he was quick to add that he's all for better pictures.

At the same time, however, Martin maintained that low-budgeted pictures are needed, too, citing the requirements of his own circuit of 110 theatres in the Southeast. These theatres, he contended, require low-budgeted productions also, pointing to a number of examples in which this type of picture turned out to be top grossers in his situations, beating the more expensive pictures.

"Definitely," Martin continued, "there is a product shortage."

TOA general counsel Herman Levy, who was present at the interview, interposed that there's nothing wrong with the business that more product cannot cure.

Question 'Profits' Report

Questioned as to why—as some film companies contend—profits of theatres are higher today than in previous years when the fewer, but bigger pictures approach did not prevail, Martin and Levy challenged that concept. Grosses may be higher for certain pictures, Levy contended, but he questioned whether net profits from theatre operations are higher, citing increased film rentals.

Martin said that no doubt "we have better pictures today," but, he maintained, there is not a steady flow of such pictures and they are insufficient in numbers.

Monroe Contract Still In Force, Fox Says

Marilyn Monroe has a firm contract with 20th Century-Fox for her exclusive services until Aug. 8, 1958, according to company executives who issued a statement in regard to reports that the actress was forming her own production company.

Miss Monroe asked for and was offered a new contract, 20th-Fox declared, which she and her representatives and legal advisors agreed to, but which she has not signed.

Naturally this leaves her current long term pact in full force and the studio will use every legal means to see that she lives up to every provision of it, 20th-Fox said in the statement released here yesterday.

RCA Reduces Price Of Color TV Tube

An immediate reduction in the price of the RCA 21-inch color television picture tube from \$175 to \$100 was announced by W. Walter Watts, executive vice-president, electronic products, Radio Corp. of America.

"This 43 per cent reduction to television set manufacturers in the price of the RCA color tube is another major step initiated by RCA toward the establishment of a nation-wide color television service," Watts said.

'Monkey' to A.A.

HOLLYWOOD, Jan. 10.—Allied Artists has completed negotiations with Tony Owens, who heads Talon Productions, and Anglo Amalgamated Film Distributors, Ltd., for the western hemisphere distribution of "Case of the Red Monkey," starring Richard Conte.

Television--Radio

with Pinky Herman

THE first meeting of the New York State Association of Radio and Television Broadcasters (New York is the 43rd state to have an organized association), headed by Ham Shea, veep of NBC, and J. J. Bernard, gen. mgr. of WGR-TV, Buffalo, will be held tomorrow at the Hotel Syracuse, Syracuse, N. Y. . . . Frank Parker, star singer on Arthur Godfrey CBS shows, and Roy P. Speckler have formed a new telefilm production company and, starting in the Spring, will shoot 36 half-hour films in color. Negotiations for a Hollywood studio sked is now in progress and Alexander Greendale, author of the forthcoming Broadway production (Herman Shumlin) "Love on Ice," has been signed to adapt well known stories for the new firm. . . . Bud Ford, who has done such a fine producing job of the "Johnny Andrews" radio and TV programs these past two years at NBC Cleveland, has been shifted to New York and will again work with his old boss Ham Shea, gen. mgr. of WNBC. . . . Walt Framer has appointed Ashley-Steiner, Inc., exclusive sales reps for all new TV properties created by Walt, daddy of "Strike It Rich" and "The Big Pay-off" shows.

★ ★ ★

Few execs are aware of it but Handsome Bill Nimmo, who gives with the Schick commershills on the "Jackie Gleason Show" CBS Saturdays and is also "Bill the Bartender" on the Pabst Blue Ribbon Wednesday CBS slugfests, is a natural to emcee a TV variety series. Before entering the Armed Forces Bill was head man of several top-notch variety programs at WLW where he tickled the ivories, told stories, made with the funnies and proved a clown of no mean ability. . . . Last Sunday at 2:30 p.m. over WABD we thoroughly enjoyed a demonstration of memory training and its application to daily life. The program was handled by the director of the School of Memory and Concentration, Doctor-er-er 'sfunny—let's see now—the school is in Steinway Hall and 'stein' rhymes with 'cin,' the German word for one—now then—one is the first number—that's it—first but the good Doctor spells it First—that's it—Dr. Bruno First (apt pupil, Doctor, No???) . . . The Goodson-Todman "The Name's The Same" package, produced by Howard Merrill TV via ABC, will expand the scope and will feature in addition to contestants with 'famous' names, close relatives of famous people.



Bill Nimmo

★ ★ ★

Dynamic little Paul Jonas, sports director of the Mutual Network, has finally completed plans and starting tomorrow night at 9:15, he'll produce a new series titled, "Parade of Sports" over 468 MB Stations under the supervision of veep Pete Johnson, with sportscasters Harry Wismer, Art Gleason and Gene Kelly reporting the events direct from Madison Square Garden and the Convention Hall (Philadelphia). . . . A low bow to TV scripter Llona Kenney, who spends most of her evenings heading impromptu shows for vets at the Kingsbridge Hospital. . . . Big Jon Arthur, whose ABC children programs, "Big Jon & Sparkie" and "No School Today" finished second and third respectively in the latest FAME Radio Poll, has moved his wonderful brainchildren to N. Y. (he's already settled himself in Stamford, Conn.). He's quite serious



Harry Wismer

about a TV series in the fall but first he's committed to several p.a. tours—Texas next month—back East in March followed by another jaunt to the West Coast in the Spring. CBS subscribers to the daily Newsfilm service, managed by Howard L. Kany, increased about 600% in 1954.

★ ★ ★

TV color reception was brought a step nearer with the reduction by RCA of its price to TV set manufacturers, for the 21-inch color tube, from \$175 to \$100. . . . Conrad Nagel, for two years emcee of DuMont's "Broadway to Hollywood" series, will once again return to that net as host and annotator of a new series of telefilms, "Conrad Nagel Theatre," produced by Andre Luotto in Europe, which will preem Thursday in the 10:00 P.M. slot.

Foreign Tax

(Continued from page 1)

however, trot out one new tax relief proposal which presumably would benefit film companies as well as all other companies doing business abroad. Under present law, U. S. companies can deduct from their U. S. tax bills certain taxes paid to foreign governments. However, if a foreign government waives taxes due from a U. S. firm, that firm cannot deduct the waived taxes from its U. S. tax bill. The President promised that his Administration will explore the possibility of giving U. S. firms credit on their U. S. tax bills for foreign income taxes waived by a foreign government, just as credit is now given for foreign income taxes actually paid to a foreign government.

Asks Tariff-Cutting Power

As expected, the President renewed his request for a three-year extension of the reciprocal trade agreements act, along with authority for the President to cut tariffs far below present rates. House Democratic leaders have promised to move quickly on this part of the President's program. Action on the tax proposals probably will be delayed until much later in the session.

The President also urged Congress to take steps to simplify further U. S. customs procedures, as a means of stepping up imports into the U. S.

The House Ways and Means Committee announced it would start hearings Monday, on chairman Cooper's bill to extend the reciprocal trade agreements act three years and give the administration broad power to reduce tariffs further, as requested by the President. Persons desiring to testify in support of the bill were asked to notify the committee by Friday, while opponents have until Jan. 19 to notify the committee of their desire to testify.

Col. Files Stock Changes in Albany

ALBANY, Jan. 10.—Columbia Pictures Corp. registered three certificates the same day with the Secretary of State, showing changes in capital stock. The first one reduced the stock from 1,063,714 at no par value, to 1,060,065 shares at no par value. Second changed the stock to 60,065 shares at no par value, and 1,000,000 shares at \$5 par value. Third continued the number of no par shares at 60,065; increased the number at \$5 par to 2,000,000.

Barker to Address D.C.'s TV Council

WASHINGTON, Jan. 10.—James A. Barker, president of Capital Film Laboratories, Inc., will discuss the motion picture industry in Washington at the first 1955 meeting of the Motion Picture and Television Council of the District of Columbia, Council president Virginia Rollway Collier announced. The meeting will be held on Jan. 14.

YOU CAN ALWAYS DEPEND ON

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Loew's

(Continued from page 1)

between the production company and new theatre company and could not get substantially similar financing to replace the existing financing. In that event, the decree declared, the new stock did not have to be distributed for another two years—until Feb. 6, 1957,—unless a division of the debt or a refinancing could be worked out sooner.

Similar Financing Unavailable

In a petition filed yesterday, Loew's claimed that it could not work out a division of its existing funded debt and could not get substantially similar financing. Therefore, it told the court, it wanted the extra two years for distributing the stock of the new theatre company.

The court will hold a hearing on the question next Monday afternoon. Justice Department officials in Washington said they are prepared to tell the court that they have investigated the situation and have found nothing to dispute Loew's claims that they can't divide the debt or get substitute financing. They'll tell the court that the final decision on the facts is up to the court, but that if the court decides Loew's has proven its claims, then the two-year extension is automatic under the decree.

This would seem to indicate strongly that the Loew's petition will be granted.

Loew's exhibition operations have been conducted since Sept. 1, 1954, separately from its production-distribution operations, as required by the judgment. Only the distribution of stock of the new theatre company has not taken place, and only this is involved in the two-year extension.

Interest Rate Very Low

The Loew's petition said that the present holders of the funded debt have indicated they do not want to divide the debt, on the grounds that at present the debt is backed by the assets of production, distribution and exhibition, whereas once the debt is divided, each part will be backed by only part of the company's present assets. As for arranging similar financing, Loew's says that the present debt is at an extremely low interest rate, which would not be duplicated in any new financing.

Justice officials said that as far as they knew Loew's hoped to meet the Feb. 6 deadline for completing the theatre divestiture required in the original consent decree. This is distinct from the divorcement situation.

Don George Sells Four Theatres

NEW ORLEANS, Jan. 10.—Four theatres of the Don George Circuit have been purchased by Thomas L. McElroy, president of McElroy Theatres, and O. D. Harrison, hotel operator and head of a wholesale tobacco company.

The purchase price was said to be in excess of \$500,000. Included in the deal were the following theatres: the Don, in downtown Shreveport; Venus, a Shreveport neighborhood house; Davis, Bossier City, and Don Drive-in, on the outskirts of Bossier City.

The new management already operates four Shreveport theatres and one in Monroe, La.

Reviews

"Underwater!"

(RKO Radio Pictures)
(SuperScope)

THE tropical terrain, the marine settings, underwater as well as above the surface of the Caribbean, are wonderfully well photographed in color by Technicolor in RKO Pictures first SuperScope release "Underwater!" which stars Jane Russell, Gilbert Roland and Richard Egan as seekers of the pot of gold at the end of the big rainbow. It can be said without reservation that this production is worth the money for eye-pleasure alone—in seeing Miss Russell in excellent interior, exterior and undersea settings and in enjoying a narrative about a picturesque and sometime perilous mode of adventure such as skin diving with aqualungs and flippers.

SuperScope adds a great deal to the effectiveness of this production. "Underwater!" would still be an exciting film even if photographed and presented in the conventional screen-size treatment, but the picture takes fine advantage of the sweeping and panoramic effects provided by the anamorphic SuperScope lenses, especially in the underwater scenes and episodes above the surface. They should be a powerful magnet for customers. Audiences should be enthralled by the bright hues of coral reefs and the striking tints of underwater life. SuperScope can be projected through a CinemaScope lense, also affording exhibitors an opportunity to play a big picture without buying additional booth equipment.

Perennial rainbow-chaser Roland, after discovering the remains of an ancient sunken ship off the Cuban coast, enlists his old friend Egan and padre-scientist Robert Keith in an expedition to salvage whatever treasure may be in the hulk. At first, Egan's wife, Miss Russell, is against the venture but after awhile relents and mortgages their fishing cruiser to provide funds for the expedition. The expedition is finally on its way when Roland enlists the aid of beautiful Lori Nelson, owner of a yacht. Miss Russell's Spanish accent at times wanders, inviting amusement when the vein of conversation is serious. Roland, a romantic figure in many of his past pictures, sticks to his credo here of adventure before romance.

The venture seems to have been launched to a safe and resourceful start when the treasure seekers locate the sunken ship and bring up from the depths valuable relics. However, the group suddenly finds itself under the polite but strangely ominous scrutiny of two lethal looking native shark fishermen, Joseph Calleia and Eugene Iglesias. Uneasy as to how much the intruders suspect, the divers, Egan, Roland and Miss Russell, proceed to exhume the treasure amidst the threat of the rotting hulk caving in on them and the ever-present danger of sharks.

Climax of the story is reached when the salvaging operation is thwarted with the breaking up of the underwater wreck in which Miss Russell, and later on Gilbert are pinned by wreckage, saved by Egan, and upon returning to the surface, find themselves under the guns of Calleia and his crew. Both groups reach a satisfactory agreement after some anxious moments on the theory that there is plenty for all.

"Underwater!" was produced by Harry Tatelman and directed by John Sturges from a screenplay by Walter Newman. The original story was by Hugh King and Robert B. Bailey.

Running time, 99 minutes. General classification. Release, in January.
LESTER DINOFF

"Battle Taxi"

(Tors-United Artists)

THE suspenseful and vital events in Korea and in the everyday performance of the Air Rescue Service elements of the U. S. Air Force form the background of this Ivan Tors and Art Arthur production in which Sterling Hayden, Arthur Franz and Marshall Thompson are the top names and principal characters. This well-made film, which utilizes much combat footage shot by Air Force and Signal Corps photographers, has its melodramatic situations and unexpected developments plus some sequences in which there are so-called flag-waving oratory and heroics.

With pictorial interest and forcefulness, "Battle Taxi" captures in terms of human interest a few fragments of the Air Rescue Service's story. The daily duties of the helicopters' missions and the other types of aircraft assigned to the service branch have been played down time and time again until they are almost called "routine." However, to many onlookers and laymen, the ARS performances are "above and beyond the call of duty."

The sole uncertainty about this story of "choppers" is whether or not the theatre-going public is in the mood for a war film which is stark realism. If it is, this attraction will give some measure of satisfaction to audiences and to exhibitors who will have an unusual presentation to sell.

Hayden is the commander of a helicopter unit which is located close to the front lines in Korea and is worried about the many missions which his pilots are flying and the high number of repairs which are needed by the "whirlybirds." Franz, a former jet jockey who had been assigned to Hayden's unit, is dissatisfied with the role he is playing in the war. While on a rescue mission with co-pilot Thompson, he maneuvers his helicopter in a manner similar to a Sabre Jet, causing damage to his craft and in turn, receiving a blistering reprimand from Hayden.

As the story unfolds, Franz, who hates flying the "choppers," learns the real value of the craft and in the end is sold on this manner of transportation. Numerous combat pictures of actual helicopter rescue missions are interjected, but at times, the editing is confusing when Air Force and Signal Corps photographs are tied in with the Hollywood scenes.

This picture was produced with the full cooperation of the Department of Defense, U. S. Air Force, Headquarters, Air Rescue Service and the 42nd Air Rescue Squadron. The director was Herbert L. Strock and Malvin Wald wrote the screenplay.

Running time, 82 minutes. General classification. Release, in January.

L. D.

Compo

(Continued from page 1)

newspapers, says: "The theatre in your city, of course, is not 60 years old, but it might make a highly readable local story to trace the development of the 'passing fad' of the movies into the deep-rooted, irreplaceable part of the community life which they have become.

"Looking back, those have been 60 rather eventful years—two World Wars, Prohibition, the boom of the 20's, the depression, changes in manners, changes in our way of living. The movies have weathered them all. Moreover, they have licked a few extra special problems of their own, such as discriminating taxation, threats of crackpot censorship, the advent of the automobile, radio, night baseball, television. Quite a sturdy youngster, the movies. And still growing.

War Service Recalled

"At any rate, it was our thought that there must be a lot of good material in your town for a story on your local theatres, and what they have done since those early days. In every city the local movie houses played an important role during both World Wars, helping in Red Cross drives, staging war bond rallies, and in other ways making themselves the center of the town's war effort. In peace, too, they have done more than their share, raising money for sufferers from drought or flood, for poor kids' toys at Christmas, for a hundred and one other worthy causes. And over all, of course, was their regular job, which they have performed with extraordinary success, of bringing laughter and relaxation to your town's people.

"You might find, indeed, that all of this material might very well justify some sort of editorial salute to your local movie theatre and the man who runs it."

K.C. Multi-Million Verdict Is Reduced

KANSAS CITY, Jan. 10.—Federal Judge Albert Ridge has sliced a jury verdict of \$2,406,602 in the Electric Theatre's anti-trust suit against six distribution companies to \$1,334,402. The verdict was the largest damage award ever handed down in an industry trust case.

Judge Ridge also fixed maximum attorneys' fees for the plaintiff at \$100,000, and court costs at \$9,130. He also freed the Electric, a Kansas City, Kans., theatre from playing after first runs in Kansas City, Mo., which was the main issue of the suit.

The court order rejects motions for a new trial and amended judgment filed by defendants, on condition the Electric accepts the reduced verdict within 15 days. The distributor defendants are expected to appeal, regardless. Three other suits involving Kansas City, Kans., and Kansas City, Mo., competitive situations have either been filed or are in preparation.

'Toko-Ri' to M. H.

Paramount's "The Bridges At Toko-Ri," will open at the Radio City Music Hall here on Jan. 20, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp., and Russell V. Downing, president and managing director

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 8

NEW YORK, U. S. A., WEDNESDAY, JANUARY 12, 1955

TEN CENTS

SEC Okays TOA Film Finance Plan

WASHINGTON, Jan. 11.—The Securities and Exchange Commission today formally cleared the stock-selling proposal of Exhibitors Film Financial Group, Inc., which was formed by Theatre Owners of America for the purpose of financing independent production.

Approval by the SEC of EFFG's stock-selling project gives the group the green light for immediate action in putting the plan into operation, Herman Levy, TOA general counsel, said yesterday. The immediate task, he said, is to meet the stock-selling qualifications of each state and that move has been in work for several weeks. It is expected that it will take another two weeks to finish the chore, Levy said. The EFFG trustees will meet shortly to crystalize all plans in connection with the enterprise. No date has been set for the meeting, however.

For Second-Runs

Eugene Picker Sees Danger in Product Drop

By MURRAY HOROWITZ

There remains a degree of "maneuverability" in the current product situation for second run houses such as those operated by Loew's, but any further drop in the product output would make the situation "dangerous," it was contended here by Eugene Picker, Loew's vice-president.

Picker, interviewed on today's product situation, said his viewpoint would not hold true of third-runs with three changes per week. Today, he said, such an operator is in "trouble."

The Loew's executive made his sentiments known in response to a trade assertion that although there have been fewer releases the past year, theatre earnings of this company and other circuits have climbed in comparison to former years.

Picker's response was that there
(Continued on page 5)

\$1,200,000 Paid Rubin

WASHINGTON, Jan. 11.—Loew's, Inc., paid J. Robert Rubin, who retired as vice-president and general counsel last August, \$1,200,000 for his residual rights in M-G-M films, it was disclosed here today by a Loew's statement filed with the Securities and Exchange Commission.

The statement, also listing officers' salaries for the year ended Aug. 31, 1954, stated that the payment was in satisfaction of Rubin's rights of 5.1 per cent of the net distribution profits of Loew's pictures produced since 1924, the date when Rubin's employment with Loew's commenced. The residual rights provision, which would have gone into effect upon the termination of Rubin's employment, also covered story properties.

The salaries of officers as listed in the Loew's statement for the fiscal year ended Aug. 31 were as follows: Nicholas M. Schenck, president, \$224,768; Dore Schary, vice-president, \$200,000; Howard Dietz, vice-president, \$104,286; Leopold Friedman, vice-president, \$130,357; Benjamin Thau, vice-president, \$189,383; Charles
(Continued on page 5)

New Opposition Strategy

N.Y. TAX SETBACK MAY AID FILMS

Industry Experts Say U. S. Supreme Court Ruling Will Encourage Tests on 'Merits'

The U. S. Supreme Court's rejection Monday of New York City's attempt to impose a privilege tax on gross receipts of the United Piece Dye Works of New Jersey raised hopes among motion picture industry tax experts yesterday that any future attacks on tax legislation, including the current suit against the local five per cent amusement tax, will be decided upon the merits of the case.

Rosenberg Sees No Threat by Toll TV To 1st and 2nd Runs

By LESTER DINOFF

Subscription television as an entertainment medium will never replace the first and second run theatre in providing a source of amusement to the American public, Frank P. Rosenberg, Warner Brothers contract producer, asserted here yesterday.

The subscriber-TV medium will affect the third, subsequent and smaller run situations around the country, according to the former advertising and publicity executive who said he was aware of the potential value of subscription television as an entertainment medium of the future.

Toll-TV will never threaten the first-run or second-run theatres "as the general public wants to seek en-
(Continued on page 5)



F. P. Rosenberg

"In the past," a top distribution tax expert said, "we used to hesitate to attack tax legislation because we felt that even if we were technically correct, the courts would rule in favor of the cities merely because of the municipalities' dire need of revenue."

The U. S. Supreme Court declined to review a New York State Supreme Court decision that the city cannot levy business taxes upon the gross receipts of an out-of-city corporation engaged in interstate commerce.

The distribution tax expert revealed that New York City currently imposes a privilege tax of one-fifth of one per cent on gross receipts and a three per
(Continued on page 4)

See 1,000 at Drive-in Meet

Delegates to Allied States Association's second national drive-in convention in St. Louis next month will receive the first announcement of actions taken by Allied's board on the report of the Emergency Defense Committee. This was revealed yesterday in a bulletin issued by national Allied which predicted that the outdoor operators' conclave this year
(Continued on page 5)

Schneider Signs New WB Contract

WASHINGTON, Jan. 11. — A new five-year contract for Samuel Schneider, vice-president of Warner Brothers, was disclosed here today by a WB filing with the Securities and Exchange Commission.

Under the terms of the contract,
(Continued on page 5)

Question Wage-Hour Law Effect

From THE DAILY Bureau

WASHINGTON, Jan. 11.—Labor Department officials had some more to say about their plans to expand coverage of the Federal minimum wage law, but still left up in the air just how these plans would affect theatres.

If their statements added up to anything, they seemed to add up to this: They would certainly try to bring interstate chains under the law, but might leave out non-chain theatres. The law sets a minimum wage for all covered employees—now 75 per cent—and orders time-and-a-half for overtime. Theatres are exempt under a

blanket exemption for retail and service workers.

President Eisenhower in his State-of-the-Union message last week asked Congress to expand coverage. Labor Secretary Mitchell yesterday told a press conference he wanted to bring in retail and service employees. Reporters pointed out that at present the commerce clause in the law makes it apply only to workers "in interstate commerce or producing for interstate commerce" and added that this would not make the law cover many retail or service workers, even if the blanket retail and service exemption were re-

moved. Mitchell then replied that the Department did not propose to change the commerce clause.

But later, Labor Department officials issued a statement in effect correcting the secretary. The Department does propose, the statement said, to ask Congress to broaden the Commerce clause, but does not propose to cover "purely local" enterprises.

The upshot seemed to be that for exact details, interested parties would have to wait until Labor Department officials appear before Congressional committees later this year and answer questions as to their specific proposals.

Personal Mention

JONAS ROSENFELD, Jr., I.F.E. Releasing Corp. vice-president in charge of advertising-publicity, will leave here tomorrow for Cleveland.

JACQUELINE MIDDLEMAN, secretary to **STAN BRODY**, United Artists newspaper publicity contact, has announced her engagement to **MORRI SWARTZ**, Syracuse attorney.

HUNTINGTON HARTFORD, producer, and his wife, **MARJORIE STEELE**, will arrive in New York from England today aboard the "Queen Elizabeth."

MILTON E. COHEN, United Artists Eastern and Southern division manager, will leave New York today for Philadelphia, Detroit and Cleveland.

BRIAN MICKEY, British talent agent, will leave here today for London via B.O.A.C. Monarch.

GERALDINE BROOKS will arrive here today from London on the "Queen Elizabeth."

JACK ROSE and **MELVILLE SHAVERSON**, writers, have returned to Hollywood from here.

LEON URIS, author of "Battle Cry," has returned to Encino, Cal., following a tour of the Midwest and the East.

ALBERT E. SINDLINGER, analyst, has left New York for Kansas City.

New Yorkers Attend Dinner for Smakwitz

ALBANY, N. Y., Jan. 11. — The ballroom of the Sheraton Ten Eyck here was the scene tonight of the testimonial dinner given by the Variety Club of Albany to **Charles A. Smakwitz**, recently promoted from Stanley Warner zone manager in this area to a similar position in Newark, N. J. **George C. Hoover**, international chief barker of Variety Clubs, acted as toastmaster. Smakwitz has been three times chief barker of the Albany tent.

Among those who came to Albany from New York to attend the event were **Si Fabian**, **Bob Fabian**, **Sam Rosen**, **Harry Kalmine**, **Nat Lapkin**, **Stewart McDonald**, **Moe Silver**, **Nat Fellman**, **Frank Marshall**, **Dan Treister**, **Harry Goldberg**, **Herman Maier**, **Carl Siegel**, **Fred Stengl**, **Jim Brennan**, **Bernard Rosenzweig**, **Stuart Aarons**, **John McKenna**, **Tony Williams**, **Lou Dennis**, **Bill Springer** and **Frank Damis**.

Also **Bob Deitch**, **Charles Stern**, **Murray Miller**, **Harold Weidenhorn**, **Abe Fabian**, **Lou Golding**, **George Trilling**, **Bernard Brooks**, **Bernard Myerson**, **Hugh Owen**, **Herman Ripps** and **Pete Dana**.

Jack Leonard Dies

HOLLYWOOD, Jan. 11.—Funeral services will be held tomorrow at St. Paul's Church, West Los Angeles, for **Jack K. Leonard**, screenwriter, who died Sunday night. Widow and three children survive.

Texas Proclaims 'Movies Month'

AUSTIN, Tex., Jan. 11.—At the opening session of the State Legislature today, Gov. **Allan Shivers** proclaimed "January, 1955, as Movies Month in the State of Texas," calling attention to the "significant business and entertainment contributions of the theatres of the state." Present for the occasion was **Anne Francis**, who appears in **M-G-M's "Bad Day at Black Rock."**

SEC Gets Report Of SW Salaries

WASHINGTON, Jan. 11.—Stanley Warner, in a report to the Securities and Exchange Commission, disclosed here today, listed the salaries of its principal officers and directors for the fiscal year ended Aug. 28, 1954.

The report follows: \$196,774 was paid to **Fabian Enterprises, Inc.**, for the services of **Si H. Fabian** as SW president and **Samuel Rosen** as executive vice-president of SW; **David G. Baird** as chairman of the company's finance committee received \$36,400; **Harry M. Kalmine**, vice-president and general manager, \$130,000, and **Maurice A. Silver**, zone manager of the Pittsburgh and Cleveland areas, \$44,800.

Fabian Enterprises, it was noted, of which **Fabian** is president and **Rosen** vice-president and treasurer, owns 328,094 shares of SW common stock, representing about 14 per cent of the stock outstanding.

1,000 Expected at Brotherhood Dinner

More than 1,000 entertainment industry leaders representing a wide variety of faiths and races are expected to gather in the Waldorf-Astoria Hotel tomorrow night for the ninth annual Brotherhood dinner sponsored by the amusements division of the National Conference.

The dinner, launching the Brotherhood campaign for 1955 under the slogan of "One Nation Under God," will honor **J. Robert Rubin**, permanent national chairman of the annual American show-business effort to foster understanding among people of all religious beliefs and creeds.

Bluestein, Memphis Variety Aide, Dies

MEMPHIS, Jan. 11.—**Benjamin H. Bluestein**, 60, died last night at Baptist Hospital here shortly after being stricken at the local Variety Club with a heart attack.

For several years, **Bluestein** served as assistant chief barker at **Memphis Variety** and had an active role in helping build Variety's new home for convalescent children. Only a month ago **Memphis Variety** created the post of honorary director and gave it to **Bluestein**. He was in the lighting business and active in Variety for years.

SAG Board Renews MPIC Membership; Ups Subscription

From THE DAILY Bureau

HOLLYWOOD, Jan. 11.—The board of directors of the Screen Actors Guild today voted unanimously to renew membership in the Motion Picture Industry Council and to increase its yearly subscription to MPIC from \$2,500 to \$3,500.

SAG executive secretary **John L. Dales** said, "This is one of few industries in the United States, if not the only one, where management and unions and guilds have a forum at which they meet to discuss industry problems other than collective bargaining. The Screen Actors Guild has taken this step to affirm its faith in MPIC. The Screen Actors Guild believes MPIC is a major bulwark against any possible resurgence of Communist attempts to infiltrate our industry. We plan to support it with money and manpower."

Decision Is Reserved On Chesapeake Plea

A three-judge court yesterday reserved decision on **Chesapeake Industries'** appeal against the dismissal of its \$15,000,000 anti-trust suit against **Loew's** and **RKO Theatres**.

Chesapeake had charged that as owner of the dissolved **Eagle Lion-Classics**, **ELC** product had been denied access to the New York market as a result of the alleged split of film product by **Loew's** and **RKO Theatres**. Charged as co-conspirators in the case were the major film companies.

Last May, Federal District Court Judge **Augustus N. Hand** ruled that the release agreement between **Chesapeake** and **United Artists** applied to all defendants and alleged co-conspirators.

Pictorial Wins Suit Against Chesapeake

A judgment of approximately \$100,000 was granted to **Pictorial Films** in its suit against **Chesapeake Industries** by New York Supreme Court Judge **Walters** here yesterday.

Pictorial had charged that product it had obtained from **Chesapeake** had illegally gone to **United Artists** after **UA** had obtained the **Eagle Lion-Classics** product. The suit was filed in December, 1951.

UJA Re-elects Goldwater President

Monroe Goldwater, a member of the law firm of **Goldwater & Flynn**, was re-elected president and **Sylvan Gotshal** of the law firm of **Weil, Gotshal & Magnes** was re-elected chairman of the board of the **United Jewish Appeal of Greater New York** at the annual meeting of the UJA's board of directors here. Other officers re-elected were **Emanuel Greenberg**, **Rabbi Irving Miller**, **Theodore R. Racoosin**, **Jacob Sincoff**, **Jerome I. Udell** and **Jack D. Weiler**.

Corkery and Maas Named MPEA V-P's

Robert J. Corkery and **Irving Maas** were elected vice-presidents of the Motion Picture Export Association at a meeting here yesterday of foreign managers.

The appointments, made with the recommendation of MPEA president **Eric Johnston**, indicate no shift in the duties of the respective MPEA officials, it was stated. **Corkery** will remain director of Latin American affairs and **Maas** director of Far Eastern affairs.

Corkery has left here for Uruguay to attend the film festival there.

Form U.S. Company For Israel Films

A company to provide the motion picture industry of Israel with representation in the Western Hemisphere has been established here by **Barry Hyams, Inc.**, and agreements have been reached with **Zvi Kolitz** of **Sikor Films**, producers of "Hill 24 Doesn't Answer" for **Barry Hyams** to direct the American distribution of the first wholly Israel-made feature motion picture.

"Hill 24 Doesn't Answer," an English-language story by **Kolitz** of Israel's War of Independence, was adapted for the screen by the author and **Peter Frye**, and directed by **England's Thorold Dickinson**. The international cast is supported by members of the army through the cooperation of the Israel Government. All exteriors were filmed on location in the Negev desert, Haifa and Acre; and interiors were photographed at the Israel Motion Picture Studios in Herzliya where the film was also processed.

Pact Made with Hyams

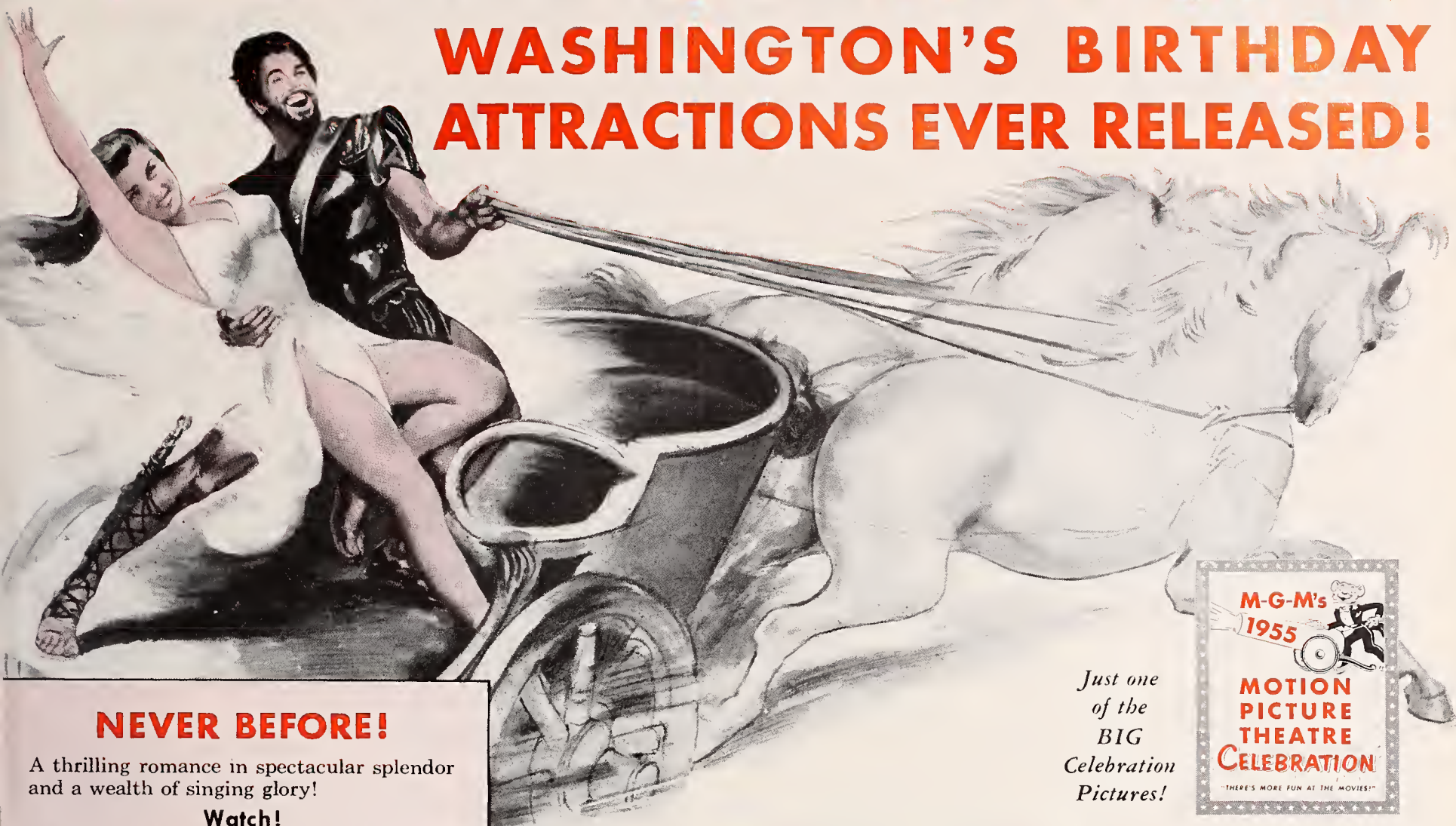
Prior to returning to Israel last week, **Yehoshua Brandstatter**, head of **IMPS**, concluded arrangements with **Barry Hyams, Inc.**, to represent the studios here, and to distribute its series of varied-length subjects, the titles of which are "Son of Sulam," "We Choose Life," "Let's Look at Israel," "Songs and Dances," "Jonathan and Tali" and "Tent City."

Burt Balaban's 26 Films to Flamingo

Princess Pictures has signed with **Flamingo Films** for the television distribution of **Princess'** series of 26 feature films, it was disclosed yesterday by **Burt Balaban**, president of **Princess**, who also stated that his company will produce additional features for television at a later date.

The **Princess** series, as described by **Sy Weintraub**, of **Flamingo**, consists of 13 features produced by **Princess** in 1954 especially for television and 13 recent theatrical features. The films, which feature 33 star names, are all first run for television.

**PREDICTION: IT'S ONE OF THE BIGGEST
WASHINGTON'S BIRTHDAY
ATTRACTIONS EVER RELEASED!**



NEVER BEFORE!

A thrilling romance in spectacular splendor
and a wealth of singing glory!

Watch!

Hannibal's Army crossing the Alps with his
elephant cavalry!

Watch!

The scheming Beauty who tricks The Bar-
barian on the march to conquer Rome!

Watch!

Handsome statues come to life in the amazing
underwater dance spectacle!

Watch!

Dance of the Painted Elephants!

Watch!

Clash of armies at the gates of Rome!

*Just one
of the
BIG
Celebration
Pictures!*



M-G-M's

CINEMASCOPE

COLOR MUSICAL!

"JUPITER'S DARLING"

starring

**ESTHER WILLIAMS
HOWARD KEEL**

MARGE and
GOWER

CHAMPION

GEORGE SANDERS

with **RICHARD HAYDN • WILLIAM DEMAREST**

Screen Play by **DOROTHY KINGSLEY**

Based on the Play "Road to Rome" by

ROBERT E. SHERWOOD

Songs:

ROBERT E. SHERWOOD • BURTON LANE and HAROLD ADAMSON • HERMES PAN • EASTMAN COLOR

Choreography by

Photographed in

Directed by **GEORGE SIDNEY** • Produced by **GEORGE WELLS**

PRE-SOLD!

Nationwide TV!

**ED SULLIVAN'S
"TOAST OF THE TOWN"**

Jan. 16th. Scenes from "Jupiter's Darling."
Esther Williams Interview.

**ED MURROW'S
"PERSON TO PERSON"**

Feb. 11th. Visit to home of Esther Williams,
star of "Jupiter's Darling."

Giant Campaign!

In full-color Satevepost ad. Full-color page
ad in Sunday Supplements (99 million reader-
ship): Pictorial Review, American Weekly,
This Week, Parade. Plus M-G-M Column in
National Magazines (93 million readership).
Plus Fan Magazine ads, etc.

ELEPHANT TOUR

Nationwide 6-week tour of Baby Elephant
in special "Jupiter's Darling" truck. Will
visit editors, TV stations, hospitals, etc.
Publicity gold-mine!

**The Perfect Holiday Picture!
Cast of Hundreds!**

ASK YOUR M-G-M BRANCH

(Available in Magnetic Stereophonic or
Perspecta Stereophonic Optical 1-Channel Sound)

National Pre-Selling

WALT DISNEY's re-creation of the Victorian salon of a submarine as seen in the mind's eye of Jules Verne, author of "20,000 Leagues Under the Sea," appears in a full color two-page spread in the current issue of "Life." The huge port hole of the submarine "Nautilus" and the grotesque appearance of the sub when surfaced is also pictured on the spread.

In the same issue there is a photographer's underwater report of the premiere of Howard Hughes' "Underwater!" One and one-half pages are devoted to this subaquatic screening at Silver Springs, Florida.

The first instalment of "The Great Garbo," which will appear in three parts, starts in this issue.

"Woman's Home Companion's" January issue has an eye-catching color ad on "So This Is Paris." The "Companion Family Approved Movies" in this issue are: "The Country Girl," "Track of the Cat," "The Beachcomber," "Phffft," "Animal Farm" and "Black Widow."

"Movie Club U.S.A." is the title of a highly informative article on teenage motion picture attendance habits written by Joanne Hardy, age 18, of Ogden, Utah, for the January issue of "Seventeen."

Joan reports, "We teen-agers love musicals—plots or no plots—and get a wonderful inside glow from the music and dancing. We want more 'real people' in our movies, rounded characters whom we get to know intimately and feel concerned about."

Marlon Brando, star of "Waterfront" and "Desiree," was interviewed with the aid of a tape-recorder by "American Weekly" for its Jan. 9 issue. This informative report of a highly conscientious actor appears on a two-page spread illustrated with photos.

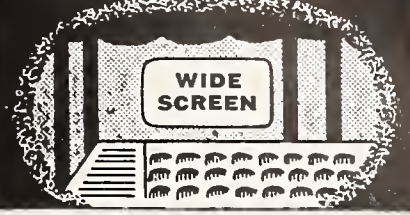
In the same issue was a personality story of Sarita, Mexican star of "Vera Cruz," illustrated by a full color photo taken in her Latin American home.

The Wichita Beacon has been added to the list of newspapers distributing "American Weekly," circulation of which is now 10,000,000.

Four pages are devoted to some highly interesting photos, and a review, of "The Seven Year Itch," in the current issue of "Look." Marilyn Monroe, Marguerite Chapman, Roxanne and Tom Ewell are featured in this unusual pictorial story.

WALTER HAAS

"SHOWPLACE OF THE EAST" FOR YOUR SCREENINGS



- Three Channel interlock projection
- 16, 17½ & 35mm tape interlock
- 16mm interlock projection

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Loew to Celebrate 16mm. Anniversary

Marking the 10th anniversary of M-G-M's opening of the 16mm. market overseas, Loew's International Corp. has launched a year-long celebration and 16mm. sales effort. In a letter to the more than 40 M-G-M territorial offices overseas that will participate in the celebration, Arthur M. Loew, president, congratulated Orton H. Hicks, the company's 16mm. director, and said that the birthday event will be called "M-G-M's 10th Anniversary 16mm. Olympiad." It will run the 1955 calendar year. Its twin purposes are to broaden the 16mm. audience in the world market, and to establish a new high level gross for M-G-M's 16mm. operation.

R. Haven Falconer, the company's 16mm. sales manager, has been appointed world-wide captain of the celebration.

M-G-M announced plans for entering the 16mm. field during the summer of 1945 after Loew and Hicks, both U.S. Army officers in World War II, had seen what 16mm. had accomplished under rugged conditions in the field. They developed the idea of bringing films to those for whom 35mm. films were inaccessible. Lower print and equipment costs, ease of packing and transportation, and fire-proof films were counted as 16mm.'s advantages in reaching the audience hitherto untouched by 35mm. films.

New Executive Posts To Reeves Officials

Hazard E. Reeves, president and chairman of the board of directors of Reeves Soundcraft Corp., has announced the election by the board of two executive vice-presidents and one new vice-president.

Frank B. Rogers, Jr., a vice-president since 1951, becomes executive vice-president in charge of Soundcraft operations, and Homer W. Clapper, president of Bergen Wire Rope, a Soundcraft subsidiary, becomes an executive vice-president of Soundcraft in charge of that division.

William H. Deacy, who joined Soundcraft in 1952 as a sales engineer, was elected a vice-president in charge of sales engineering. He was formerly vice-president of Ampco Corp.

MGM Colo. Workshop Today and Tomorrow

DENVER, Jan. 11. — Pat McGee, general manager of Cooper Foundation Theatres, has urged every manager of the circuit's theatres in Oklahoma, Nebraska and Colorado to attend M-G-M's ticket selling workshop to be held here tomorrow and Thursday. A 100 per cent attendance is expected.

Strauss on Tour

Robert Strauss, featured in Paramount's "The Bridges At Toko-Ri," will take to the road tomorrow for advance promotion activity on behalf of "The Bridges At Toko-Ri." Some 15 key cities will be encompassed by both tours.

Peirce to Hebert-Rose

HOLLYWOOD, Jan. 11.—William L. Peirce today joined the William Hebert-Glenn Rose public relations organization as an executive associate, merging his own independent publicity agency with Hebert-Rose.

MGM Expands Tour Program for 1955

To stimulate further interest in the "1955 Motion Picture Theatre Celebration," M-G-M is expanding the number of tours for its personalities by adding floats, a baby elephant and two production personnel to the list which will hit the road this year.

The studio at the same time also announces that schedules previously announced for George Murphy and John Ericson have been extended considerably so that both men will visit at least a dozen or more towns on their tours promoting M-G-M's contribution to the industry's desire to give the public a concentration of outstanding product in the future.

Clarence Bull, still photographer, and William Tuttle, head of the M-G-M make-up department, recently added to the 1955 tour list, will leave the West Coast next month for at least two weeks. Details are now being worked out for both men as to cities and dates.

The studio is also sending out a baby elephant on a six week tour of the country, besides a float promoting "The Glass Slipper" and a "Wheel of Fortune" float with a number of girls plugging "The Prodigal."

Form Int'l Division Of Eastman Kodak

Eastman Kodak Co. has formed an international division to combine the former functions carried out by the company's Rochester export sales department and the European and Overseas organization, it was announced by Edward P. Curtis, Kodak vice-president in charge of motion picture film sales and foreign sales and advertising.

The new division is located in the company's administrative headquarters at Kodak Office, Rochester, N. Y.

Curtis is general manager of the new division, in addition to continuing his present duties. Richard B. DeMallie and Marcel Ruot, are assistant general managers.

Four territorial managements are established within the division. They are the European, African and Middle Eastern, Latin American and Far East Divisions.

As part of the international division, Curtis said, the export sales department will handle sales promotion and service on Rochester-made Kodak products.

Tax Setback May Help

(Continued from page 1)

cent sales tax on gross receipts of corporations, including motion picture organizations, located within the City of New York.

According to Stanley Buchsbaum, New York City Assistant Corporation Counsel, who drew up the petition for the United Piece Dye Works case and who also is representing the municipality in the amusement tax case, the whole issue would be quite simple "if the city could determine whether or not a corporation is doing business here even if offices are established here by the company."

Buchsbaum, in his Supreme Court petition against United Piece Dye Works, said that 95 per cent of the company's business was with concerns in the city and therein imposed a privilege tax under New York's Gen-

People

Anthony J. (Tony) Zinn has been appointed manager of the Beacon Hill Theatre in Boston, replacing Sam Richmond, who resigned. Zinn started his industry career as assistant manager and treasurer of the RKO Boston Theatre 26 years ago, shifting to the RKO Memorial last year. Harry Harding continues as assistant manager.

Roland Gillett, producer of many top television programs here and former Hollywood producer, has been named head of all British commercial TV programs in the London area.

Charles Adams, production head of Loucks & Norling Studios here, has been elected vice-president of the company.

Bernard Goffin, manager of the Crown Theatre, New Haven, has shifted to the Whitney, Hamden, Conn., succeeding the late Trueman Ferguson.

Charles Lane, owner of the New Haven Drive-in, North Haven, Conn., is building a drive-in on the old Boston Post Road, Bramford, Conn.

Joe McKay and James O'Riley have been added to the Kling Film Productions directorial staff in Chicago.

Fellerman Slates 2 For Astor, Victoria

HOLLYWOOD, Jan. 11. — Max Fellerman, vice-president and general manager of Lopert Films, operating the New York Astor and Victoria theatres, arrived here today to view new product.

Fellerman has scheduled Warner Brothers' "East of Eden" to follow "20,000 Leagues Under the Sea" at the Astor, and "Unchained," also from Warner Brothers, for the Victoria after completion of the current run of "A Star Is Born."

eral Business and Financial Law. The chemical corporation maintained that while an office with 13 employees is established in Manhattan, its business was interstate and the city could not impose a tax on it without violating the commerce clause.

Twenty-one cases pending in New York raise substantially the same issue, Buchsbaum said. The city has set aside a reserve fund of only \$5,000,000 for tax refunds if these cases should be lost in the courts, and those already decided involve between \$9,000,000 and \$12,000,000. The city has lost similar actions against American Airlines, Inc., and National Steel Co.

Buchsbaum said yesterday the city wants non-resident corporations to pay a tax to help meet costs of the local government whose protection it enjoys.

Rosenberg

(Continued from page 1)

entertainment away from the home," Rosenberg said. He based his viewpoints on the home owners trends to get out of the house every so often.

Rosenberg, who is currently visiting New York with director Rudolph Mate to select Manhattan location sites for the filming of his picture, "Miracle in the Rain," also expressed an optimistic viewpoint about the future. "The 1955 motion picture business will be great due to the abundant amount of good product which will be released," he said.

Warns Against Complacency

The producer of one of the first CinemaScope productions for 20th Century-Fox, "King of the Kyber Rifles," however, warned that "exhibitors and producers alike should not take for granted the current prosperity in the industry and should give the public the best possible entertainment available at all times."

Commenting on the various media, Rosenberg reiterated the statements of many other Hollywood producers that the story and screenplay are the most important ingredients in a film despite the photographic medium in which it is presented.

Rosenberg also said that his 1955 schedule calls for him to produce four or five pictures for Warner Brothers. The films are: "Illegal," with Edward G. Robinson; "Miracle in the Rain," with Jane Wyman; "So Shall I Live" and "U. S. S. Marblehead," still in the writing stages. A fifth picture is being sought for him by the studio, the producer said.

Would Liberalize Code

Rosenberg concluded by saying that he favors a little more liberalization in the Production Code "as the American public has become much more mature, realistic and enlightened."

Schneider Pact

(Continued from page 1)

which commenced Jan. 1, Schneider's compensation will be \$1,750 per week, plus \$250 per week for entertainment and other expenses, it was stated. It was further stated that Schneider shall have no obligation to account to the company for the entertainment and other expense allowance and the allowances shall not cover expenses while traveling on business for the company.

The new contract supersedes Schneider's contract which was extended for five years, until Dec. 31, 1955.

Picker Warns Second-Runs

(Continued from page 1)

were other factors working besides the number of pictures, pointing out the quality of some productions, the matter of the Federal admission tax saving and the "maneuverability" of Loew's in the product market. He acknowledged that the decrease in the product output over the past years has created problems for Loew's, problems related to extended runs for top pictures in neighborhood situations, problems of obtaining a second feature of good quality to make an entertaining program available to patrons. He warned that the product output is near

\$1,200,000 for Rubin Rights Drive-ins

(Continued from page 1)

C. Moskowitz, vice-president, \$156,429, and Joseph R. Vogel, vice-president, \$156,429.

Vogel and Friedman, it was noted, have resigned as officers and directors to join Loew's Theatres. A payment of \$33,800 to retired vice-president William F. Rodgers and of \$176,816 to Rubin, also retired from the vice-presidency, also were noted. All directors and officers as a group earned \$1,996,867, it was stated.

Rodgers Payments Continue

Loew's reported that Rodgers, who terminated his employment with the company last March, received out of an escrow fund \$3,914 monthly during the fiscal year and will continue to receive such payments until June, 1962, and thereafter at the rate of \$2,175 monthly until June, 1967. The

report also revealed that a provision has been added to Schary's contract, stating that he will render services in a consulting and/or advisory capacity in connection with production activities for a period of nine and a half years after Jan. 18, 1958, the expiration date of his exclusive services, or after such date may be extended. Schary's compensation while he renders such consulting services is at the rate of \$1,923 per week, it was added.

Cash in Lieu of Annuity

Upon termination of their employment contracts, Loew's stated, Rodgers and Rubin, in accordance with the terms of the company's retirement plan, elected to take a cash payment in lieu of an annuity for life of \$28,482 annually and \$41,795 annually, respectively.

TV, Drive-in Effect Enter Schine Trial

BUFFALO, Jan. 11.—The defense in the Schine theatres Federal contempt of court case before Judge John Knight attempted to show by a government witness that TV and drive-in theatres have had an adverse effect on so-called "four wall theatres."

The attempt was an apparent effort to bolster the defense claim that an unfavorable market for theatres, because of declining business, prevented Schine interests from making theatre divestitures ordered in Judge Knight's 1949 decree.

The witness was Frank Nolan of Athens, O., operator of drive-in theatres in Ohio and Kentucky, who was district manager in the Ohio area for Schine Chain Theatres, Inc., at the time of, and prior to, the decree.

Admits Inroads of TV

He admitted on questioning by defense attorney Frank G. Raichle that TV has had an adverse effect on many Ohio film houses, including some Schine houses.

Asked why, when he left Schine in the fall of 1949, he did not buy into the "four walls" theatre business instead of the drive-in business, Nolan replied "the dollar goes farther in the drive-in business." He added: "I didn't know of a theatre (four wall) for sale."

"You knew Schine theatres were for sale, didn't you?" Raichle asked, mentioning ads for resales in industry magazines. The witness admitted he knew of the ads.

Four 'B' of 10 Films Reviewed by Legion

Four pictures out of the 10 reviewed by the National Legion of Decency in its latest list of ratings have been placed in Class B. They are "Hell's Outpost," "Six Bridges to Cross," "Ten Men Wanted" and "Vera Cruz."

Four of the remaining six films have been placed in Class A, Section 1. They are "Heartbreak Ridge," "A Life in the Balance," "Pirates of Tripoli" and "Young at Heart."

"Battle Taxi" and "20,000 Leagues Under the Sea" received the Section A, Class 1 rating.

would draw approximately 1,000 exhibitors. The first national drive-in convention in Cincinnati last year had a registration of about 700.

The national advisory committee handling the convention met in Chicago last week to set plans. The group consisted of Ben Marcus, Allied president; Jack Kirsch, Ruben Shor, Wilbur Snaper, Abe Berenson and Abram F. Myers.

The amount of booth space already contracted, the bulletin said, "insures the success of the trade show and requests for hotel accommodations are coming in at a pace which fore-shadows a heavy attendance." A general invitation has been extended by the national organization to the regional units.

"This year," the bulletin states, "the drive-in men will have equally pressing problems having to do with mounting film costs, print shortages, delayed availabilities and various forms of discrimination practiced against them."

SMPTE to Cite Author

HOLLYWOOD, Jan. 11. — President John G. Frayne of the Society of Motion Picture and Television Engineers announced that he has appointed a five-man committee to select the author, or authors, of the most outstanding paper published in the Society's Journal in 1954. An award certificate will be presented to the winner at the Society's 78th semi-annual convention to be held in Lake Placid, N. Y., Oct. 2-7.

THE THIRD ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 6. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the 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. Tel.: BRyant 9-8700.

Tickets \$3.75 each.

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SAN FRANCISCO — United Artists

“Wow! Standout with terrific total!” —Variety

DETROIT — Palms

“Mighty! Spectacular!” —Variety

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VOL. 77. NO. 9

NEW YORK, U. S. A., THURSDAY, JANUARY 13, 1955

TEN CENTS

Set for Monday Arbitration Plan Is Ready For Submission

Joint Sub-Committee to Study Preliminary Draft

Exhibition and distribution attorneys Herman Levy and Adolph Schimel respectively will present to the joint sub-committee on arbitration on Monday at the Hotel Sheraton Astor here a completed preliminary draft for a set of rules and regulations for an industry arbitration system, it was learned yesterday.

The draft, it was reported, includes portions of the 1952 arbitration plan which was prepared by exhibitor and distributor groups and the seven points—clearances, runs, conditioning, contract violations, print shortages, competitive bidding and pre-release of pictures—which were introduced by Mitchell Wolfson of TOA last spring.

An industry attorney, close to the eight-man exhibition-distribution sub-committee, said here yesterday that Wolfson's seven-point plan "was slightly amended and altered by both sides accordingly."

Expected to attend next week's
(Continued on page 5)

Ohio Facing Censor Issue

COLUMBUS, O., Jan. 12.—Gov. Frank Lausche, in his inaugural address here yesterday, called for a stronger censorship law "which would meet the U. S. and Ohio Supreme Courts' decisions which made the present Ohio censor law ineffective."

Meanwhile, two measures on film censorship were introduced in the Ohio legislature, one in the Senate and the other in the House. Sen.
(Continued on page 5)

Lewis to TESMA Executive Post

Election of Merlin Lewis as executive secretary of the Theatre Equipment and Supply Manufacturers Association, Inc., (TESMA) by its board of directors was announced by Fred C. Matthews, TESMA president. Lewis succeeds Roy Boomer, who re-
(Continued on page 6)

May Extend Wage-Hour Law to Every Theatre

It's Not Product, It's Only Money

WASHINGTON, Jan. 12.—Recalling measures Allied States has advocated in the past year or so as possible means of alleviating the product shortage, Abram F. Myers, Allied chairman and general counsel, mentioned the 1953 convention plan to encourage exhibitors to buy stock in major production-distribution companies in the hope of influencing their policy in the direction of increased production.

Myers conceded the plan did not get very far but, he observed, exhibitors who bought stock in the companies a year or more ago have all made handsome personal profits on their investment. A number of companies' stocks have doubled in value in the past year.

Industry Communion Breakfast Feb. 6

The fifth annual Corporate Communion Breakfast for motion picture industry employees in the New York area will be held Sunday, Feb. 6. Catholics in the area will attend Mass in a body at 9 A.M. at St. Patrick's Cathedral and breakfast will be served immediately afterward in the Grand Ballroom of the Waldorf Astoria.

The Right Rev. Monsignor John J.
(Continued on page 6)

Present Administration Will Recommend Broad Extension of the Federal Statute; Expected to Touch Off Bitter Fight

By J. A. OTTEN

WASHINGTON, Jan. 12.—The Eisenhower Administration is presently planning to recommend an extension of wage-hour law coverage broad enough to take in every U. S. theatre, it was authoritatively reported today.

'U' Lines Up With Exhibitor On Toll TV

Universal Pictures feels that the exhibitors of the nation remain as its outlet rather than the market offered by subscription television, a spokesman for Universal declared here yesterday.

Universal, along with other film companies, were polled by the MOTION PICTURE DAILY regarding its sentiments on toll TV.

Universal's thinking, as outlined by the company spokesman, was in the main along the general lines already enunciated by 20th Century-Fox and Columbia Pictures in recent public statements.

Declining comment at this time were officials of Loew's, United Artists and Paramount, the latter company
(Continued on page 5)

The recommendation, which—barring a change in plans—will be delivered later in the session by Labor Secretary Mitchell, will touch off a bitter fight on Capitol Hill. Even if approved by Congress, there would certainly be court cases challenging the Federal jurisdiction over purely local theatres.

The present wage-hour law, which sets a 75-cents-an-hour minimum wage and prescribes time and a half for overtime, exempts theatre employees under a blanket exemption for retail and service workers. President Eisenhower said he favored broadened coverage, and Labor Secretary Mitchell revealed the Administration's plan to end the retail-service exemption.

That left the question of which retail and service workers would be covered. If no further change were
(Continued on page 5)

Toll TV Study 'Exploratory'

From THE DAILY Bureau

WASHINGTON, Jan. 12.—Howard L. Chernoff, who is conducting an investigation of subscription television for Senate Judiciary Committee chairman Kilgore (D., W. Va.), emphasized that the investigation "is completely exploratory and not one to prove any particular point of view."

Chernoff, who has been on the job for about four weeks now, said his task was to determine whether there was need for a full-fledged judiciary committee investigation of this and other subjects in the TV field. He declared that both Sen. Kilgore and he, himself, "have completely open minds" on the subject of subscription TV.

"In fact," he said, "we know nothing about it. We want to look into the effects it might have and decide
(Continued on page 5)

Withholding Tax Exemption For Foreign Firms Urged

WASHINGTON, Jan. 12.—Motion Picture Export Association president Eric Johnston urged the Administration to recommend to Congress that foreign film producers and distributors be exempted from the 30 per cent withholding tax now levied on their film earnings in the U. S.

In letters to Treasury Secretary Humphrey and Special Assistant Dan Throop Smith, Johnston argued that the tax is based on a "fantastic misconception" about foreign film earnings here and that it was a major obstacle in the way of U. S. film companies getting better tax treatment overseas.

Johnston's position and arguments
(Continued on page 5)

Einfeld to Hollywood To Plan Promotion

Details of promotion campaigns by 20th Century-Fox for CinemaScope releases scheduled for the first quarter of the year will be mapped in Hollywood over the weekend by Darryl F. Zanuck, production head; Harry Brand, studio publicity chief,
(Continued on page 6)

Personal Mention

PAUL LAZARUS, Columbia Pictures vice-president, is scheduled to arrive here from the Coast tomorrow.

ARTHUR KRIM, president of United Artists, and **ROBERT BENJAMIN**, chairman of the board, are expected to return to New York from the Coast over the weekend.

EMERY AUSTIN, M-G-M exploitation head, will leave Denver tomorrow for the Coast, while **MIKE SIMONS**, customer relations director, will leave the same city for New York.

RICHARD MEALAND, managing director of Paramount British Productions, Ltd., will return to England from New York on Saturday aboard the "Queen Elizabeth."

STANLEY W. PRENOSIL, international press representative of the Council of Motion Picture Organizations, has returned to his duties here following an illness of several weeks.

GEORGE WELTNER, president of Paramount International, will leave here on Saturday by plane for South Africa.

RODNEY MILLINGTON, editor of "Spotlight," British publication, will return to London from New York today via B.O.A.C. Mayflower.

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, has left New York for a tour of the company's Southern branches.

WILLIAM PERLBERG and **GEORGE SEATON**, producers, will arrive in New York today from Cleveland.

PHILIP DUNNE, producer-director, returned to Hollywood yesterday from New York.

RUDOLPH BERGER, M-G-M Southern sales manager, returned to Washington yesterday from New York.

AMERICO ABOAF, Universal-International vice-president, will return here from Europe at the weekend.

BERT ORDE of "Redbook" will leave here over the weekend for the Coast.

MAX WEINBERG, writer, will leave here by plane on Saturday for Rome.

Rhoden Heads Fund For Denver Hospital

HOLLYWOOD, Jan. 12.—Elmer C. Rhoden, president of National Theatres, today was named chairman of the special fund for the 1955 Denver Hospital and Sanatorium "Humanitarian of the Year" dinner, which will be held at the Beverly Hills Hotel here March 20, with Danny Kaye receiving the year's award.

Don Hartman, executive producer at Paramount, will be chairman of the \$100-a-plate affair.

Brotherhood Dinner Tonight; 41 Industry Leaders on Dais

Forty-one entertainment industry executives will share the dais at the Brotherhood Dinner honoring J. Robert Rubin in the Waldorf-Astoria Hotel here tonight, it was announced by **Barney Balaban**, chairman of the dinner sponsored by the National Conference.

Louis Nizer will be toastmaster at the gathering highlighted by an address by Sen. William J. Fulbright of Arkansas. A new Brotherhood song, "One World Under God," will be introduced during the evening's program, which will be climaxed with the presentation by Balaban of a plaque hailing Rubin's long service in the field of human relations.

Syracuse Chancellor to Speak

Featured speakers will include Chancellor William P. Tolley of Syracuse University, and Dr. Everett R. Clinchy, president of the National Conference.

Dais guests at the gathering launch-

ing the ninth annual Brotherhood Drive undertaken by the Amusements Division of the Conference will be Charles A. Alicote, Jack Beresin, Robert Coyne, George F. Dembow, Ned E. Depinct, Charles J. Feldman, Leopold Friedman, Emanuel Frisch, William C. Gehring, Morey Goldstein, Max Gordon, William J. Heineman, George C. Hoover, James M. Jerauld, Austin C. Keough, Jules Levey, Mrs. Charles E. Lewis, Henry A. Linet and R. S. Littleford, Jr.

Also **Donald M. Mersereau**, Robert Mochrie, E. K. O'Shea, Eugene Picker, Jerome Pickman, Martin Quigley, Charles M. Reagan, Samuel Rinzler, Burton Robbins, Adolph Schimmel, Abe Schneider, A. W. Schwalberg, Arthur H. Schwartz, Fred J. Schwartz, Sol A. Schwartz, Silas F. Seadler, Gerald J. Shea, George P. Skouras, Spyros S. Skouras, Joseph R. Vogel, Richard F. Walsh, Robert M. Weitman and Francis M. Winikus.

Canada Seeks Better Newspaper Coverage

TORONTO, Jan. 12. — Following the expansion of amusement sections in Toronto evening papers, which resulted from negotiations between the press and film executives for improved film coverage, **Clare J. Appel**, executive director of the Canadian Motion Picture Distributors Association, has sent a brief on developments to other key centers across Canada.

Appel, who had a leading role in the preliminary talks here, suggested to presidents of Film Boards of Trade in each film exchange city that representative trade committees be organized to discuss with local newspaper editors the readership value in brightened theatre pages, using the Toronto case as an example.

One point stressed was the removal of store, dancing school and other advertisements, which had no relation to entertainment, from theatre pages as had been done in Toronto.

'Cinerama Holiday' Premieres Feb. 8

The Louis de Rochemont production of "Cinerama Holiday" will have its world premiere at the Warner Theatre on Feb. 8, the sponsoring Stanley Warner Corp. announced. A record of 2,165 showings of the Lowell Thomas-Merian C. Cooper picture, "This Is Cinerama," will end the preceding Sunday.

The story of the new Cinerama picture concerns a young American couple, John and Betty Marsh of Kansas City, and their adventures in Paris and Switzerland, and Fred and Beatrice Troller of Zurich, who discover the wonders of America.

The de Rochemont production of "Cinerama Holiday" will have subsequent openings in Detroit on Feb. 15, Pittsburgh on Feb. 16, Philadelphia on Feb. 17 and St. Louis on Feb. 18.

Cinerama Field Staff Concludes Sessions

A two-day series of meetings by Stanley Warner Corp. executives to indoctrinate the Cinerama field force of seven cities in the advertising, publicity and promotion plans of the forthcoming "Cinerama Holiday," has been concluded here. The campaign was outlined by Stanley Warner executives including **Samuel Rosen**, executive vice-president; **Harry Kalmine**, vice-president; **Harry Goldberg**, director of advertising and publicity for Stanley Warner; **Everett Callow**, advertising-publicity director for Cinerama; **Lynn Farnol** and **Philip Miles**, public relations representatives for Cinerama; **Herb Hauser** of the Monroe Greenthal advertising agency, and **Clifford Giesseman**, director of group sales and assistant to **Lester B. Isaac**. Isaac, general manager in charge of Cinerama exhibition chairmanned the conference.

Key Cities Represented

The field force included **Red King** and **Rudy Kohen**, Boston; **Robert Fitzgerald**, Hal Grossman and **Ellen Koehler**, Philadelphia; **William Green**, Frank Upton and **Perle Dane**, Detroit; **Hariot Stem** and **George McMillan** of Washington, M. L. Plessner, **Clare Landau** and **Ray Conner**, St. Louis; **Arthur Manson**, **Bob Suits** and **Regis Bryson**, Pittsburgh; **Zeb Epstein**, division manager of the Washington, Philadelphia and Pittsburgh region, and **Sam Pearlman**, Dan Davenport and **Jack Payton** of New York.

A second series of conferences for the field force of Minneapolis, San Francisco and Los Angeles is being scheduled for the near future.

'Zanzibar' to World

Universal's "West of Zanzibar," will open at the World Theatre here on Monday, it was announced.

Houser Arrives Here For Promotion Drive On 'Underwater!'

Mervin Houser, executive assistant to **Perry Lieber**, RKO's national director of publicity and exploitation, has arrived here to set up the advertising and promotion campaigns for **Howard Hughes'** "Underwater!"

Houser came directly from Silver Springs, Fla., where he and Lieber arranged the underwater premiere of the SuperScope-Technicolor production.

SAG May End Pact With Lupino-Young

From THE DAILY Bureau

HOLLYWOOD, Jan. 12.—Filmmakers, Inc., inactive company owned principally by **Collier Young** and **Ida Lupino**, has been served a 60-day notice of contract cancellation by the Screen Actors Guild, SAG executive secretary **John L. Dales** announced today. The cancellation means that no member of the Guild may work for the company, after cancellation date, until the company "makes satisfactory arrangements with the Guild, and a new contract is signed."

The cancellation, Dales said, was voted by the SAG board because Filmmakers, Inc., sold the 1950-made theatrical picture, "Never Fear," to television (under the title "Young Lovers") without arranging with the SAG for additional payments to the actors in the film.

Negotiating, Says Young

Young today told the press, "Negotiations are now in progress toward an amiable solution," adding that he confidently expects the matter will be ironed out.

The SAG action does not affect in any way Filmmakers Productions, Inc., or Filmmakers Releasing Organization, in which **Irving H. Levin**, president of the latter, is majority stockholder.

Branson's Father Dies in Nebraska

Charles Branson, father of **Walter Branson**, world-wide sales manager for RKO Radio Pictures, died yesterday morning at the age of 80 in Stanton, Neb., the elder Branson's home town.

Walter Branson, accompanied by his wife, left here yesterday for Stanton to attend the funeral services. **Charles Branson** is survived by his wife and another son, **Willard**.

Maurice Wolf Ill

BOSTON, Jan. 12. — **Maurice N. Wolf**, retired public relations representative for M-G-M is gravely ill in the Baker Memorial Hospital of Massachusetts General here.

'Go See' for 'Prince'

Twentieth Century-Fox's "Prince of Players" in CinemaScope has been selected as the "Go See Picture of the Month" for January in the New York subway system.

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—*Los Angeles Times*

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TV and Radio in HOLLYWOOD

By SAMUEL D. BERNS

MITCHELL HAMILBURG, sales head of Flying A Productions, is working out a deal with CBS-TV Sales to syndicate the "Buffalo Bill, Jr.," telefilm series in all of the other market areas where Mars Candy Bars and Robin Hood Shoes are not represented. The two sponsors have already tied up 110 markets in a \$10,000,000 contract, with the shoe group ready for the series kickoff in March.

Mitzi Green and Virginia Gibson will not only win your hearts, but Toni sponsors figure that they'll get in your hair with the "So This Is Hollywood" film series, which had a New Year's Day start on NBC-TV. . . . Macy may not tell Gimbel, but CBS' Ed Murrow certainly primed his "Person-To-Person" viewers for Dr. Norman Vincent Peale's inspirational guidance via NBC radio in a Monday thru Friday morning spot. . . . Joe Yocan and Reed Browning filled in for Al Jarvis on KABC-TV's "Make Believe Ballroom" while the record spinner was on an Eastern vacation.

George Gobel and his partner-manager, Dave O'Malley, are on clouds with all the magazine covers and awards for the comedian; but they have aversions when it comes to taking time out from a program to tell viewers to read all about him in the particular journals. . . . Roy Rogers and the Mrs. are preparing to shoot 10 more half-hours for the NBC-TV westerns. . . . Max Roby rang out the old year and Sam Zelman, KNXT's news director, rang in the new as president of Radio and Television News Club of Southern California for 1955.

Add this one to your show meter: "Hey Taxi!" will be a Spring film series event for ERKO, Inc., a company formed to produce original stories supplied by Teamster's Union members (Chauffeur Division) in a nationwide contest. . . . Sid Solow got Don Feddersen to say okay on processing his "Millionaire" TV film series at Consolidated Lab. Shot on the Republic lot, the CBS-TV'er debuts on Jan. 19.

Leo Salkin, cartoonist and writer, whose prize-winning one-minute TV commercial for UPA's Bromo Quinine client won him a director and story consultant berth with the production company, is writing a 16mm. film tome to be published by McGraw-Hill. . . . Robert S. Finkel has reached producer-director recognition with his new deal at NBC. "The Great Gildersleeve" is now his baby. . . . Jerry Fairbanks Productions has been contracted to make "The Story of a Star" for Texaco which will be filmed in 35mm. Eastman Color. In addition to the TV version, the film will be made available for all public showings.

Reviews

"Holiday for Henrietta"

(Ardee Films)

A PLEASANT little comedy directed by Julien Duvivier, whose sophisticated, witty talents have been employed on both sides of the Atlantic, perking along on two different levels, both adult in appeal and treatment. In the first instance, the film tells the story of the stormy and comic collaboration of a couple of screenwriters, offering many opportunities for amusing commentary on how motion pictures are born and on the clichés to which indiscriminating writers resort. Secondly, the film tells of the screenplay which the two writers evolve, with interruptions to show alternate possibilities in the progress of the story.

The greater part of the film is occupied with this film-within-a-film, a charming and sophisticated tale about a pretty little Parisian dressmaker, Dany Robin, and her misadventures in one day, the 14th of July, France's most gala holiday. She has a date with Michel Roux, a press photographer who she confidently expects will propose. When he leaves her stranded at a street dance for a couple of hours, she is befriended by a good-hearted crook, Michel Auclair, and thereafter the story is divided to follow the fortunes of both. Those of her fiancé-to-be, Roux, may raise a few eyebrows since they concern his rendezvous with an earthy circus rider, Hildegard Neff, whose interest in him (which obviously is only of the moment) is simply sexual. A happy ending eventually is arrived at when the two youngsters finally come together on the steps of Montmartre's Sacre Coeur for the most important proposal.

The performances, photography and all the production values are first rate, and the English subtitles more adequate than some. At the time of the press screening, a distributor's representative said the film was still to be cut, which should tighten the story lines, increase the pace and eliminate certain of the circus rider's sequence, which some exhibitors might find objectionable.

The film, being released in America by Ardee Films, is a Reginas Filmsonor production. The script is a collaboration between Duvivier and Henri Jeanson.

Running time, 103 minutes. Adult classification. For January release.

"Fuss Over Feathers"

(Associated Artists)

WHAT may appear as a strange subject matter for a picture—the protection of a bird sanctuary—emerges as a thoroughly pleasant comedy-drama with the type of off-beat theme that the British handle so well. Unfortunately, some of the dialogue is lost to the American ear, but the picture's warmth and charm overcome this.

The fuss first begins when villagers near some land known as "The Island of Children" discover that a jet fighter squadron is being converted to a ground attack squadron and their rocket-firing training is to be done on this island. For many centuries this land had been preserved as an unofficial bird sanctuary and the villagers are aghast at the project, for the island is something beautiful and sacred to them.

Almost the entire picture details the methods the people use to prevent the land's possible destruction. Some humor, some drama and a bit of tragedy result from these attempts, while the conclusion finds the villagers granted a year's grace for the island and time, perhaps, to save it permanently.

The climax is an exciting bit of drama as the people, in one last desperate effort, head for the restricted area while a group of planes prepares to attack it. Tragedy is averted melodramatically at the last second, but it brings satisfaction to the cast and the audience.

The cast is a good one. John Gregson, remembered fondly as "Genevieve's" owner, plays a ground crew worker with the RAF and Muriel Pavlow is seen as one of the villagers and his sweetheart. Their romance is touching and real and complements the main story well. Niall MacGinnis plays one of the village leaders, a blustering, likeable fellow whose one-day-per-week of inebriation almost ruins the village's chances.

Photographed in lovely Eastman Color, the picture is a treat to look at. "Fuss Over Feathers" is not an epic film, but art house audiences should find it worth their while.

It was produced by Herbert Mason, directed by John Eldridge and written by Don Sharp and John Pudney.

Running time, 84 minutes. General audience classification.

'U' Launching Daff International Drive

Universal-International's branches and distributors throughout the world have begun the 1955 "Daff Drive" with a record billings figure which exceeded the same week last year by 39.46 per cent, it was announced.

Thirty-nine of U-I's overseas territories are competing in the annual 17-week sales drive, which got under way on Jan. 3 and will conclude on April 30, honoring Alfred E. Daff, president of Universal's overseas subsidiary.

New drive records have been established by the overseas division in each of the past four successive years, the company said.

Colo. Gov. Signs 'Movie' Proclamation

DENVER, Jan. 12. — Concurrent with the holding of M-G-M's Ticket Selling Workshop here today, one of the first acts of former U. S. Senator Ed Johnson on his official entrance into the Governor's office was the signing of a proclamation heralding the month of January as "Go To The Movies Month" in the State of Colorado.

The proclamation was signed at the state capitol in the presence of Emery Austin, M-G-M exploitation manager, who came on from New York for the Workshop meeting, and John Ericson, who flew in from California to also be present for the ceremonies here.

Dinner Jan. 17 For Schmertz

CLEVELAND, Jan. 12. — Seven hundred theatremen and distributors from Ohio, Detroit, Buffalo, Pittsburgh, Albany, Washington and New York will attend the exhibitors' testimonial dinner to I. J. Schmertz, Cleveland branch manager, celebrating his 50th anniversary of association with 20th Century-Fox, on Monday evening at the Hollenden Hotel here.

This announcement was made by the arrangements committee co-chairmen Moe Horowitz, Nate Shulz and Jack Silverthorne, and including Joe Lissauer, Leo Jones, Jack Shulman, Marshal Fine, Ed. Prinsen, Bert Leftkowitz, Jack Armstrong and Leonard Greenberger.

Fox Executives to Attend

Al Lichtman, 20th Century-Fox director of distribution, will head a delegation of home office executives who will fly to Cleveland.

With Lichtman will go W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Glenn Norris, Eastern sales manager; Jack Bloom, assistant to the Eastern sales head and major circuit contact, and Roger Ferri, editor of "Dynamo."

Among the many to attend the salute to Schmertz, who also is celebrating his 28th anniversary as Cleveland exchange head, are Moe Silver, Nat Feldman, Gerald Shea, Ray Moon, Jim Sharkey, Ray Smith, Sam Galanty, Milt Cohen, Pete Dana, Howard Brown, Ira and George Sichelman, Chief Justice of Common Pleas Court Hon. Judge Sam Silbert, and Hon. Judge Arthur Day.

Mexico Exhibitors Protest Tax Boost

Special to THE DAILY

MEXICO CITY, Jan. 12. — Many exhibitors in the provinces are appealing to their national association and the National Cinematographic Industry Chamber for help in the face of tax increases on their gross receipts that state, and not a few municipal governments, inform them will start before the end of January. The hikes are as high as one-third, it is said.

The association and the chamber reveal that most of the complaining exhibitors have accepted previous tax boosts without protest, not that they liked them but just for the sake of keeping peace. But now, the organizations say, they can't pay any more and still stay in business. The sole solution of the problem, they say, is to be allowed to raise their admission prices. But the governments continue to refuse to allow that. Exhibitors, the organizations aver, are the only businessmen in Mexico who have not increased prices despite the fact that their costs continue to soar.

Some Hints of Subsidies

Exhibitors are striving to meet the official stand that, as pictures are Mexico's favorite paid public entertainment, theatres are unjustified in hiking their admission prices. There are some hints that that would be all right with the exhibitors if the governments subsidized the theatres. But there is no inclination toward that in officialdom.

Columbus Paper Picks 'Caesar'

COLUMBUS, O., Jan. 12.—"Julius Caesar" was chosen as the best picture to play Columbus during 1954 in the 10-best selections by Norman Nadel, Columbus Citizen theatre editor. Others were "Rear Window," "Seven Brides for Seven Brothers," "The Caine Mutiny," "Broken Lance," "The Glenn Miller Story," "The Little Fugitive," "A Star Is Born," "The Living Desert," and "On the Waterfront."

'U' Lines Up

(Continued from page 1)

having an interest in the subscription television system, Telemeter. RKO Radio Pictures, Warner Brothers, Republic and Allied Artists officials could not be reached yesterday for comment.

Explaining Universal's position, the spokesman said that although the company has not formulated any hard and fast policy on the issue, Universal feels itself on the side of exhibitors on the question, believing theatres should remain Universal's big market.

Skouras Supported Theatres

Recently, 20th Century-Fox president Spyros P. Skouras expressed his conviction that the prosperity of 20th-Fox depends on the success of theatre operations rather than on the fate of toll TV.

Speaking for Columbia, A. Schneider, vice-president and treasurer of the company told newsmen last month at the company's annual meeting that he was not in favor of toll TV and that his first interest was the film theatre. However, he added, as a businessman, he must be prepared for any contingency that may develop, referring to the possible value of old features on toll TV.

TV Study

(Continued from page 1)

whether we should have a real investigation."

He said he had no idea how long it might be before he has any recommendations for the Senator.

Chernoff, a resident of San Diego and a veteran of 25 years in radio and television, said he is also looking into such questions as whether networks, newspapers or set manufacturers should own stations, whether set manufacturers should own networks, whether switching of network affiliation should be permitted as freely as now, and similar subjects. Asked whether he was studying whether theatre owners should be permitted to own stations, he answered: "That hadn't occurred to us. Maybe I should suggest it to the Senator."

4 UA Films Here

Four United Artists film attractions—"The Barefoot Contessa," "Sitting Bull," "Black Tuesday" and "Operation Manhunt"—will be seen in the New York metropolitan area beginning next Wednesday with simultaneous openings set for 53 theatres on the Loew's and RKO circuits, UA announced.

Wage Law

(Continued from page 1)

made in the present law, other than to remove the exemption, most theatres would still be exempt, because the present law applies only to those workers in covered industries who are "in" interstate commerce or who "produce for" interstate commerce. The Labor Department, it was learned, is recommending that this language be changed—at the same time the retail-service exemption is removed—to take in any workers "affecting commerce." This is a much broader definition, and, according to labor experts, could be interpreted as covering virtually every theatre.

The "affecting commerce—" language is the language used in the Taft-Hartley law. The National Labor Relations Board, in interpreting that law, has consistently argued that it has jurisdiction over every U. S. theatre, but that as a matter of policy it would not exercise this jurisdiction except with respect to interstate circuits. The Labor Department, in interpreting the wage-hour law so far, has never been known to waive jurisdiction over any covered industry.

30 Films Acquired By WCBS-TV Here

Thirty feature length motion pictures, 26 of which were produced by Republic Pictures and which are being distributed to television by Hollywood Television Service, a Republic subsidiary, have been acquired by WCBS-TV for exclusive first-run TV showings here, it was announced by William C. Lacey, manager of the station's film department.

The television exhibition of the films has already started on the station, Lacey said. The majority of the Republic films will be shown starting Feb. 1, he said.

The Republic 26-film package includes: "Murder in the Music Hall," "Someone to Remember," "Calendar Girl," "Brazil," "I'll Reach For a Star," "The Hit Parade of 1943," "Earl Carroll's Sketchbook," "Rendevous With Annie," "In Old Sacramento," "That Brennan Girl," "Big Bonanza," "Scotland Yard Investigator," "Headin' For God's Country,"

Arbitration

(Continued from page 1)

meeting on arbitration are Herman Levy, general counsel for TOA, Leo Brecher of the Metropolitan Motion Picture Theatre Association; Max A. Cohen of Independent Theatre Owners Association; Si Fabian, a TOA leader; Wolfson, Adolph Schimel, Universal Pictures general counsel; Al Lichtman, 20th Century-Fox director of distribution; A. Montague, Columbia Pictures vice-president; Charles Reagan, M-G-M director of distribution, and Ralph Hetzel, vice-president of the Motion Picture Association of America.

Ohio

(Continued from page 1)

Charles Mosher sponsored a bill asking for repeal of all censorship. Rep. Andrew C. Putka asked the House to revise present laws so that censorship, now ineffective under the Supreme Court decision, might again become effective. His bill exempts news, scientific and educational films from censoring, but cites obscene films inciting crime and containing "vile and profane language" or contempt for law and promoting the use of drugs.

Spokane Partners Split

PORTLAND, Ore., Jan. 12.—Joint announcement has been made by Joseph J. Rosenfield, president and general manager of Favorite Theatres, Inc., and Howard D. McBride, owner of the Granada Theatre, in Spokane, Wash., that they have dissolved their six-year partnership.

Favorite Theatres under Rosenfield's direction will continue to operate the Post, East Sprague Drive-In and East Trent Motor-in Theatres, while McBride has once more taken over operation of the Granada.

"In Old Missouri," "Night Train to Memphis," "Campus Honeymoon," "Oh My Darling Clementine," "Hitchhike to Happiness," "Village Barn Dance" and seven Judy Canova films.

Three Tom Conway films acquired by WCBS-TV are "The Checkered Coat," "Bungalow 13" and "I Cheated the Law." "The Sullivans," which was also acquired recently, was presented to the public earlier this week.

475 Technicolor Prints on 'Cruz'

Exhibitor demand for Hecht-Lancaster's Productions "Vera Cruz" has caused United Artists to order 475 prints from Technicolor, the highest print order in the distribution company's history, according to UA vice-president William Heineman.

People

Deborah Kerr, Esther Williams, Eva Le Gallienne and John Ericson will join other Hollywood stars at the dinner of the Motion Picture Associates in the Bellevue-Stratford Ballroom on Tuesday.

□

H. A. Haines, a newcomer, has purchased the Alpine Theatre and the Auto Drive-in at Colville, Wash., and the Avalon in Chewelah. The theatres formerly were owned by Max Hadfield.

□

Jim Crockett, formerly associated with various film exchanges in Atlanta, and Mrs. Crockett have opened a motel in Statesboro, Ga.

□

John Lee, who operates a small circuit of theatres in the Pacific Northwest, has added the Othello Theatre, Othello, Wash., to his string.

□

Eddie Klein, head of Bay State Film Co. in Boston, is in Massachusetts Memorial Hospital for an operation.

□

Harris B. Tuttle, a member of the Eastman Kodak Co. sales service department in Rochester, has been appointed consultant on law enforcement photography, it was announced by Theodore F. Pevear, general sales manager.

Ask Tax Exemption for Foreign Firms

(Continued from page 1)

followed closely the stand taken by MPEA officials who testified on this point before the House Ways and Means Committee in July, 1953. The MPEA officials then asked that the change be included in the technical tax bill being prepared for 1954, but they got nowhere. Johnston's letter today suggested that the exemption for foreign films be included in the technical tax revision program that the Treasury is expected to recommend to Congress later this year.

This was Johnston's second request to the Treasury within a week. Earlier he had written urging that U. S. film companies be made eligible for any special tax relief the Treasury recommends on income earned overseas.

Johnston declared today that applying the 30 per cent withholding tax to rentals earned in the U. S. by foreign

film producers and distributors "is based on a fantastic misconception about the motion picture industry. It assumes that approximately 60 cents out of every dollar of film rental is net profit. That is an egregious error." He said this assumes that the film involves little or no financial investment, whereas it obviously does.

Moreover, he told the Treasury, the tax "is the greatest obstacle to our efforts to obtain fair income tax treatment in foreign countries," especially in countries without domestic film industries. When the U. S. protests to these countries that it is unfair to assume that all film earnings there are net income, these countries reply that the U. S. makes the same assumption by imposing the 30 per cent withholding tax, the MPEA official wrote. "So our arguments don't get very far, and they won't so long as our law retains this unwarranted practice," he

continued. "The result is that in many foreign countries we are compelled to pay taxes that bear not the remotest relation to our net income."

The Treasury would be better off with repeal of the tax, Johnston concluded. He said the withholding tax on foreign film earnings produces very little revenue, while better tax treatment for U. S. companies abroad "would obviously result in large income tax payments at home from American film companies."

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Lewis

(Continued from page 1)

cently resigned because of ill health. Lewis, until his election by TESMA, was vice-president of "The Film Daily" and had been with "Showmen's Trade Review" in both business office and editorial capacities. He previously served in theater operations with Loew's, Warner Brothers, Publix, Fox, Metropolitan and Skouras Theatres in management, publicity and advertising capacities.

Lewis also had been with production and distribution segments of film company activities, having been with Famous Players-Lasky Corp., Paramount Pictures, Metro-Goldwyn-Mayer, United Artists and more recently with Columbia Pictures.

Headquarters of TESMA will be opened in New York City, where Lewis will start activities on Feb. 1.



Merlin Lewis

'Racers' to Roxy

"The Racers," Twentieth Century-Fox drama filmed in CinemaScope, will open at the Roxy Theatre here on Jan. 28, following the engagement there of Irving Berlin's "There's No Business Like Show Business."

Monty Salmon Hurt In London Accident

Montague Salmon, managing director of the Rivoli here, on vacation in England, was hit by a car while crossing a street, and is in St. Mary Abbott's Hospital, Marlow's Road, London, W.8, with a broken leg and other injuries. He will be hospitalized for several more weeks.

Einfeld

(Continued from page 1)

and Charles Einfeld, vice-president in charge of advertising-publicity. Einfeld will leave here for the Coast tomorrow and will return to New York early next week.

The campaigns, which will rank among the most comprehensive in the company's history, will center around international promotion for "The Racers," a February release starring Kirk Douglas; "Untamed," starring Tyrone Power, for March, and "A Man Called Peter," with Richard Todd and Jean Peters, for the Easter holidays.

Col. Preferred Dividend

Columbia Pictures' board of directors this week declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock of the company, payable on Feb. 15 to stockholders of record on Feb. 1.

Schine Held Hayman Control, Gov't Claims

Special to THE DAILY

BUFFALO, Jan. 12.—Schine Chain Theatres, Inc., made a \$64,750 part payment to the estate of A. C. Hayman, of Niagara Falls, for acquisition by Hildemart, Inc., of stock in three houses of Hayman Theatre Corp., operator of four Virginia and Kentucky film theatres.

This was disclosed by entries in the office cash book of Schine, offered in evidence by the government before Federal Judge John Knight in Schine contempt of court trial. Government evidence was in support of its claim that Hildemart, the Schine family-owned organization, has been used by Schine Chain Theatres as an instrumentality to enable it to continue control over theatres of which it had been ordered by the court to divest itself.

Sold to Hayman in 1944

The so-called Hayman theatres had been owned by the Schine circuit, which sold them to Hayman in 1944 after Judge Knight's first divestiture order in 1942. After Hayman's death in 1945, the government contends, they were re-acquired by Schine through Hildemart.

The government also presented evidence to show that Schine Chain Theatres bought and booked pictures for Hayman theatres (two in Appalachia, Va., and one each in Corbin and Pikeville, Ky.) during Hayman's ownership in 1944 and 1945 and during Hildemart's ownership in 1946 and 1947.

Breakfast

(Continued from page 1)

McClafferty, dean of the School of Social Service at Catholic University, will be the principal speaker at the breakfast. Monsignor McClafferty for 10 years was executive secretary of the National Legion of Decency. Other speakers will include motion picture, television and radio stars.

A similar Communion breakfast will be held in Los Angeles Feb. 13.

Sponsors in New York, where the idea originated five years ago, are:

Frank J. Alford, John W. Alicoate, William E. Barry, Marguerite Bourdette, Frank Bryan, Frank E. Cahill, Jr., Francis X. Carroll, Patrick Casey, John Comfort, Jr., Robert W. Coyne, Thomas Crehan, John Dervin, Edward C. Dowden, Albert A. Duryea, Joseph Eagan, James M. Franey, Joseph M. Geoghan, Edmund C. Grainger, James R. Grainger, Agnes Mengel Grew, William J. Heineman, Walter F. J. Higgins, John Hughes, James D. Ivers, James J. Jordan, John Kane, Frank J. Kiernan, Austin C. Keough.

Also: Mrs. James Looman, Fred L. Lynch, Thomas J. Martin, Joseph A. McConville, Joseph McMahon, William J. McShea, William Moclair, Paul C. Mooney, Sr., Peter J. Mooney, James A. Mulvey, John F. Murphy, Thomas Murtha, L. Douglas Netter, Jr., Paul D. O'Brien, Robert H. O'Brien, John J. O'Connor, Thomas F. O'Connor, Edward K. O'Shea, Martin Quigley, Edward C. Raftery, Charles M. Reagan, George J. Schaefer, E. J. Smith, Nick Tronolone, Frank Walker, Eugene Walsh, Richard Walsh, William A. White.



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TEN CENTS

Crucial Issue

FCC to Start Toll TV Talks Next Week

Has Three Choices in Tackling the Problem

From THE DAILY Bureau

WASHINGTON, Jan. 13. — Federal Communications Commission officials said the Commission late next week should start its crucial discussion of subscription television.

The subject was on the agenda for this week's Commission meetings, but the agenda was so crowded the subject was not reached. Commission officials said they didn't see how the subject could not be reached next week, however.

The FCC has three choices before it: 1) to approve or deny immediately Zenith's petition for authorization of subscription television; 2) to announce it will hold hearings on the subject, and ask for written comments in advance of the hearings; 3) to announce it can't make up its mind what to do, and ask for written comments.

Odds favor the second course, though there's an outside chance the Commission will finally pump for the third course. Practically no one thinks the Commission will adopt the first choice.

4 From Wyler This Year

Producer-director William Wyler will produce a minimum of four top budget pictures during 1955 for Paramount Pictures and Allied Artists distribution, Wyler said here yesterday.

Wyler, who is currently visiting New York with Don Hartman, Paramount's executive producer, to seek screen properties, revealed plans to produce three VistaVision productions for 1955 Paramount release and at least one production under his independent production agreement with Allied Artists.

Paramount recently signed Wyler, (Continued on page 6)

Rubin Is Honored

1,000 at Dinner Here Opening 1955 Brotherhood Campaign

(Picture on Page 3)

The amusement industry's Brotherhood Drive for 1955 was launched last night as more than 1,000 leaders of the entertainment world gathered in the grand ballroom of the Waldorf-Astoria Hotel here to pledge their support for the ninth annual inter-faith campaign sponsored by the Amusements Division of the National Conference.

The assemblage of celebrities, executives and other representatives of the film industry, radio, television, the theatre, music and sports paid homage to J. Robert Rubin, permanent chairman of the Amusements Division since 1936, and heard a keynote Brotherhood address by Sen. J. William Fulbright of Arkansas.

The dinner ceremonies, which began with the invocation

(Continued on page 3)

Johnston Hails Plan To Negotiate Trade Pact With Japan

Proposal by the U.S. government to negotiate a trade and tariff agreement with Japan was termed a project of the "greatest importance to this country and to the free world" by Eric Johnston, president of the Motion Picture Export Association.

In a letter to Donn N. Bent, secretary of the United States Tariff Commission, Johnston said an agreement with Japan "deserves the highest priority."

"Japan," Johnston said, "must have exports to survive. This means it must have fair access to the markets" (Continued on page 6)

Colorado Legislators Dined by Exhibitors

Special to THE DAILY

DENVER, Jan. 13.—The largest group of theatre men ever to attend such a gathering here sat down today at a luncheon honoring the state legislature, just starting its annual session, and other state officials. With Pat McGee, general manager of Cooper Foundation Theatres, presiding, the principal and only address was made by George Murphy, in (Continued on page 7)

Wage-Hour Group Augmented by Six Liberal Members

From THE DAILY Bureau

WASHINGTON, Jan. 13. — Six liberal Northern and Western Democrats were added to the membership of the House Labor Committee today, in an effort by the House Democratic leadership to neutralize the expected opposition from chairman Barden (D., N.C.) to a boosted minimum wage and expanded coverage.

The labor committee will handle minimum wage and Taft-Hartley legislation. Barden, who is extremely conservative on both subjects, is expected to have the support of two or three other Southern Democrats and most of the Republicans, to help over- (Continued on page 7)

Tushinsky May Build Plants in Japan, UK

From THE DAILY Bureau

HOLLYWOOD, Jan. 13. — Joseph and Irving Tushinsky will open factories in Japan and England to supply SuperScope lenses in those countries, if present negotiations eventuate as expected, the brothers announced today, asserting that domestic sales of SuperScope lenses have increased more than 50 per cent since the price- (Continued on page 7)

50c a Share

SW Quarterly Profit Doubles Period in '54

Fabian Tells Cinerama Plans to Stockholders

WILMINGTON, Del., Jan. 13. — The net profit of Stanley Warner for the first quarter of the current fiscal year ended Nov. 27, 1954 was more than double for the same period of the previous year. Si H. Fabian, SW president, told stockholders here today at the company's annual meeting.

Fabian said that the net profit after all charges was \$1,110,100, equivalent to 50 cents per share on the 2,212,900 shares of common stock outstanding after deducting the stock held in the treasury. This, he went on, compares with a net profit of \$523,100 for the corresponding quarter last year, equivalent to 21 cents per (Continued on page 6)



Si H. Fabian

SW Finishes Divestiture

WILMINGTON, Del., Jan. 13.—Stanley Warner has completed its theatre divestiture program required under the terms of the consent decree and subsequent court order, it was announced here today by Si H. Fabian, SW president, at the annual stockholders meeting.

The announcement came on the heels of a recent Washington report that with the completion of the SW divestiture program, the way will be clear for the circuit to seek government permission to start acquiring new theatres and, according to an earlier Capital report, seek permission (Continued on page 6)

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Personal Mention

H. J. YATES, president of Republic Pictures, is scheduled to return to the Coast over the weekend.

LEE KENNEDY, manager of the Darien Playhouse, Darien, Conn., and **SARAH FERRANTI**, of South Norwalk, have announced their engagement.

E. S. GREGG, president of Westrex Corp., and **R. E. WARN**, vice-president, will leave New York by plane today for London.

HARRY LAMONT, president of Lamont Theatres, Albany, N. Y., has left there with Mrs. LAMONT for Key West, Fla.

JACK L. WARNER and **MORT BLUMENSTOCK** are scheduled to return to the Warner Bros. studio today from here.

ALFRED HITCHCOCK and Mrs. HITCHCOCK will arrive here from England Monday aboard the "Liberte."

MOREY GOLDSTEIN and **ED MOREY**, Allied Artists officials, have returned to New York from Toronto.

FOSTER BLAKE, Universal Pictures Western sales manager, will return here today from Kansas City.

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, left here yesterday for Dallas.

ZAC SCHWARTZ, writer, will leave New York today for Amsterdam, Holland.

FREDERICK BRISSON, producer, has returned to Hollywood from New York.

STEVEN PALLOS, producer, has returned to England from New York.

LYNN FARNOL will leave here for the Coast today for a brief stay.

Cinema Editors Elect Nahoon President

HOLLYWOOD, Jan. 13. — The American Cinema Editors have elected **Richard Nahoon** president, succeeding **William B. Murphy**, and have re-elected **George Amy** vice-president, **Eda Warren** secretary and **Fred Berger** treasurer.

Del Valle to M & O

HOLLYWOOD, Jan. 13. — **John Del Valle**, veteran studio publicist, today was appointed West Coast manager of **Mayer & O'Brien, Inc.**, public relations firm which handles, among other major accounts, the Academy of Motion Picture Arts and Sciences.

Roy Anderson, 27

Roy Anderson, 27, a member of United Artists' home office playdate department, died suddenly early yesterday of a heart attack at his home.

Real Estate Broker Called to Testify In Schine Trial

BUFFALO, Jan. 13. — A Chicago real estate broker testified in Federal Court that a Schine Circuit, Inc., representative ignored a letter from him, inquiring about buying two Schine theatres in Ohio for a client in 1949.

The broker, **Oakley Spaght**, was a witness in the Schine contempt of court trial before Judge **John Knight**, in which 15 defendants are accused of conspiring to evade Judge Knight's 1949 anti-monopoly decree.

The government offered the witness' testimony in support of its contention that the Schine circuit obstructed efforts of a prospective competitor to acquire interests in theatres of which the decree had directed the circuit to rid itself.

Identifies Three Letters

The witness identified three letters concerning the possible purchase of Schine theatres in Kent and Ravenna, where Schine interests operated two theatres in each town.

The decree ordered divestiture of the Opera House in Kent and the Ohio in Ravenna, but as **Joseph E. McDowell**, government trial attorney noted, offered an alternative provision. "In lieu of selling one theatre in each town, the defendants may dispose of both in either town."

Spaght said that letters dated Oct. 14, 19 and 26, 1949, were, in succession, an inquiry from him to Schine Circuit, Inc., in Gloversville about a theatre sale, a reply from **Howard Antevil** (a Schine attorney and one of the defendants) and a communication from him to Antevil.

McDowell read into the record parts of the correspondence. The Antevil letter offered to negotiate the sale of either the Opera House or Ohio or both, "provided you first disclose to us the name of your client."

Says Offer Was Unanswered

In his answer, **Spaght** wrote that his client was not interested in acquiring single theatres in a town because of competition, asserting that if both theatres in Ravenna or both in Kent could be acquired, "we would be interested." The witness said he received no further communication from Antevil.

Defense attorney **Frank G. Raichle**, in cross examination, drew from the witness that the latter's real estate client was "a casual acquaintance, a man named **John Palfi**, in the neighborhood of 50 years old," and then unemployed. **Spaght** said that he never disclosed the man's name to anyone connected with the Schine organization.

'Battle Cry' Feb. 2

HOLLYWOOD, Jan. 13. — When "Battle Cry" opens here, it will be shown in two theatres simultaneously, **Warner Brothers** announced. The **CinemaScope WarnerColor** film production of **Leon Uris'** novel will play a dual engagement starting Feb. 2, at the Egyptian Theatre, Hollywood, and the Downtown Paramount.

Ohio Theatre Is Put on the Ice

COLUMBUS, O., Jan. 13. — Theatres have been turned into bowling alleys, parking lots, stores and churches but few, if any, have met the fate of the **Academy Theatres'** suburban **Arlington**. The house, closed for some months, has been leased to **Charles Hain** for an ice skating rink and renamed the **Arlington Ice Art Studio**. Hain has installed a 26 by 30-foot rink.

Set Special Night 'Prince' Premieres

Twentieth Century-Fox will launch the "Prince of Players" nationally through a series of special night premieres, it was announced.

The **Philip Dunne** production, currently in its first week at New York's **Rivoli Theatre**, will be given campaign treatment via extensive regional and local advertising, publicity and exploitation. To aid exhibitors in the setting of campaign and premiere plans, the company is mobilizing its entire field organization.

Meetings are being arranged at which theatremen and representatives of 20th Century-Fox will set in motion detailed programs of advance promotion. Campaigns will elicit the full support of merchants, schools, dramatic societies and many civic groups, it was said.

Among the first domestic engagements to benefit from the campaign program are the **Allen**, **Cleveland**; **Paramount**, **Toledo**; **Astor**, **Boston**; **United Artists**, **Chicago**; **Palace**, **Washington**; **Centre**, **Buffalo**, and the **Durfee**, **Fall River**, **Mass.**

Also the **Fulton**, **Pittsburgh**; **United Artists**, **Detroit**; **Carib**, **Miami** and **Miracle**, **Miami**; **Strand**, **Portland**, **Me.**; **Paramount**, **Springfield**, **Mass.**; **Miller**, **Wichita**, and the **State**, **New Bedford**.

Dual Premieres for 'Bridges at Toko-Ri'

Paramount's "The Bridges at Toko-Ri" will have a dual world premiere on Thursday—one in New York at **Radio City Music Hall** and the other at the **Hollywood Paramount** on the West Coast.

The following day, the **Perlberg-Seaton Technicolor** drama will have regional premieres at the **Paramount**, **Kansas City**; **Paramount**, **Buffalo**; **Paramount**, **San Francisco**, and the **Randolph**, **Philadelphia**.

Filmed White House Press Parleys Seen

WASHINGTON, Jan. 13. — Presidential press secretary **James Hagerty** said the White House is considering filming Presidential press conferences for later release to newsreels and television stations.

Hagerty made the statement after meeting with spokesmen for the two media. He said no consideration was being given at the present time to live telecasts of the press conferences.

Production in Italy Showed Rise in 1954

A total of 150 full-length features (four more than in 1953), 400 documentaries and 360 newsreels were produced by the Italian film industry during 1954, according to final year-end figures released by **ANICA**. The Italian association maintains that Italy's producing record places that country second only to Hollywood on the world production scene.

The use of color in 1954 production was increased considerably, with more than 55 per cent of all Italian motion pictures made in **Ferranicolor**, **Technicolor** and other color processes.

Budgets Up 15%

During 1954, the Italian film industry spent approximately 35 billion lire, 15 per cent above the motion picture budget of 1953. This rise in film costs was mainly due to the increase in the production of high-budget spectacle films, it was pointed out.

In 1954, Italian producers accomplished 1,800 contracts for the exportation of films which earned over six billion lire in foreign exchange, a sharp jump from 1950 when film earnings from foreign markets were under one billion lire.

In the domestic market, Italian motion pictures earned 36 per cent of the 105 billion lire Italians spent for motion picture entertainment in 12,000 theatres.

MGM's 'Celebration' Pressbook Is Issued

An elaborate 24-page pressbook outlining all details of **M-G-M's** "1955 Motion Picture Theatre Celebration" is being mailed to exhibitors. It is accompanied by a four by five-and-a-half-inch brochure of 32 pages containing additional selling hints not contained in the pressbook.

Produced under the direction of **Howard Dietz**, the pressbook contains suggestions for establishing both big-town and small-town cooperative effort, also many hints for the promotion, advertising and publicity-minded theatre owner. The forthcoming product of **M-G-M** is described and illustrated in detail.

One of the outstanding features of the pressbook is a collection of newspaper editorials praising either motion pictures generally or **M-G-M** in particular.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"DEEP IN MY HEART"

In Glorious COLOR starring

JOSE MERLE HELEN FERRER OBERON TRAUBEL

An M-G-M Picture

& The Music Hall's Great Christmas Stage Show

People

Arthur L. Mayer, president of the Independent Motion Picture Distributor Association of America, will be the principal speaker at a meeting tomorrow evening of the Society for Ethical Culture here. The foreign film distributor will address the group on the subject of "America to the Movies."

□

George Hoover, international chief barker of the Variety Clubs, stated in Albany that he had now visited every tent in the country "except three" and that he expected to call on those before the May international convention in Los Angeles.

□

Robert C. McNabb, 20th Century-Fox branch manager in Cincinnati, will be installed as chief barker of Tent No. 3 on Jan. 29 at a dinner dance in the Netherland-Plaza Hotel.

□

Jack Swartout, who retired as manager of Stanley Warner's Ritz Theatre in Albany was hosted at a buffet supper in the lobby of the theatre by employees. He was presented with a television lamp. **Alfred Swett** was transferred from the Avon in Utica to succeed Swartout.

□

Ben Simon, retired 20th Century-Fox manager in New Haven, is back in the home town for a visit from Miami and will leave for Los Angeles in May.

□

Thomas Gandy has been elected president of the projectionists' Local No. 304 in Waterbury, Conn. Other elected officers are **Joseph Mazeika**, vice-president; **Frank Carey**, secretary-treasurer; **Francis LaFlamme**, corresponding secretary, and **Harold Berger**, sergeant-at-arms.

□

Walter Lang, Paramount office manager in San Francisco, is back on the job after recovering from injuries sustained in an automobile accident.

□

Al Ochs, who operates drive-ins at Port Clinton, Mansfield and Cleveland, O., has taken over the Clinton indoor house at Port Clinton from **Meyer Fine** of Associated Theatres.

SDG Will Cite Cohen Of 'Post Gazette'

HOLLYWOOD, Jan. 13.—Screen Directors Guild president George Sidney today announced the selection of Harold V. Cohen, motion picture editor of the "Pittsburgh Post-Gazette," to receive the guild's annual Critics Award, established a year ago and first awarded to Bosley Crowther, of the "New York Times." The award will be presented at the guild's annual awards dinner at the Biltmore Hotel, Feb. 13.

Sidney said, "The award is conferred on the critic whose reviews during the year are judged most perceptive and conducive to betterment of motion pictures."



J. Robert Rubin (center), permanent chairman of the Amusements Division of the National Conference since 1936, receives the Brotherhood Award for his achievements in the field of human relations from Barney Balaban, chairman of the Brotherhood dinner held last night at the Waldorf-Astoria Hotel here. Looking on (left) is John H. Harris, national chairman of the 1955 Brotherhood drive.

Brotherhood Campaign

(Continued from page 1)

delivered by Rev. Thomas Gilgore, Jr., were climaxed by the presentation to Rubin of the National Conference's gold plaque honoring his achievements in the field of human relations. The presentation was made by Barney Balaban, chairman of the dinner committee.

Senator Fulbright underlined the importance of the Brotherhood effort by citing the need for a spiritual awakening throughout the world.

"If the minds and hearts of men can be freed from the shackles of countless superstitions and prejudices against their fellow men," he declared, "the concept of brotherhood and the appeal of the moral law will be more readily recognized and accepted."

Senator Fulbright was preceded at the rostrum by John H. Harris, national chairman of the Amusement Division of the Brotherhood Drive for 1955; William P. Tolley, chancellor of Syracuse University, Rubin's Alma Mater, and Dr. Everett R. Clinchy, president of the National Conference.

Balaban, paying tribute to Rubin, said, "During his decades of service he played a significant role in the development of our industry. He was a pillar of strength in his own company. His wise counsel and statesmanship were ever available to serve the constructive purposes of the whole industry."

Reviewing the progress of Brotherhood since 1936, when Rubin assumed the chairmanship of the Amusement Division, Balaban pointed out that the largest amount raised in those days was \$36,000. Today, he said, the campaigns raise in excess of \$100,000 annually.

Balaban introduced Louis Nizer, who served as toastmaster for the dinner and who paid high tribute to Rubin.

Harris, who was for many years the Big Boss of Variety Clubs International, referred to the work of the Conference as "an extension of Variety Clubs' working and thinking".

Chancellor Holley reviewed the career of the guest of honor from the time of his school days until the present, paying particular tribute to his shyness and humility, and the fidelity and devotion with which he has served the motion picture industry.

The Brotherhood drive will be climaxed by the observance of Brotherhood Week, Feb. 20-27, under the slogan of "One nation under God."

News Roundup

NTFC Meets Today

National Television Film Council's first executive meeting for 1955 will take place here today at Headquarters Restaurant. It will elect a chairman of the board and discuss plans for the coming year, particularly color films for television, and improved handling of films at TV stations.

■

Mexico City Saw 39 Films

Only 39 films were exhibited in Mexico City in December. This is no cause for alarm, the trade explains, because several, including "Magnificent Obsession," "The Caine Mutiny," "The Student Prince," "Three Coins in a Fountain," "White Christmas," and the Mexican "Watch Out for Love" played the same theatres over long periods. Twenty-two of these exhibitions were contributed by Hollywood, one from Cuba, three each from Italy and Russia, two from France, one from England, and seven from Mexico.

■

To Book for Smalley

Nine Smalley houses are being bought and booked by Upstate Theatres, Inc., of Albany. The circuit operates theatres in Cooperstown, Johnstown, Norwich, Dolgeville, Fort Plain, Walton, Sidney and Stamford.

■

Aids Safety Drive

Irving Caesar, ASCAP writer and director who has produced songs of safety and friendship, will be in Denver from January 16 to 19 to deliver messages of safety and better human relations to young boys and girls. Governor Dan Thornton of Colorado invited Caesar to help in Colorado's fight against highway accidents.

■

New IFE Exchange

Jack Sims is in charge of the new Italian Film Export office in Charlotte, N. C. Dave Williams, however, who operates for IFE from Atlanta will supervise both the Atlanta and Charlotte offices.

■

To Honor Schanberger

The Variety Club of Baltimore will give a testimonial dinner to J. Lawrence Schanberger Tuesday. Until late last year, Schanberger was the owner and general manager of Keith's Theatre for 27 years and formerly managed the Maryland Theatre. He now is in the hotel business. Pete Prince is chairman of the dinner.

ASCAP Shifts Mgr.

Philip O. Alexander, manager of the New Orleans office of the American Society of Composers, Authors and Publishers, has been transferred to Des Moines, succeeding L. H. Severson, resigned, it was announced here by J. M. Collins, ASCAP sales manager.

NOW FROM PARAMOUNT THAT HAS EVERYTHING

TOP STARS . . . "Every performance a standout. Holden lends conviction—March delivers sock portrayal—Grace Kelly is warmly sympathetic—Mickey Rooney enacts a smash performance. A distinguished piece of picture making." —*VARIETY*

FAMED STORY . . . "Long awaited screen version of Michener's best-selling novel indicates top-column popularity and profit. All-out cooperation was extended by the Navy's air arm." —*BOXOFFICE*

HUMAN DRAMA . . . "Perlberg and Seaton are producing pictures in a new style. Following 'The Country Girl,' they have come up with another love story grounded in the actualities of human relations." —*FILM DAILY*

MAGNETIC TITLE . . . "Provocative title—four powerful names—terrific entertainment! A cinch to open big—and sell itself as it runs via praiseful comments of pleased audiences." —*M. P. HERALD*

STRONG SHOWMANSHIP . . . "Strikes high level of showmanship that assures hefty returns in all situations. Hard-hitting melodramatics . . . rich in human emotions." —*DAILY VARIETY*

JAMES A.
MICHENER'S

THE BRIDGES

starring

WILLIAM

GRACE

HOLDEN • KELLY

With

Produce

ROBERT STRAUSS • CHARLES MCGRAW • KEIKO AWAJI • WILLIAM PERLBERG

WORLD PREMIERE ENGAGEMENT AT RADIO CITY MUSIC HALL, TH

HUNT-THE PICTURE FOR EVERY BOXOFFICE!

AUDIENCE IMPACT... "Will have strong impact on audiences and will achieve top boxoffice grosses. Excellent!"

—SHOWMEN'S TRADE REVIEW

DISTINGUISHED PRODUCTION... "Just about perfect. All the boxoffice qualities a picture needs!"

—HOLLYWOOD REPORTER



color by
TECHNICOLOR

AT TOKO-RI

*A Perlberg-Seaton
production*

FREDRIC MARCH • MICKEY ROONEY

Directed by GEORGE SEATON • MARK ROBSON • VALENTINE DAVIES • Screenplay by From the Novel by James A. Michener

WEDNESDAY, JANUARY 20th—Followed by hundreds of immediate dates. Make one of them yours!

S-W Net

(Continued from page 1)

share on the common stock then outstanding.

Fabian informed the stockholders that he will recommend to the board of directors at the meeting to be held on Monday in New York that a dividend of 25 cents per share be declared, payable on Feb. 25.

Concerning the company's Cinerama operations, Fabian said that following the world premiere of "Cinerama Holiday" in New York on Feb. 8, four more cities, Detroit, Pittsburgh, Philadelphia and St. Louis will open "Cinerama Holiday." The foreign reception of Cinerama, the SW president continued, pointing to the enthusiasm in London, Tokyo, Damascus, and Bangkok, "marks the beginning of the Cinerama era throughout the world."

Includes Latex Operations

The gross income of the first quarter was \$23,320,400 as compared with \$13,794,100 for the same quarter one year ago, Fabian reported. The figures for the quarter ending Nov. 27, 1954, he added, include the operations of International Latex Corp., which was acquired on April 30, 1954.

In discussing the operation of the company's International Latex division, Fabian said that the Playtex Bra, newest product added to the Playtex line, was so successful that the company is required to double its manufacturing facilities. Negotiations are being completed, he went on, for the construction of a new factory in Scotland for the production abroad of the whole Playtex line.

"We look forward to the continued growth, expansion and further diversification of our company's activities," Fabian declared, adding that the company views the future with confidence.

A total of 1,833,853 shares or approximately 84 per cent of the common stock was said to be represented at the meeting in person or by proxy. The amendment to the certificate of incorporation providing for two classes of directors, each class of which is elected for two years, with the terms of each class expiring in alternate years, was approved by a vote of 1,702,512 shares in favor of the amendment and 13,674 against such amendment.

Directors Reelected

Fabian, Samuel Rosen and David Baird were reelected directors of the company for a period of two years.

Company officials present at the meeting included Fabian, executive vice-president Rosen, W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Charles Schwartz, counsel; Harry Goldberg, advertising-publicity director; A. J. Vanni, Philadelphia territorial manager, and Lewis S. Black, Wilmington city manager.

S-W Divestiture

(Continued from page 1)

to engage in production, if SW still wishes to move in that direction.

The completion of its divestiture program came well before the July 4 deadline set by the Justice Department. The wind-up order entered last month allowed SW to keep three theatres the company was originally supposed to sell and set a July 4 deadline for disposing of the fourth and final theatre.

Reviews

"Six Bridges to Cross"

(Universal)

IT took courage and a gambling spirit to produce such a picture as "Six Bridges to Cross." And the gamble and courage should pay off handsomely. Here is a story almost completely devoid of romance, comedy and even drama in the accepted sense and yet is loaded with suspense, action and, at times, shocking impact. It is a strange mixture of unorthodox cinematic ingredients, leading up, unfortunately, to a very orthodox climax and ending. But that could not be helped.

It is well known that the picture is based, factually or fictionally, on the famous Brinks robbery in Boston just five years ago this month. Perhaps only the author, crime-reporter Joseph Dineen, knows how much of the story is true and how much is conjecture. Inasmuch as the crime never has been officially, or publicly, solved, it was only natural that an ending had to be invented. The master mind had to finish his life of crime with a bullet-punctured body.

Basically, the story traces the crime career of Jerry Florea, played by Tony Curtis in his mature years and by young Sal Mineo as a youth. Florea graduates, step by step, from petty thievery of fruit stands to the successful execution of the most sensational robbery in modern history. The role is tailor-made for Curtis and he performs it convincingly. But he must share the stellar acting honors with George Nader, as Gallagher, the rookie cop who befriends Florea and, in turn, is repeatedly betrayed by the hoodlum. Nader's role also is tailor-made for his talents.

From the time that Nader wounds the young hoodlum during a store robbery, the officer makes an earnest but futile effort to reform him. A strange friendship develops between the two after Nader gets him off on probation. In return, Mineo, and later Curtis, as Florea, serves as a stool pigeon for the policeman, the latter eventually rising to the rank of lieutenant. As the hoodlum grows in criminal stature, the friendship continues because of Nader's inability to pin specific crimes on him. It is obvious, but never proved, that Curtis is the "brain" behind the crimes that eventually lead to the big haul. And there is plenty of suspense in that episode. The behind-the-scenes activities of big city police work is graphically presented. There is nothing theatrical in the way the police operate in this picture.

Director Joseph Pevney has done an expert job in maintaining a solid pace throughout the picture and in making the players believable characters. Aaron Rosenberg, in producing the film, selected a meaty story with powerful results. Exhibitors should be able to attract the support of a wide range of organizations in promoting the production.

In supporting roles, J. C. Flippen is commendable as Nader's superior, while Julie Adams, as Nader's wife, and Anabel Shaw, who marries Curtis, turn in good performances to provide the slight romantic angles.

Running time, 96 minutes. General classification. For February release.

AL STEEN

"Trouble in Store"

(Rank-Republic)

THE United Kingdom's second best grossing picture of 1954, according to the annual box office survey of the "Motion Picture Herald," J. Arthur Rank's production of "Trouble in Store," should keep American audiences amused and chuckling throughout at the antics of funnyman Norman Wisdom and elderly Margaret Rutherford. This British production is one of five Rank films which will be distributed in the United States by Republic Pictures.

Wisdom, who was voted third place in the "Motion Picture Herald" survey of top money-making stars in British exhibition, affords American audiences an opportunity to be entertained in "Trouble in Store" with a sock full of slapstick comedy which is expertly interwoven into the plot, in the style of the Dean Martin and Jerry Lewis screen antics.

As played by Wisdom and Miss Rutherford, the latter portraying an eccentric shop-lifter with British wit, and written for the screen by John Paddy Carstairs, Maurice Cowan and Ted Willis, this film tells its highly humorous story in a fashion which should hold an audience's attention and in turn, keep them laughing.

Wisdom, a stock clerk in a London department store, has a heart of gold under a frenzied clumsiness which is his standard equipment. Only his girl sees him as he is—a man with great ambitions to be a window dresser. The store's director at first is unaware of the human booby-trap in the stock room, but in short order gains knowledge of Wisdom's good-natured, but disastrous doings. Flung into these elements is an elaborate plot to rob the store during a gigantic sale which affords Wisdom a desperate and all-out attempt to get back into the good graces of the boss.

Others in the cast are Moira Lister, Lana Morris, Derek Bond and Jerry Desmonde. "Trouble in Store" was produced by Cowan and directed by Carstairs.

Running time, 85 minutes. General classification. Release in January.

L. D.

"Unchained" to Bow

CHINO, Calif., Jan. 13. — The world press premiere of "Unchained," Warner Bros.' will be held in the California Institution for Men here, the location and background on the book, "Prisoners are People," written by the Institution's warden, Kenyon J. Scudder.

K.C. Proclamation

KANSAS CITY, Jan. 13.—M-G-M's "1955 Motion Picture Theatre Celebration" was officially acknowledged today by Mayor William E. Kemp of Kansas City in a proclamation issued to William Gaddoni, manager of M-G-M's activities in this city.

Wyer

(Continued from page 1)

along with producer-director Billy Wilder to multiple-picture contracts which will continue over a period of years with each having a participation in the profits of his respective pictures.

Wyer, preparing to return to Hollywood over the weekend, said that his first film for Paramount, "Desperate Hours," which stars Humphrey Bogart and Fredric March, nearing completion in the cutting and editing rooms, is the first VistaVision product to be produced in black and white.

Each Will Make Three

Under his agreement with Allied Artists, Wyler, along with Wilder and producer director John Huston, will produce a total of nine films, three each, for the company. Allied Artists, under the contract with Wyler, will finance the productions.

Johnston Hails

(Continued from page 1)

of the world. If Japan's economy is to stand on its own, international trade must be liberalized; tariffs must be reduced in our country and elsewhere."

Johnston, who recently returned from a trip to the Far East, including Japan, cautioned that "one-sided trade can lead only to economic disaster."

"There are many things that Japan wants and needs to buy from us," Johnston said, "but it can't even continue its present level of purchases from us unless we, in turn, take its products in much more substantial amounts. One-sided trade can lead only to economic disaster. Reciprocal trade brings mutual advantage."

'Scope Treatment For 'Alexander'

"Alexander The Great," the epic motion picture spectacle which will star Richard Burton, Fredric March and Claire Bloom, will be filmed in CinemaScope and in color by Technicolor, United Artists announced.

The Robert Rossen production will be the sixth United Artists release to be filmed in CinemaScope. The first was "Sitting Bull," released several months ago. Currently in production in CinemaScope are "The Kentuckian," starring Burt Lancaster; "Gentlemen Marry Brunettes," starring Jane Russell and Jeanne Crain, and "Beast of Hollow Mountain," with Guy Madison and Patricia Medina. About to go before the CinemaScope cameras is "Desert Sands," starring Ralph Meeker and Marla English.

British and 'Time' Laud 'Animal Farm'

Louis de Rochemont's "Animal Farm," animated cartoon with color in Technicolor, was hailed by critics at its opening in London, according to reports received at the de Rochemont offices here.

The cartoon version of George Orwell's satire on Russian totalitarianism, which is now in its third week at the Paris Theatre here, received also an accolade in this week's issue of "Time Magazine," which pointed out that the film proved "that animation can cope with serious subjects as well as with slight ones."

Wages-Hours

(Continued from page 1)

come this alignment. Democratic leaders today added to the committee Reps. Chudoff of Pennsylvania, Green of Oregon, Roosevelt of California, Zelenko of New York, McDowell of Delaware and Thompson of New Jersey.

Added to the House judiciary committee, which handles anti-trust legislation, were these Democrats: Fine of New York, Brooks of Texas, Tuck of Virginia, Ashmore of South Carolina, Quigley of Pennsylvania and Boyle of Illinois. Added to the House commerce committee, which handles television and radio matters, were these Democrats: Dollinger of New York, Rogers and Dies of Texas, Friedel of Maryland, Flynt of Georgia, MacDonald of Massachusetts and Hayworth of Michigan. Rep. Willis of Louisiana became the new Democratic member of the House Un-American Activities Committee.

Colorado Legislators

(Continued from page 1)

which Murphy told of his efforts over the past several years in his capacity as M-G-M "goodwill ambassador."

Murphy was here to attend the M-G-M ticket-selling workshop the day before, which was one of the reasons for such a large number of theatre men being in Denver. About 350 attended the luncheon.

After the luncheon a short meeting of the Council of Motion Picture Organizations was called and McGee and Sam Feinstein, theatre owner, urged the theatre men to support the Rocky Mountain COMPO by their membership.

Feinstein recounted the benefits of COMPO's intervention in national tax matters while McGee told of several helps locally.

Tushinsky May Build

(Continued from page 1)

reduction announcement issued on Jan. 3.

Joseph Tushinsky said negotiations are under way with Shochiku, Ltd., for a manufacturing-distribution arrangement in Japan which would be jointly financed, and that application has been made to the British Board of Trade for concessions with regard to transmitting funds.

Should the latter application be granted, Tushinsky will set up a SuperScope plant in England to handle distribution throughout Europe and the British Empire.

Fred Leavens Buys 3 Ottawa Houses

TORONTO, Jan. 13.—National Theatre Services, Ltd., headed by Sam Fingold, has sold its three circuit theatres in Ottawa, the Elmdale, Glebe and Towne, to the company's former district supervisor, Fred Leavens, who has formed the Fredell Theatres Co. for ownership and operation of the houses, which have a total capacity of 2,300 seats.

One managerial change has been made by Leavens in the replacement of Jack Boddam at the Towne by Rod Earle, previously assistant manager at the Elmdale, which Leavens, himself, manages. Boddam has joined Canadian Odeon in Toronto.

Review

"The Belles of St. Trinian's"

(Associated Artists)

A LARGE dose of British whimsy is contained in this slightly macabre motion picture based on Ronald Searle's equally macabre cartoons describing life at a most improbable finishing school for young ladies. The film, which is engaging but not always as riotous as it set out to be, placed third in the list of Britain's top 10 money-makers last year. Searle's considerable reputation among American sophisticates, plus the superlative performance of Alastair Sim should make this one of the year's bigger draws for art theatres.

Sim dominates the picture's liveliest moments in a dual role, that of St. Trinian's indomitable, rakishly individualistic headmistress, as well as her comparatively conservative brother, a gambler who plays both fair and foul. The star's achievement is no trick of make-up. Rather it is two perfectly revealed comic characters who keep the picture on an even keel when the weird situations start to get out of hand. He is assisted by a number of fine character people, including gangling, toothy Joyce Grenfell, as a female private eye masquerading as games mistress; Hermione Baddeley, as St. Trinian's tippy old geography teacher; George Cole, ex-bootboy turned "spiv," who peddles the gin which the little girls make in chemistry class, and Vivienne Martin, the cigarette smoking star-pupil in St. Trinian's criminally-inclined student body.

Roughly speaking, the screenplay tells of the troubles which ensue when a Near Eastern sultan sends his small daughter to matriculate at St. Trinian's because it's in the same county where his prize horse is to race. The headmistress' brother has bet on an opposing horse and through a series of improbable incidents, the entire school is embroiled in a controversy which sees the horse kidnapped and the school buildings almost demolished in intra-form warfare.

The plot, admittedly, is beside the point. The fun is in the situations, the best of which are wry or ghoulish switches on conventional behavior: the fourth-form girls' playfully putting a little classmate on a medieval rack, the better to extract information; the headmistress' joyful observation that life is back to normal on hearing the beginnings of a bloody after-lights pillow fight; and the same lady's wonderful optimism about little girls' behavior as she watches the hockey referee clubbed into unconsciousness.

This kind of humor is probably the most difficult to sustain for a feature length film. That it is sustained for the most part is to the credit of Frank Launder, who directed from a screenplay he wrote in conjunction with Sidney Gilliat and Val Valentine. Launder and Gilliat produced for London Films. Associated Artists Productions is the American distributor.

Running time, 90 minutes. General classification. For January release.

Perspecta Licenses To Westrex, Kalee

Westrex, Ltd., and the G. B. Kalee Co., both of England, are the latest manufacturers of motion picture theatre equipment to sign licensing agreements to produce Perspecta Stereophonic sound integrator units, it was announced by C. Robert Fine, president of Perspecta Sound, Inc.

Fine said that the Westrex and Kalee deals, coming on the heels of similar deals with N. V. Philips of Eindhoven, Holland, and Zeiss-Ikon of Germany, reflect high confidence of equipment makers that the "swing to Perspecta by theatres all over the globe is in full force."

Nearly 2,000 exhibitors throughout the world "have already gone Perspecta," according to Fine. Orders for the equipping of at least 5,000 more theatres with Perspecta stereophonic sound merely await delivery of integrator units, Fine said.

The Westrex and Kalee deals will break the bottleneck of import restrictions which up to now has held back the equipping of British and other sterling area theatres, Fine pointed out. Besides supplying growing demands among Commonwealth countries, Westrex, Ltd., will also act as suppliers of integrator units to Westrex offices throughout the world, he added.

Fine revealed that the total number of manufacturers licensed to make Perspecta equipment is now 18—three in the United States, four in Italy, two in France, two in Japan, one in Brazil, one in Spain, one in Norway, one in Holland, one in Germany and the latest two in Britain.

Production Up; 24 Pictures in Work

HOLLYWOOD, Jan. 13.—With the start of the New Year, production took a turn for the better—five new pictures started and two pictures finished.

The total number of pictures in work now stands at 24.

Started were: "Wiretapper," Great Commission Films (Independent); "Man from Texas," (Republic); "The Beast of Hollow Mountain," Nassour, CinemaScope, Eastman Color, Regiscope (United Artists); "All That Heaven Allows," Technicolor (Universal-International); "I Died a Thousand Times," (Warner Bros.).

Completed were: "The Prisoner," London Independent Producers, Ltd. (Columbia); "Ain't Misbehavin'," Technicolor (Universal-International).

Gamble to Direct Savings Bond Drive

SALEM, Ore., Jan. 13.—Theodore R. (Ted) Gamble, well-known radio and motion picture executive, has been appointed national director of the Treasury's Savings Bond campaign.

Gamble succeeds E. C. Sammons, president of the United States National Bank of Portland.

Gamble is president of Mt. Hood Radio & Television corporation (KOIN), president of Oregon Pepsi Cola Co., and member of several boards of directors including Trans-america Corp., the First National Bank of Portland, and Columbia River Packers Association.

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

EPRAID, INC., Toledo, Ohio, has announced a complete line of in-car speakers, including a new "Stereo 2" model for stereophonic sound reproduction. The "Stereo 2" reproduces three channels through two 3½-inch cones in one speaker case by using an automatic coupling crossover system. The line also includes a "Stereo 3" model, which utilizes three driver units, each connected to the proper channel amplifier to bring the sound from the portion of the screen with which it is pictorially identified.

Congratulations are in order for James S. Ackron, manager of the Ritz theatre, Tipton, Ind., whose suggested name for the new Cretors popcorn machine won him \$500 in a contest held by the company to select a model name. The machine has been dubbed the "Ambassador," Mr. Ackron's choice, which was selected out of hundreds of entries from theatremen and concession operators all over the nation. Four runners-up in the contest were awarded certificates good for \$100 on the purchase of the new Cretors machine, which was designed by Raymond Loewy. The other winners were Cecil J. Callahan, Elberta theatre, Nashville, Ark.; Mrs. F. Gordon Davis, Houston, Tex.; Tommy C. Thompson, Memorial Auditorium, Chattanooga, Tenn.; and Mrs. Edith Lilian Toon, Capitol theatre, Fredericton, N. B., Canada.

The Eastman Kodak Company has formed an international division to combine the former functions carried out by the company's Rochester export sales department and the European & Overseas Organization. General manager of the new division is Edward P. Curtis, who will also continue his present duties as vice-president in charge of motion picture film sales and foreign sales and advertising. Richard B. DeMallie and Marcel Rnot are assistant general managers. The new division is located in the company's administrative headquarters at Kodak Office, Rochester, N. Y.

Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, spoke before the Lions Club at Jerseyville, Ill., last week under the sponsorship of TEDA. His subject was "Sense and Nonsense About the Movies."

The American Mat Corp., Toledo, Ohio, has a new rubber floor tile with a modern tweed-textured surface. Known as the "Do All Tweed Corded Rubber Tile," it is described as being non-porous and fade-resistant and to possess high sound-absorbing qualities. It comes in three colors and three sizes and may be applied directly to concrete, wood and steel floors with a rubber tile adhesive.

Don't just *hope* for a good screen...

Insist on it!

Ask for the unconditionally guaranteed
Raytone HILUX Screen!

NO SEAMS

Regardless of the size of the picture... regardless of the system... *no seams* show on the completely uniform Raytone HILUX Screen...and *that's* guaranteed!

MAXIMUM LIGHT RETURN

means the best picture to the greatest number of desirable seats in any theatre. *And that's guaranteed too!*

EVEN LIGHT DISTRIBUTION

Avoids hot spots and too rapid drop-off beyond useful viewing angles. All that *plus* resistance to stray light from sources other than the projector.

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Means a richer, more natural picture on the Raytone HILUX Screen.

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Regardless of aspect ratio your picture looks best on the all-purpose Raytone HILUX Screen. Regardless of system, you'll get all the light *you* want for customer satisfaction.

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MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 11

NEW YORK, U.S.A., MONDAY, JANUARY 17, 1955

TEN CENTS

From 6 States

Film Censors Meet Thursday In Richmond

General Problems to Be Discussed at Sessions

Film censors of six states will convene in Richmond, Va., on Thursday for a meeting on problems relating to state censorship, it was disclosed here at the weekend by Dr. Hugh M. Flick, director of New York State film censorship.

Dr. Flick, explaining that invitations for the meeting were sent out by Mrs. Lollie C. Whitehead, director of film censorship in Virginia, said that no formal agenda was proposed in the invitation.

Asked what he would like to have discussed, Dr. Flick replied "the general problem of crime and violence" as related to films and how to modify the various state censorship laws to conform with recent U.S. Supreme Court decisions.

Dr. Flick said that Thursday would be devoted to a business session while Friday would be taken up with sight-
(Continued on page 8)

NYC Tax Group Asks Theatres to Complete Sindlinger's Query

Local exhibitors are urged by the New York Tax Committee through market analyst Albert E. Sindlinger, who had been retained to study the effect of the five per cent amusement tax on motion pictures here, to completely fill in all the necessary information on the tax questionnaires mailed out last week.

All information will be treated in
(Continued on page 8)

Group to Consider Arbitration Today

The about-to-be completed or finished draft for an arbitration formula will be presented to the industry's joint sub-committee at the Motion Picture Association of America's headquarters here today for approval and recommendations by exhibitor attorney Herman Levy, general counsel for the Theatre Owners of America, and Adolph Schimel, vice-president
(Continued on page 8)

E. C. Grainger To Republic

The appointment of Edmund C. Grainger as sales manager of circuit operations for Republic Pictures was announced at the weekend by Richard Altschuler, vice-president and director of world-wide sales.



E. C. Grainger

Until recently, Grainger was affiliated with RKO Theatres in charge of film buying and booking, prior to which he was president of Shea Enterprises and for many years was Eastern division sales manager for 20th Century-Fox.

In announcing the appointment, Altschuler stated that Grainger was one of the most capable motion picture executives in the industry and "I am gratified that Republic has been able to acquire his services."

Disney, ABC-TV In Telecast Deal

From THE DAILY Bureau

HOLLYWOOD, Jan. 16. — Walt Disney and Robert Kintner have signed contracts calling for Disney to film 100 hour-long programs for ABC-TV. Filming will start next fall. The plan is to telecast an hour-long program daily, five days weekly, probably
(Continued on page 8)

Is Quality Enough?

THEATRE-STUDIO POLICY CONFLICT

DAILY's Interviews with Leaders Point up Differences Over 'Fewer-but-Better' Trend

By MURRAY HOROWITZ

A deep division in industry ranks on the "bigger but fewer" production policy is evidenced in the series of MOTION PICTURE DAILY interviews with executives in all branches of the industry, which were published during the past few weeks.

Exhibitors See Proposed Pay Law a 'Burden'

By LESTER DINOFF

Any extension of the Federal Minimum Wage Law to cover all motion picture theatres would create "an undue hardship on the industry," according to a number of prominent New York exhibitors who pointed out that the proposed hourly wage increase would be more burdensome to small-town theatres than to the metropolitan houses.

The present wage-hour law, which sets a minimum of 75 cents per hour and time and a half for overtime, exempts theatre employees under a blanket exemption for retail and service workers. The Labor Department is recommending that the language in
(Continued on page 8)

The interviews showed that exhibition, while welcoming quality product, is strongly opposed to the fewer pictures now being offered by major distributors. Exhibition strongly argues a need for production of low-budgeted and medium-budgeted pictures, in addition to the big ones.

Production-distribution officials, on the other hand, with some notable exceptions, contend the policy is economically and artistically right and point to the financial success of the policy.

On distribution's side, one of the exceptions was Robert S. Benjamin, chairman of the board of directors of United Artists. He maintained there is a market for low-budgeted pictures as well as more expensive ones, citing
(Continued on page 7)

Max Gordon Joins Col. as Consultant On Stage Program

Augmenting the recent announcement that Columbia Pictures will finance the production of stage plays, president Harry Cohn announced at the weekend that Max Gordon, Broadway producer, had been appointed by the company as a consultant to supervise this program. Gordon will continue to make his headquarters
(Continued on page 8)

MPEA to Study Import Formula

An over-all formula for the division of import licenses abroad among member companies of the Motion Picture Export Association has been presented to the MPEA board of directors.

The MPEA board, meeting on Friday, was said to have considered the
(Continued on page 8)

EDITORIAL

Golden Years Lie Ahead

By Sherwin Kane

THE motion picture industry has good reason to look to the future—not only the year just beginning but even 10 or 15 years ahead—with the greatest of optimism.

There lies before it the certainty of the greatest potential audience by far, now developing, that the industry ever has had the opportunity to win for itself. That is the generation of "war babies" born in the period beginning with 1940-'41, inaugurating a bigger national birthrate that has increased by many millions annually since.

Nearly 20,000,000 children comprise the "war babies" group, born from 1940-'41 to 1946, when the Census Bureau regards the war period as having ended. However, the
(Continued on page 2)

Personal Mention

HOWARD DIETZ, Loew's-M-G-M vice-president, has returned to New York from the Coast.

HILLIS CASS, general sales manager for M-G-M in Canada, and **REGINALD WILSON**, in charge of the 16mm. division for the company in that territory, will arrive in New York tomorrow from Toronto.

VALE PARNELL, managing director of the Moss Empire Circuit, Ltd., of Great Britain, returned to London from New York yesterday via B. O. A. C. Monarch.

CHARLES C. MOSKOWITZ, Loew's-M-G-M vice-president and treasurer, is scheduled to return to New York today from the Coast.

JAMES VELDE, United Artists Western division manager, has left New York for St. Louis, Memphis and other cities of the Midwest.

NED CLARKE, Walt Disney foreign sales supervisor, left here over the weekend for England and the Continent.

P. T. DANA, Universal Pictures Eastern sales manager, left New York at the weekend for Cleveland and Boston.

JEANNE CRAIN, her husband, **PAUL BRINKMAN**, and their four children will arrive here from Europe today aboard the "Liberte."

LOUIS PHILLIPS, Paramount Pictures counsel, left here over the weekend for a vacation in Mexico.

HERMAN KASS, Universal Pictures Eastern exploitation manager, left here yesterday for Boston.

ROBERT MCELWAIN, publicity director of Dena Productions, left the Coast Friday for New York.

Vance King Heads Nassour Publicity

HOLLYWOOD, Jan. 16.—William and Edward Nassour on Friday announced the appointment of Vance King, journalist and former publicity director of Producers Releasing Corp., among others, as publicity director of Nassour studios, Inc. The Nassours have "The Beast of Hollow Mountain" in production for United Artists release.

Anderson Rites Today

The funeral of Roy Anderson, 27, a member of United Artists playdate department, will be held today at Rouse's Funeral Parlor, St. Albans, Queens. Anderson died suddenly on Thursday at his home. He leaves a wife, Pat, and daughter, Deborah Lee, three months old.

Golden Years Ahead

(Continued from page 1)

birthrate continued to rise thereafter. There were 3,411,000 births in 1946, a record up to that time. From 1947 to 1952 the total was 22,471,000, and the estimated number for last year is 4,100,000.

THE point of these statistics is that industry research has shown that attendance at motion picture theatres increases through the early age groups until it reaches a peak at age 19. Thereafter, attendance frequency declines.

The vast "war baby" group is now in its early 'teens, nearing the years of peak theatre attendance. In addition, the "war babies" are the vanguard of that vastly increased national birthrate which followed upon the war years, and which will keep the annual new motion picture audience potential at record high levels for many years into the future.

This spells a golden opportunity for the film industry but it is an opportunity that could be squandered and, even, lost.

To realize it requires an uninterrupted flow of suitable quality entertainment, properly presented in clean, comfortable and safe surroundings. It will require special showmanship efforts, and advertising designed for the 'teen-age audience or, better still, the family audience. And all of this must be delivered at a price within the reach of the 'teen-ager's purse.

If you have not done so already, now is the time to begin efforts to win that audience. It is the firmest foundation this industry has had to build upon in its ever lengthening history.

Kansas-Missouri Conclave March 2-3

Special to THE DAILY

Kansas City, Jan. 16.—M. L. Simons of M-G-M was in Kansas City at the weekend making preliminary arrangements for his part in the annual convention of the Kansas-Missouri Theatre Association.

The convention will be held March 2-3 at the Hotel Continental where displays will be set up in the roof garden. The meetings will be on the same floor on March 2. Thursday will be devoted to the "ticket selling workshop" that will be staged by Simons. M. B. Smith of Commonwealth Theatres is chairman for the convention for both drive-in and conventional theatre owners and managers.

O'Neill to Coast On H-L Promotions

James O'Neill, Eastern publicity representative for Hecht-Lancaster Productions, left for Hollywood over the weekend for conferences with Walter Seltzer, H-L vice-president, concerning forthcoming promotional campaigns for "Marty" and "The Kentuckian," which will be released by United Artists.

FJP to Conduct 'Dial-a-Thon' Day

The amusement division of Federation of Jewish Philanthropies' 1954-55 drive will conduct a "Dial-a-Thon Day" at Federation's headquarters here today as a prelude to the division's "Mark of Achievements" luncheon at the Hotel Sheraton Astor on Thursday, it was announced by Adolph Schimel, chairman of the division's participation in this year's campaign.

Harry Brandt, chairman of the amusement division's participation last year, and S. H. Fabian will spearhead the group of volunteers participating in the Dial-a-Thon.

The "Mark of Achievements" luncheon at which awards will be made to outstanding figures of the entertainment world "whose talents and genius have brought happiness to countless millions," will climax the amusement division's campaign. Recipients of the "Mark of Achievement" awards this year will be Elmer Davis, radio; Jackie Gleason, television; Grace Kelly, motion pictures; Mary Martin, legitimate theatre; Mitchell Miller, recording industry; Arthur Schwartz, music world, and a special award for 1954 to Patti McCormack for her performance in "The Bad Seed."

Bid for Trade Pact To Be Made Today

By Eric Johnston

A strong bid by Eric Johnston, president of the Motion Picture Association of America, on behalf of an extension of reciprocal trade agreements was forecast here at the weekend at MPAA headquarters.

Johnston, it was said, will make the plea in the form of a statement to the House Ways and Means Committee, which convenes in Washington today to consider the administration's proposal for a three-year extension of reciprocal trade agreements.

Johnston, currently in the capital, was said to feel that with foreign aid being cut, it is more important than ever for the film industry that reciprocity in trade should be an underlying principle.

The MPAA president is due to leave for the Far East on Jan. 23, and will be away for one month.

Walton Ament Heads Newsreel Group

Walton C. Ament, vice-president of Warner Pathe News, has been named chairman of MPAA's newsreel committee for the ensuing year. The appointment was announced following a special meeting of the committee.

Ament succeeds Thomas Mead, editor of Universal Newsreel, who headed the newsreel committee for the past two years.

The newsreel committee is composed of Fox Movietone News, M-G-M News of the Day, Paramount News, Universal-International Newsreel and Warner Pathe News.

Grainger in Mexico For RKO Sales Meet

HOLLYWOOD, Jan. 16.—J. R. Grainger, president of RKO Radio, left here yesterday by plane to attend a sales meeting in Mexico City to be held by Michael Havas, Latin American supervisor, beginning Monday.

Walter Branson, world-wide sales manager, intended to meet Grainger in Mexico City but will pass up the sales meeting because of the death of his father last Wednesday in Stanton, Neb. Branson will meet Grainger in Havana for a sales meeting on Friday, which Havas also will attend.

From Havana, Grainger will go to New Orleans and Dallas on his way back to Los Angeles.

N.E. Heart Award To Rudolph King

BOSTON, Jan. 16.—Walter A. Brown, chief barker of the Variety Club of New England, has announced that Rudolph F. King, Massachusetts Registrar of Motor Vehicles, has been unanimously chosen to be the recipient of the "Great Heart Award," presented annually to the individual who is voted the one who has done the greatest amount of good for the greatest number of people. King will receive a citation at a banquet to be held in the early spring.

WHITE FEATHER

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GREAT BOXOFFICE
TRADITION
OF**

Broken Arrow

Jesse James

Broken Lance

Garden of Evil



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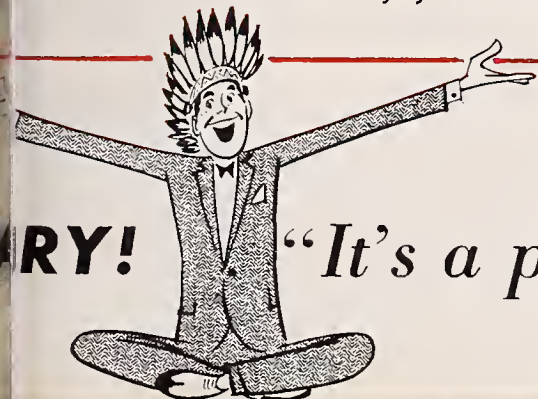
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"It's a pleasure to do business with 20th!"

People

John M. Borghese has been appointed director of the television and radio division of Magna Theatre Corp. here.

□

J. Raymond Bell, public relations executive of Columbia Pictures, has been voted a member of the board of managers of the Montclair, N. J., Community Hospital.

□

Jack Weiner, M-G-M's Southern publicity representative, is off the critical list in a Jacksonville Hospital. He suffered a lung puncture in an auto crash near Jacksonville.

□

Dr. Hans Christoph Wohlrab, chief engineer of Siemens & Halske of Germany, will address a meeting of the Atlantic Coast section of the Society of Motion Picture and Television Engineers tonight at the Carl Fischer Concert Hall here.

□

Ronald Baumberg, house manager of the Metropolitan Theatre in Boston for the last 10 years, has resigned to accept a sales post with Fruit of the Loom Co. in Connecticut. He had been with New England Theatres, Inc., for 14 years starting as a student manager.

□

George Y. Wheeler, II, has been elected a staff vice-president of the Radio Corp. of America with offices in Washington.

□

Harry C. Bilsborough, owner of the Audion Theatre at Capreol, Ont., has been elected a member of the town council there.

□

T. J. Moon has opened the Grand Theatre, Tallapoosa, Ga. The theatre is on the same site as his previous house that was destroyed by fire last spring.

□

Harold Keleher has purchased the Roxy Theatre in San Francisco from George Nabhan.

Goffman Installed As Phila. Barker

PHILADELPHIA, Jan. 16.—Louis J. Goffman, Philadelphia attorney, has been installed as chief barker of the Variety Club of Philadelphia, Tent No. 13. George Hoover, international chief barker, formally inducted the new crew.

Goffman, the new chief barker, is a member of the law firm of Wolf, Block, Schorr and Solis-Cohen, which has long been associated with the amusement industry. His crew for 1955 consists of Maxwell Gillis, Philadelphia branch manager for Allied Artists, first assistant chief barker; Harry Romain, Progressive Electric Co., second assistant; George T. Beattie, an executive of William Goldman Theatres, as dough guy, and Myer Lewis of the National Theatre Supply, property master.

Okla. Video Circuit Meet To Hear Simons, Livingston

OKLAHOMA CITY, Jan. 16.—Mike Simons, M-G-M's customer relations director, and Jeff Livingston, U-I's Eastern manager of publicity and exploitation, will address partners and managers of Video Independent Theatres, Inc., when the circuit has its annual meeting here in the Skirvin Hotel on Tuesday and Wednesday.

Both Livingston and Simons will speak before the annual Video meeting on Tuesday. About 100 partners and managers are expected to attend.

Houses in 41 Communities

Video operates theatres in about 30 Oklahoma towns and cities, and in 11 Texas cities. Henry S. Griffing of Oklahoma City is president, while W. T. Spears of Altus, Okla., is chairman of the board of directors.

Other Video officers are Claude F. Motley, vice-president in charge of operations; Claude O. Fulgham, vice-president in charge of management, and Charles R. Guthrie, secretary-

treasurer, all residents of this city.

Other directors on the board are Miss Louise Wesson, W. B. Bill Turk, Kenneth C. Blackledge, Paul Cornwell, R. M. (Bob) Clark, all of the homeoffice, Oklahoma City, and Al R. Powell of Guthrie, R. F. Jack Wilbern of Duncan and Foster McSwain of Ada.

Video was organized a few years back by a group of former Griffith Amusement Co. officials and employees. L. C. Griffith, president of the Griffith circuit of theatres in Oklahoma and Texas, is now retired and resides in Beverley Hills, Calif. Video took over the former Griffith situations, closing and selling some, remodeling others and building new drive-ins.

Video Independent Theatres, Inc., owns 12½ per cent of the stock in Station KWTU, Oklahoma City's CBS-TV outlet which has the world's tallest man-made structure for a tower. This station went on the air about a year ago.

Two M-G-M Victors At Denver Workshop

Winners of the cash prizes for the best low-cost ticket-selling ideas submitted to M-G-M's Ticket-Selling Workshop at Denver were Owen West, of the West Theatre, Rock Springs, Wyo., and George Kelloff, of the Ute Theatre, Agalar, Colo., it was disclosed here on Friday by the company.

More than 250 exhibitors from the Denver territory attended the company's fourth Workshop.

Louis Ingram, manager of M-G-M's Memphis office, indicated at the weekend that there would be more than 300 in attendance at the Workshop in his city.

For the Jackson meeting, C. J. Briant, New Orleans manager for M-G-M, anticipates one of the greatest turnouts in any exhibitor meeting held in that city.

Green Bay Mayor Applauds Industry

GREEN BAY, Wisc., Jan. 16.—Officially recognizing "M-G-M's 1955 Motion Picture Theatre Celebration" and the twin openings of "Bad Day at Black Rock" at the Bay and "Green Fire" at the Orpheum on Jan. 21, Mayor Dominic Olejniczak has proclaimed January as the month for "There's More Fun At the Movies."

In signing the proclamation, which was attended by Russell Leddy, manager of the Orpheum; Harold Klika, manager of the Bay, and E. R. Brennan, district manager of Standard Theatres, Mayor Olejniczak stated that the motion picture theatres of Green Bay represent an important and unique civic endeavor, not only as a professional business enterprise but also as the center of entertainment.

The Mayor also proclaimed that "I believe it fitting and proper to encourage and support the aggressive plans of the motion picture industry and particularly the men and women of this great entertainment medium in the city of Green Bay who diligently strive to provide the finest in entertainment."

CBS Cameramen Select IATSE

Conflicting union jurisdictions in the making of films for television have been eliminated as a result of an election conducted by the National Labor Relations Board in which the IATSE and Moving Picture Machine Operators, Local 644, AFL, were unanimously chosen as collective bargaining agent by film cameramen of the Columbia Broadcasting System in the New York area.

Previously representing cameramen of all other networks, the IATSE two years ago signed a national contract with CBS, but this could not apply to the New York group because it was already under contract as part of a television engineering unit represented by the International Brotherhood of Electrical Workers.

Work Called 'Separate'

Last May, following expiration of the IBEW contract, the IATSE local, assisted by its International office, petitioned the NLRB to establish a separate voting unit for film cameramen, sound men and lighting men at CBS. After a lengthy hearing, the board found that the work of this group was "separate and functionally distinct" from that of the television engineers and, therefore, granted the IATSE request and ordered the election which that union has won here. The IATSE was represented in the proceedings by attorney Harold P. Spivak.

\$430,435 Is Raised For 'Jimmy' Fund

BOSTON, Jan. 16.—General co-chairmen Joe Cronin and Theodore Fleisher of the 1954 Jimmy Fund drive have announced that \$430,435 was raised in 1954 by the voluntary efforts of the friends of the Jimmy Fund, sparked by the team work of the owners, managers and personnel of the more than 800 theatres in New England. Since 1947, 1,491 children suffering from cancer have been treated and, at the present time, 224 children so afflicted are undergoing treatment at the Jimmy Building.

News Roundup

TV Receiver Sales Up

More television receivers were sold at retail during the first 11 months of 1954 than during any similar period on record, the Radio-Electronics-Television Manufacturers Association reports. For the first 11 months of last year, retail sales of TV sets totaled 6,223,332 units as compared with the 1953 figure of 5,600,423, RETMA reported.

■

Wolfson, Meyer Honored

Mitchell Wolfson and Sidney Meyer, co-owners of WTVJ and Wometco Theatres will receive the annual "Good Samaritan Award" from Variety Club Tent No. 33 at the annual banquet to be held at the Algiers Hotel in Miami on Wednesday.

■

New B-17 Officers Named

The new roster for 1955 officers of San Francisco's Local B-17 are Jack Jensen, president; Richard Hamilton, vice-president; Dean Malcomb, recording secretary; Ann McNevin, financial secretary; Andrew Larsen, treasurer; Ann Price, sergeant-at-arms; Edward Geiger, business representative. On the executive board of the exchange local are Frances Kigowski, Henry Przybrowski, Nick Ernser, Joe Kelly and Rubin Kasmaker.

■

Set 'Bridges' Contests

Television stations, radio stations, newspapers and supermarkets in eight New England cities are conducting contests among their patrons with the winners afforded an opportunity to attend the Boston premiere of Universal-International's "Six Bridges to Cross" and to meet actor Tony Curtis, star of the film.

■

Changes Policy

The Park Avenue Cinema in suburban Park Ridge, Chicago, has established the policy of showing art films exclusively. Stanford Kohlbert, owner, announced that he will present films approved by the National Parent-Teachers Union for Saturday and Sunday matinees.

■

Remodel Hartford Crown

The Crown Theatre of Hartford, a downtown 850-seat subsequent-run situation, has closed for a three-week period for extensive remodeling.

Canadian Gov't Says Film Imports Rise

OTTAWA, Jan. 16.—Imports of films into Canada advanced to \$7,230,000 in the first ten months of 1954 in contrast to \$6,322,000 in the corresponding period of 1953, Canadian government reports.

Such film imports rose to \$706,000 in October against \$650,000 in September and \$531,000 in October a year earlier.

Kilgore Sees TV Survey Progressing

From THE DAILY Bureau

WASHINGTON, Jan. 16. — Sen. Kilgore (D., W. Va.) said he felt a television study being conducted by one of his aides was progressing very satisfactorily.

Kilgore, who'll head the Senate Judiciary Committee, said he had several talks last week with Howard L. Chernoff, who is studying subscription television and other TV subjects for Kilgore. On the basis of Chernoff's study, Kilgore will decide whether to hold a full-fledged Senate investigation of "monopoly practices in radio and television." Chernoff's work, Kilgore said, promises to provide "an excellent background to decide the extent and course of our inquiry."

Say Schine Refused To Sell 9 Houses

Special to THE DAILY

BUFFALO, Jan. 16.—Letters indicating that Schine Chain Theatres Inc., officials refused a \$1,500,000 offer for nine theatres in Rochester were introduced by the government in the Schine Federal court trial. An appraisal expert testified that he had valued the property at \$1,030,000.

Defendants including the Schine interests are being tried before Judge John Knight, charged with contempt of court for not complying with judge's 1949 anti-trust decree.

Presented by Federal Attorney

Evidence concerning Rochester theatres was presented by Joseph E. McDowell, Justice Department trial attorney, in support of the government's claim that the Schine circuit obstructed prospective competitors' efforts to acquire interest in theatres which the decree compelled defendants to sell.

In Rochester, the decree ordered the disposal of two Schine theatres, either the Madison or Monroe and either the Riviera or the Liberty.

McDowell presented about 20 letters and copies of letters involving the Rochester Theatre negotiations, dated from Oct. 18, 1949 to June 21, 1950.

Filmack Signs With Three More Unions

CHICAGO, Jan. 16. — Contracts with three additional film industry unions have been signed by the Filmack Trailer Co., it was reported by Irving Mack, president.

The unions are: Screen Actors Guild, which includes all talent used for television commercial films, such as actors and announcers; Motion Picture Cartoonists, artists who draw cartoons and do hand lettering on animated films, and Motion Picture Laboratory Technicians, the union which includes everyone in the Filmack laboratories who develop, print, edit, and inspect 16mm. and 35mm. films.

The Laboratory Technicians received a 10 per cent increase, retroactive to Sept. 1, 1954. The signing of these contracts made a total of eight unions now represented at Filmack.

Theatre-and-Studio Conflict

(Continued from page 1)

the needs of exhibitors as well as the success of his own company.

Those interviewed included: Adolph Zukor, chairman of the board of directors of Paramount Pictures; Spyros P. Skouras, president of 20th Century-Fox; Barney Balaban, Paramount president; Charles Feldman, vice-president in charge of distribution of Universal Pictures; Americo Aboaf, vice-president of Universal-International; Robert L. Lippert, president of Lippert Pictures; E. D. Martin, president of Theatre Owners of America; Samuel Rosen, executive vice-president of Stanley Warner; Eugene Picker, vice-president of Loew's Theatres, and others.

Twentieth - Fox president Skouras, when asked about the product situation, introduced a new concept. Acknowledging that additional pictures are needed in the industry, he called for bigger pictures but more of them, and with the accent still on quality.

Zukor emphatically rejected the view that "mere numbers" answers the product situation, contending that the public has dictated the policy of quality pictures with strong story ingredients, a top cast and the proper director. Such pictures, he maintained, make money for both the producer-distributor and exhibitor.

Feldman Cites Production Costs

The narrowing down of the market for low-budgeted pictures was stressed by Universal's distribution vice-president Feldman. He expressed his conviction that the low-budgeted picture is caught in a vise, with pressure being applied by higher production costs and the competitive advantage accruing to quality pictures in the exhibition market.

For these reasons, he continued, Universal has increased its production budgets, aiming at quality in order to meet the requirements of a highly competitive market.

Feldman's views on the domestic situation were held as being true for the foreign field, also. Speaking as vice-president of Universal-International, Aboaf said the foreign audience is just as selective as the American audience and wants quality product.

General Optimism Expressed

Despite the industry problems reflected in the various points of view, most of the executives, from exhibition as well as from production-distribution, were optimistic about the business outlook. And, unlike a year ago, the accent was not on new media, whether CinemaScope or VistaVision, but on how many pictures can profit-

ably be released and marketed by major studios as opposed to the claimed requirements of exhibition.

Robert L. Lippert, president of Lippert Pictures, and a theatre owner, addressing exhibitors in Chicago, declared: "Unless you are willing to pay higher rentals for program pictures to make them profitable for their producers, they will continue to disappear."

U.A. board chairman Benjamin, strongly rejecting the contention that there is no market today for low-budgeted pictures, declared "the fact is, we are making money on practically every low-budgeted picture we release."

He argued that major studios, with big overheads, no longer can bring in a low-budgeted picture, estimating the cost of such pictures to them of from \$700,000 to \$800,000. He contrasted these costs with the costs of the independent producer which, he said, can run from \$300,000 to \$350,000 and still return a profit in today's market.

Benjamin's outlook is reflected in exhibition ranks by such moves as the Makelim plan and the formation of Theatre Owners of America's sponsored Exhibitors Film Financial Group, and others.

Rural-House Predicament Stressed

Speaking for exhibition, TOA's president Martin warned against what he called "Metropolitan - orientated production" to the detriment of medium-sized and smaller areas throughout the country. S-W's executive vice-president, in the same vein, declared

that it is "fallacious" to think that the industry can function without outlets in medium-sized and smaller cities and towns. The big pictures, he maintained, do not lend themselves to the same comparative extended running time they enjoy in big cities, creating a product pinch of proportions.

Both Martin and Rosen, citing the needs of their respective circuits, said they required low-budgeted, as well as big, quality productions, adding that some low-budgeted pictures do better at the box-office than quality productions.

Loew's Theatres vice-president Picker acknowledged that for his circuit there still is some maneuverability for product, but warned that any drop would be below the danger point—a point already reached by third-run situations and those with tri-weekly changes of bill. Echoing other exhibitors, he cited the need of product in double-bill neighborhood situations, adding that the public still appears to want two features on the program.

Martin, Levy Discuss Earnings

Assertions that although there have been fewer releases the past year, theatre earnings of circuits have climbed in comparison with former years, were challenged by TOA's Martin and general counsel Herman Levy. Citing higher film rentals, they questioned whether earnings increases were due to theatre operations alone.

Picker, speaking for Loew's, pointed to the admission tax savings, rather than quality product alone, as a factor in any increased exhibition profits.

THE FIFTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 6. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the 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. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)

Gain of 6,000,000 TV Sets Last Year

As of Dec. 1, 1954, there were 32,996,000 TV sets in the U.S. according to an estimate released by Hugh M. Beville, Jr., NBC director of research and planning. This is an increase of over 6,000,000 sets since NBC's Dec. 1, 1953, estimate of 26,973,000.

Preliminary estimates indicate that as of Jan. 1, TV sets in the U.S. total approximately 33,500,000, of which 90 per cent will be in areas capable of receiving network color programs.

Goldwyn on TV of 'Oscar' Nominations

HOLLYWOOD, Jan. 16. — Televising of the Academy nominations on Feb. 12 by N.B.C. has Samuel Goldwyn shaking his head, Thomas M. Pryor, a Hollywood correspondent for the "New York Times," reports in that newspaper today.

Goldwyn, a believer in TV and motion picture cooperation, told his interviewer there is a danger the 90-minute segments may bore the public if it is asked to listen to lists of titles and names competing for a prize "when the winners won't be made known until the following month."

Censors

(Continued from page 1)

seeing around the Richmond area. He said that on the average there would be two delegates from each of the following states: New York, Ohio, Kansas, Maryland, Pennsylvania and Virginia.

In Maryland, in the wake of recent court decisions on film censorship, a new bill on the problem has been introduced in the state legislature. The bill, among other things, would limit the right of the state to censor moving pictures on the grounds of being obscene, tending to debase or corrupt morals or incite to crime.

In Ohio, two measures on film censorship have been filed in the state legislature. The one in the state Senate seeks the repeal of all censorship, while the House bill would revise present laws so that censorship, now ineffective under the Supreme Court decision, could possibly again become effective.

MPEA to Study

(Continued from page 1)

formula prepared by a special committee without taking any definite action. Contents of the proposed formula, long sought to minimize or eradicate constant friction among member companies, were not made public.

The committee rendering the report consisted of Abe Schneider, of Columbia; Arthur Loew, of Loew's; Arnold Picker, of United Artists; and George Weltner, of Paramount, in addition to MPEA representatives G. Griffith Johnson and Ralph Hetzel.

Name Eastland, Morse to SSB

WASHINGTON, Jan. 16.—Senators Eastland (D., Miss.) and Morse (Ind., Ore.) were named today to fill Democratic vacancies on the Senate Small Business Committee. The committee will be headed in the coming year by Sen. Sparkman (D., Ala.).

Set 'Intruder' Bow

"The Intruder," melodrama starring Jack Hawkins, George Cole, Dennis Price and Michael Medwin, will have its American premiere at the Plaza Theatre here following the current engagement of "The Belles of St. Trinian's."

"The Intruder" is released by Associated Artists Productions.

See Wage Law a 'Burden'

(Continued from page 1)

the present Federal law be changed to take in new workers "affecting commerce."

Sol Strausberg, president of the Five Boro Theatre Circuit here, stated that it must be determined initially whether theatres are engaged in interstate or intrastate commerce. "Personally, I believe that theatres are not a part of interstate commerce and once the government extends the Federal Minimum Wage Law to theatres, then their interpretation of interstate commerce will encompass every business undertaking," the exhibitor leader said.

"If the proposed wage-hour law changes are ever passed, it would only apply to ushers and part-time help and would be more burdensome to theatres outside of New York where the present pay scales are not as high," Strausberg said.

Sees Tax Aid Nullified

A representative for a top New York circuit was in accord with Strausberg on seeking a determination of whether motion picture theatres are engaged in intra or interstate commerce. "It will be an additional burden on theatres," he said pointing out that on one hand the government has aided the industry by reducing the Federal Excise Tax 10 per cent, and on the other hand by

slapping on a large additional load.

According to Charles Moss of B. S. Moss Enterprises, the proposed extension of the Federal Minimum Wage Law would affect the small town theatremen more than the big city operator. "The small operator maybe employs three or four ushers or other help on a part-time basis and any increased operating expenses, however slight, could hurt him," Moss said.

Industry attorneys a short time ago reported that theatres could conceivably be brought under the Federal Minimum Wage Law on the theory that motion picture product moves in interstate commerce and agreed that if there ever was a court challenge on the issue, it could be asserted.

'Matter of Constitutional Law'

At the time of the first rumblings from Washington about a proposed extension of the wage-hour law, an attorney for one major circuit said that "theatres generally have been held as engaged in intra-state commerce, but it was only a matter of constitutional law." Another legal counsel stated that small independent theatres were regarded as engaged in intrastate commerce, but the large circuits which have theatres in many states, and which book films for the entire circuit, are actually in interstate commerce.

Arbitration

(Continued from page 1)

and general counsel of Universal Pictures.

The eight-man exhibitor-distributor group, meeting at 11 a.m., has been directed by the main arbitration committee, which is composed of the MPAA's sales managers committee and exhibitor associations, except Allied, to prepare a set of rules and regulations for industry arbitration.

Upon approval by all industry quarters, the arbitration draft is to be submitted to the Department of Justice for governmental approval, also.

The draft, which Levy and Schimel have worked on since last Spring, is reported to include portions of the 1952 arbitration plan and seven points—clearances, runs, conditioning, contract violations, print shortages, competitive bidding and pre-release of pictures.

RKO 24-Sheets Free For 'Underwater!'

RKO Radio will give free to exhibitors 24-sheet posters advertising "Underwater!", its Super Scope-Technicolor production which was premiered last week in Silver Springs, Fla.

The contribution of the 24-sheets, said Walter Branson, RKO world-wide sales manager, will be in addition to the 120-city national poster campaign which the company is preparing for the Jane Russell starrer.

'Violent' Jan. 26

"The Violent Men," Columbia Pictures' first CinemaScope-Technicolor production, starring Glenn Ford, Barbara Stanwyck and Edward G. Robinson, will have its New York premiere at the Loew's State Theatre on Jan. 26.

Disney, ABC-TV

(Continued from page 1)

in the late afternoon time slot. The deal is understood to entail about \$36,000,000, although this figure may change as production progresses.

Filming will be done in front of a live audience made up of children, and the three-camera system used on other ABC shows will be employed, as well as kinemascope on some occasions. Exact nature of the contents is not fully determined.

Deal has been signed by Disney and Kintner without waiting for approval of their boards, it was learned.

Boston Variety Club Officers Reelected

BOSTON, Jan. 16.—The entire slate of officers of the Variety Club of New England was reelected to office for 1955. They were Walter A. Brown, chief barker; Philip Smith, first assistant; Michael Redstone, second assistant; James Marshall, dough guy, and Kenneth R. Douglass, property master.

Canvassers elected were Arthur Lockwood, James Mahoney, George Roberts, Benn Rosenwald, James Stoneman, Arnold Van Leer, Richard Berenson, and the past chief barkers Samuel Pinanski, Louis Gordon, Murray Weiss and Theodore Fleisher.

Those elected to the Heart Committee were Harry Browning, Samuel Dane, Kenneth Douglass, Reuben Landau and Irving Wallins. Named as delegates to the national convention were Walter Brown, William Koster, Michael Redstone and Murray Weiss.

Canadian Prices Up

OTTAWA, Jan. 16. — Canadian Government reports theatre admission prices advanced 3.4 per cent between October and November, 1954.

HCC Cites Players' 1954 'P.A.' Record

HOLLYWOOD, Jan. 16.—The Hollywood Coordinating Committee's ninth annual report showed that Hollywood players made 3,812 personal appearances for patriotic and public service enterprises last year. The 1954 talent record issued by president George Murphy disclosed that 476 performers appeared on 555 single or continuing events.

Since HCC was established in 1946, the report shows, 2,858 performers have participated in 6,058 events.

Tax Group

(Continued from page 1)

the same confidential and bonded manner as was the information collected from thousands of U.S. theatres during the Federal admissions tax repeal campaign, Sindlinger says in a letter accompanying the tax query.

Information on theatre operation or on individual theatre business will not be disclosed to anyone—only totals will be used in the report which will be prepared for study by the committee which is fighting the New York City "nuisance" impost, it was said.

The tax questionnaire has been kept as short as possible. Instructions as to the completion of the form are included in Sindlinger's letter. Among the information sought by Sindlinger are theatre operational data, the amount of the tax paid to New York City from July 1 to Dec. 31, 1954, Federal tax payments and the total number of admissions sold, total admissions at all prices, net admission prices of the ticket in each classification for children and adults, and any additional comments.

Max Gordon

(Continued from page 1)

in New York and in his Columbia association will seek the works of playwrights and stars for possible Broadway production.

At the time Columbia announced the company's plan to enter stage production it was stressed that the studio would not confine its search to plays by "name" authors but would seek properties with a screen potential by new and unknown authors as well.

Repeat 'Toko' Showings

Paramount will repeat in many localities the special showings of "The Bridges at Toko-Ri," which it has been holding during the past two weeks in key cities, it was disclosed on Friday by A. W. Schwalberg, president of Paramount Film Distributing Corp. The first "repeat" will take place today at the Tower Theatre in Oklahoma City.

IMPDA to Meet

The Independent Motion Picture Distributor Association of America will hold a general membership meeting at the group's headquarters here on Wednesday, it was announced by Arthur L. Mayer, IMPDAA president.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 12

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TEN CENTS

Treas. Officials

Oppose Lower Foreign Film Income Taxes

Report Films Excluded From 1955 Proposals

From THE DAILY Bureau

WASHINGTON, Jan. 17. — The Treasury Department is at present inclined to reject the film industry requests that U. S. film companies get the benefit of the proposed lower tax rate on income earned overseas.

A high-ranking Treasury official said that the department's present plan is to submit to Congress a proposal "that will be different only in very minor respects" from last year's plan for easing the tax treatment of foreign earnings. Film companies were excluded from that plan.

President Eisenhower has asked Congress to act to tax certain foreign income at a rate 14 percentage points
(Continued on page 4)

Budget Based On Prosperity

By J. A. OTTEN

WASHINGTON, Jan. 17.—President Eisenhower's budget for the 1956 fiscal year, sent to Congress today, is based on a belief that personal income in the U. S. will continue to expand substantially in the next 18 months.

An expanding level of personal income would undoubtedly be a major factor in keeping theatre box-office business healthy. Treasury Department officials said budget assumed that personal income would average about \$298,500,000,000 throughout 1955, a 4 per cent increase over 1954.
(Continued on page 6)

Convert Archives Films to Acetate

WASHINGTON, Jan. 17.—A program for converting historically valuable motion picture film holdings of the government's National Archives from an unstable nitrate base to a permanent safety acetate base was completed recently, President Eisenhower's budget message revealed.

Report by Rembusch

Toll TV to Be Highlight Topic at Drive-in Meet

ST. LOUIS, Jan. 17.—The subject of subscription television is expected to highlight the discussions at the National Allied Drive-in Theatre Association convention which will be held at the Chase Hotel here Feb.

Huston's Next to Be in Todd-AO For Allied Artists

John Huston plans to make his next film "The Man Who Would Be King" in the Todd-AO process for release by Allied Artists, it was learned here yesterday from Moulin Productions.

Disclosure of the three-way deal among Huston, Mike Todd and Allied Artists came with the announcement that Huston has finished shooting on "Moby Dick" to be released by Warner Brothers. Allied Artists officials declined comment at this time on the deal, which for the first time allots distribution of a Todd-AO projected film to a distributor outside the Todd organization.

Huston is due to arrive here from Europe on Friday. During his brief stay in New York, it was said he plans to sign contracts for his next film, which he will shoot on location in Afghanistan.

Branton, Martin in Brotherhood Posts

G. Ralph Branton, vice-president of Allied Artists, has accepted the post of Hollywood chairman of the Brotherhood Drive for 1955, and Edwin D. Martin, president of Martin Theatres, has been named regional chairman for North Carolina, South Carolina and Florida, it was announced by
(Continued on page 7)



T. T. Rembusch

8-10, according to Jeff Jefferis, general convention chairman. The report on toll TV will be made by Truman T. Rembusch, former president of Allied States Association. Mean while drive-in operators throughout the country have been requested to mail in a list of problems that they would like to have discussed at the convention. These replies, Jefferis said, will be the guiding factor in the arrangement of the program. In addition to the usual clinics, special stress will be laid on the operation of concessions.

The national Allied board will convene here on Feb. 7.

Firms that have contracted for
(Continued on page 7)

Deadline Feb. 6, 1957 For Loew's Stock

Federal Judge Henry W. Goddard yesterday granted a petition by Loew's which asked for a two-year postponement of the deadline for distribution of stock in the new theatre company. The deadline was extended to Feb. 6, 1957.

The Loew's consent decree provided that stock of the new theatre company
(Continued on page 6)

\$1.28 Per Share

Loew's Year's Net Profit Up To \$6,577,311

First Quarter Report Also Shows Sharp Rise

For the fiscal year ended Aug. 31, the consolidated net profit of Loew's, Inc., and all subsidiaries, including theatre subsidiaries, increased to \$6,577,311 from \$4,380,603 in the preceding year, according to the company's annual report issued yesterday. The 1954 net profit was equivalent to \$1.28 per share on the common stock, compared with 85 cents per share in the preceding year.

Profit before taxes for the 1954 fiscal year amounted to \$12,643,840, compared with \$6,435,504, in the previous year. Operating revenues were \$183,142,486, compared with \$177,558,874 in the prior year.

The interim financial statement sent
(Continued on page 6)

Para. Gulf Wins Tax Suit

NEW ORLEANS, Jan. 17. — The Chancery Court of the First Judicial District of Hinds County, Miss., found for the plaintiff in a suit involving discriminatory theatre admission taxes.

In 1952 the Mississippi Legislature passed a three per cent sales tax for all theatres operated within the state,
(Continued on page 6)

3-D Is Back; Univ. Releasing 'Revenge'

The first 3-D picture to be released in almost a year, Universal's "Revenge of the Creature," will have its world premiere in Detroit in late March as part of a territorial saturation. Charles Feldman, vice-president and general sales manager, said that the picture "embodies all of the major improvements that have taken place in the past year, both in 3-D production and viewing." Although the Detroit premiere will be in 3-D, other exhibitors will be free to use conventional prints for the picture.

Reports on Progress of Arbitration

Further progress on arbitration was reported here yesterday following the meeting of the joint sub-committee on arbitration. It also was announced that the arbitration draft is expected to be completed by the middle of February when the subcommittee is expected to convene again. Previous reports that the draft already had been finalized were said to be somewhat premature, although it looks as if both sides have cleared all "roadblocks," making the writing of the draft a "technical" problem, according to a subcommittee spokesman.

At yesterday's meeting, Herman Levy, general counsel for Theatre Owners of America, and Adolph Schimel, counsel for the distribution negotiating committee, briefed the subcommittee on the status of the draft, work on which was described as proceeding excellently.

Personal Mention

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, left New York yesterday for Montreal and Toronto.

LEO SHREVE, film editor at the Warner Brothers studios, is the father of a son born last week to Mrs. SHREVE at Cedars of Lebanon Hospital.

JOHN PRETTYMAN, assistant director at the Warner Brothers studio, was married at the weekend in Las Vegas to **MARGARET MARY MCCARTHY** of Hollywood.

ROBERT M. WEITMAN, vice-president of American Broadcasting Co., left here yesterday for Chicago and the West Coast.

STEVE BROIDY, Allied Artists president, and **WALTER MIRISCH**, executive producer, arrived here yesterday from the Coast. **G. RALPH BRANTON**, vice-president, will leave Hollywood by plane tomorrow for New York.

SHIRLEY BOOTH returned to New York Sunday from Nassau via B.O.A.C. Bahamian.

JACK DUNNING, M-G-M film editor, has returned to the Coast from New York.

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to leave here next Monday for the Coast.

SCOTT BRADY returned to New York from Europe yesterday on the "United States."

WALTER WANGER has arrived in New York from the Coast.

HANS RUESCH, author, has arrived in New York from Europe.

Schenck, Others Back from Meet

Loew's president **Nicholas M. Schenck** returned here yesterday with other home office executives from a week of studio conferences on the Coast.

Charles C. Moskowitz, vice-president and treasurer, who took part in the conferences, described the visit as routine, explaining that it was one of several held during the year, of no special import to the trade. Other participants at the meeting who returned include **Arthur M. Loew**, president of Loew's International, and **Howard Dietz**, vice-president in charge of advertising, publicity and exploitation.

Ross MacLeod, 72

Funeral services will be held today in Lindenhurst, L. I., for **Ross P. MacLeod**, 72, who, until three years ago, was in charge of M-G-M's warehouse in Harlem for 35 years. He is survived by his wife and four children.

Film Industry and Nickelodeon Saluted In Phila. Tonight

PHILADELPHIA, Jan. 17.—Two events of industry interest are slated to be held here tomorrow—the dedication of the Nickelodeon in Franklin Institute and the Motion Picture Associates' banquet saluting "Pioneers Day."

Mayor **Joseph S. Clarke, Jr.**, has proclaimed tomorrow as Motion Picture Pioneers Day in honor of the film industry.

A feature of the ceremonies dedicating the Nickelodeon will be the installation of **Charles Laughton** as a life member of the Franklin Institute. Attending the ceremonies will be a representative group of industry executives including **Arthur B. Krim**, **Robert S. Benjamin**, **A. W. Schwalberg**, **George Sidney**, **William J. Heineman**, **William Perlberg**, **George Seaton**, **Paul Gregory**, **George Jessel** and a large group of players.

Jessel to Be Toastmaster

Jessel will be toastmaster at the MPA banquet, at which the principal speaker will be **Hon. Charles S. Thomas**, Secretary of the Navy. General chairman of the dinner committee is **William Goldman**, who also is donor of the Nickelodeon.

Don't Dissipate Product: Perlberg

CLEVELAND, Jan. 17.—"The small exhibitor who is shouting about a product shortage, must stop dissipating product by double featuring the big screen attractions," **William Perlberg**, producer-director-writer, declared here.

Perlberg, who was here with **George Seaton** on a one-day stop-over to meet local film critics at a luncheon hosted by **Paramount Pictures**, endorsed the "fewer and better" production approach. Such an approach, he maintained, must be adopted "in order to keep public interest in the industry alive."

At the luncheon hosted by **Paramount's** local branch manager **Harry Buxbaum**, **Perlberg** and **Seaton** told of their last two pictures, "The Bridges of Toko-Ri" and "Country Girl," which they produced, directed and wrote, in addition to "Porgy and Bess," their next production.

Selznick Weighs 'Sawyer' Reissue

BOSTON, Jan. 17.—Independent producer **David O. Selznick** is weighing whether to reissue "Tom Sawyer" or remake the picture altogether.

Selznick so informed a group of exhibitors here at the Capital Theatre, where a sneak preview of his original "Tom Sawyer," made in 1937, was held. He estimated that the cost of any new "Tom Sawyer" film by him would be \$4,000,000.

The film was shown to exhibitors and to a cross-section of invited guests from local schools and colleges.

Allied of Michigan Conclave Feb. 22-23

DETROIT, Jan. 17.—Executive secretary **Ernst Conlon** of Allied Theatres of Michigan announced that the annual Allied unit convention will be held at Hotel Statler on Feb. 22 and 23. **Alden Smith** of Mutual Theatres has been appointed chairman.

MPA Would Extend Reciprocal Trade

From THE DAILY Bureau

WASHINGTON, Jan. 17.—The Motion Picture Association of America will submit a statement to the House Ways and Means Committee later this week, possibly Thursday, in support of legislation to extend the reciprocal trade agreements program.

MPA president **Eric A. Johnston** was originally scheduled to testify on the matter, but found that preparations for his coming trip to the Near East were going to keep him too busy, and a written statement was substituted for the personal appearance.

Hearings Started

The Ways and Means Committee hearings got under way today, with Secretary of State **Dulles** and Secretary of Agriculture **Benson** testifying in favor of the legislation, which extends the program for three years and gives the President further tariff-cutting power. **Dulles** told the committee that passage of the bill is needed to assure our friends abroad that the United States is going to continue to take the lead in efforts for free world trade.

Brous Heads MPA of Greater Kansas City

Special to THE DAILY

KANSAS CITY, Jan. 17.—Richard **Brous**, president of Fox Midwest Theatres, has been elected president of the Motion Picture Association of Greater Kansas City. **Clarence Schultz**, president of Consolidated Agency, was elected first vice-president; **Ralph Amacher**, manager of the United Artists branch, was elected second vice-president; **William Gaddoni**, manager of the M-G-M branch, was elected to a third term as secretary, and **Ed Hartman** was reelected treasurer.

By board action the president will appoint a committee to plan for putting into effect the association's projects for sponsoring scholarships.

Another committee will be appointed to make recommendations for expansion of the association's welfare work.

Makeup Man Dies

HOLLYWOOD, Jan. 17.—**Edward S. Polo**, 37, makeup expert who was stricken with a blood ailment while working at Allied Artists, died at St. Vincent's Hospital. Funeral services were held today.

Schmertz, 50 Years at Fox, Feted by 800

Special to THE DAILY

CLEVELAND, Jan. 17.—**I. J. Schmertz**, 20th Century-Fox branch manager here, was feted tonight by more than 800 film industry figures at a testimonial dinner marking his 50th year of association with the film company. The event was held at the Hollenden Hotel here.

Guests, representing all phases of distribution and exhibition, came on from Detroit, Buffalo, Pittsburgh, Albany, Washington and New York for the occasion honoring the veteran film executive who in his association with 20th Century-Fox has managed its Cleveland exchange for 28 years.

Home Office Officials Attend

Among the industry figures present were a group of 20th Century-Fox executives who came from New York for the occasion. In the party were **Al Lichtman**, director of distribution; **W. C. Gehring**, executive assistant general sales manager, who toastmastered the dinner; **Glenn Norris**, Eastern sales manager; **Jack Bloom**, assistant to the Eastern sales head and major circuit contact, and **Roger Ferri**, editor of the "Dynamo."

Other guests were **Moe Silver**, **Nat Feldman**, **Gerald Shea**, **Ray Moon**, **Jim Sharkey**, **Ray Smith**, **Sam Galanty**, **Milt Cohen**, **Pete Dana**, **Howard Brown**, **Ira and George Sichelman**, Chief Justice of Common Pleas Court **Hon. Judge Sam Silbert**, and **Hon. Judge Arthur Day**.

Serving on the arrangements committee for the testimonial were **Moe Horowitz**, **Nate Shulz**, **Jack Silverthorne**, **Joe Lissauer**, **Leo Jones**, **Jack Shulman**, **Marshal Fine**, **Ed. Prinsen**, **Bert Leftkowitz**, **Jack Armstrong** and **Leonard Greenberger**.

MGM's Simons Adds To Workshop Slate

With four M-G-M Ticket Selling Workshops already held this year, **Mike Simons**, director of customer relations for M-G-M, has scheduled 16 additional exhibitor meetings between now and June 13, making a total of 20 gatherings.

Simons has completed arrangements to hold a Workshop in St. Louis on June 6 at the Chase Hotel and has shifted the scheduled April 26 meeting at Orlando to Jacksonville, Fla.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"DEEP IN MY HEART"

In Glorious COLOR starring

JOSE FERRER • **MERLE OBERON** • **HELEN TRAUBEL**

An M-G-M Picture

& The Music Hall's World Famous Stage Show

'54 DREAM PIC: 'WHITE XMAS'

**\$12,000,000 IN
DOMESTIC B.O.**

BY GENE ARNEEL

Many pictures made the boxoffice bigtime in 1954, and emerging as biggest of them all is Paramount's "White Christmas." This Robert Emmett Dolan production, first in Par's VistaVision widescreen process, tops the year's list of wham moneymakers with a gross of \$12,000,000 in domestic (U. S. and Canada) rentals.

1954 Boxoffice Champs

Feature	Release	Estimate
White Christmas (VistaVision)	Par	\$12,000,000

IRVING BERLIN'S
White Christmas
COLOR BY TECHNICOLOR

PARAMOUNT'S

**FIRST IN
VISTAVISION**

**"BIGGEST OF
THEM ALL!"**

—SAYS VARIETY

...and in '55 it will continue to make box-office dreams come true for thousands of exhibitors dating it now... from Paramount

News Roundup

Leases Alpine Here

A long-term lease on the Alpine Theatre, Broadway and Dyckman St. here, has been acquired by a corporation headed by Harry A. Harris who operates other theatres in the New York area. Deal was handled by Berk & Krumgold, theatre brokers

Hawaiian Drive-in

A new drive-in theatre is being built on the Hawaiian island of Maui by the Maui Amusement Co. A May opening is scheduled.

Frisco Local Elects

The new roster of officers of the exchanges Local F-17 in San Francisco consists of Ion (Babe) Baratte, 20th Century-Fox, president; Jesse A. Wright, Warner Brothers, secretary; Joseph Gannon, Warner Brothers, financial secretary; Casper Kannel, RKO, sergeant-at-arms, and Jane Fritze, M-G-M, business agent.

8 A.M. Opening in Boston

For the first time in its history, the Paramount Theatre in Boston will open at 8 A.M. for the run of "Gangbusters," which will have its world premiere Wednesday at the Paramount and Fenway.

Okla. Tent Installs

The Variety Club Tent No. 22 in Oklahoma City will hold a formal installation of officers and dinner dance at the Skirvin Tower Hotel on Jan. 26. George Hoover, international chief barker, will attend.

Trust Suit Trial Ends

The trial of the \$576,000 anti-trust suit brought by William and Sidney Volk in Minneapolis against eight distributors and two circuits has ended and the court has set an April 15 date for the final briefs in the case.

Discounts to Teachers

The Walter Reade Theatres, one of the few circuits in the country to maintain a separate reduced admission rate for students, has now extended reduced rates to public school teachers.

Gerard to Boston

Philip Gerard, Eastern Publicity Manager, left New York yesterday (Monday) for Boston to join Herman Kass, Eastern exploitation manager in the supervision of the publicity and promotion campaign on "Six Bridges To Cross," which will have its world premiere at the RKO Memorial Theatre in Boston tomorrow, launching more than 150 dates in the New England territory.

Oppose Lower Foreign Taxes

(Continued from page 1)

lower than the rate on domestic earnings, and also to postpone U. S. taxes on foreign earnings until they are actually remitted to this country. The Treasury is expected to submit to Congress later this year detailed proposals for carrying out this program.

Similar Plan Last Year

The Treasury had such a plan which the House approved last year, but the scheme was rejected by the Senate. That plan excluded film earnings from the eligible list, and Motion Picture Association president Eric Johnston was among the witnesses who attacked the plan before the Senate Finance Committee. Recently Johnston wrote Treasury officials asking them to include the film companies in this year's proposal to Congress.

This top Treasury official declared today that the staff is still studying the question and the door is not yet completely closed, but that the present inclination is to go along with last year's proposal, and reject the film industry request for coverage.

One of Three Tax Actions

Treasury Secretary Humphrey, at a press conference on the President's budget message, said that the foreign income change was one of three tax actions being sought from Congress this year, the other two being extension of the present 52 per cent cor-

porate tax rate and extension of present excise rates.

In his budget message, President Eisenhower declared "we cannot afford to have any further loss of revenue this year through reductions in taxes," but again held out hope for further tax cuts next year.

Humphrey said he did not think the Treasury would send to Congress this year any proposals to change technical provisions of the tax laws if the changes involved any substantial revenue loss. This apparently ruled out plans for income averaging schemes, easier capital gains taxes and other relief proposals. It also seemed to indicate that MPA would have difficulty getting another change it recently requested from the Treasury, the ending of the 30 per cent withholding tax on money earned here by foreign film companies.

Tax Records Simplified

The President's message did ask Congress for one other tax change which could help industry employers some in their bookkeeping chores. At present, employers must report to the U. S. four times a year on amounts withheld from workers' pay for social security, and once a year on amounts withheld for income tax purposes. The President said he would ask Congress to change the law to permit one combined report a year for both subjects.

D.C. Tent Installs Ehrlich as Barker

WASHINGTON, Jan. 17. — Alvin Q. Ehrlich was installed as Chief Barker of the Variety Club of Washington today, at a "Four Star" luncheon at the Mayflower Hotel.

The luncheon had these four purposes: to install Ehrlich and other new officers for the coming year; to make final payment to Children's Hospital for the \$115,800 Variety Club Carter Barron Memorial Clinic; to give another \$2,000 to Providence Hospital for a new building; and to thank Variety Club wives and other women who worked on the Club's 1954 Welfare Awards Drive.

Skouras Honored for 'Scope Introduction

Spyros P. Skouras, president of 20th Century-Fox, yesterday was presented with a special scroll by Meyer Baranco of Skouras Theatres for introducing CinemaScope and the medium's "vast stimulation of theatre business."

Skouras was also presented with a showmanship book containing highlights of a CinemaScope First Anniversary Week campaign staged by the theatre circuit this past October.

Attending the presentation ceremony were managers of the Skouras Theatres from Queens and Nassau.

New Adv. Program For 'Christmas'

A completely new advertising program for "White Christmas" is being prepared by Paramount. The new advertisements have been included in a special pressbook supplement which is now being distributed with the regular "White Christmas" pressbooks.

Republic Acquires 'Fu Manchu' Stories

A deal covering exclusive rights to "Dr. Fu Manchu" for television, radio and motion pictures was announced yesterday by Herbert J. Yates, Republic president, and Sax Rohmer, creator of the character.

Agreement was reached over the weekend, with Yates signing on behalf of Hollywood Television Service, Inc., and Republic Productions, Inc., and Douglas Storer representing Rohmer.

Production of 78 half-hour TV shows will begin within two months, according to Earl Collins, president of Hollywood Television Service.

Rohmer will leave in a week for Hollywood conferences with Yates and Collins on the stories to be developed for television, production plans, plus the selection of a star to portray "Dr. Fu Manchu."

Three full-length motion picture productions are also planned by Republic for international release, based on the most popular of the novels, "The Insidious Dr. Fu Manchu," "The Return of Dr. Fu Manchu," and "The Hand of Dr. Fu Manchu."

2 New Films Start; 23 in Production

HOLLYWOOD, Jan. 17. — Three pictures were completed this week and only two new pictures were started, for a total of 23 pictures now in production.

Started were: "Bring Your Smile Along," and "Jail Bait," (Columbia).

Completed were: "Wiretapper," Great Commission Films (Independent); "Violent Saturday," CinemaScope, De Luxe Color (20th Century-Fox); "Gentlemen Marry Brunettes," Russfield-Voyager, CinemaScope, Technicolor (United Artists).

People

Sam Pinanski, New England exhibitor chairman of the 1955 campaign of the National Conference of Christians and Jews, has appointed the following state chairmen: Richard Smith, Massachusetts; Ray Kiniry, Vermont; Fenton Scribner, New Hampshire; Connie Russell and Ralph Tull, Maine, and Myer Stanzler, Rhode Island.

Morris Lowenstein, former head of Theatre Owners of Oklahoma, and Sam Brunk, past chief barker of the Oklahoma City Variety Club, were commissioned colonels by Governor Murray just before he stepped out of office.

Norm Levinson, former assistant manager of Loew's Poli in Hartford, was hosted at an informal buffet supper Saturday night. Levinson is leaving Hartford to become M-G-M's regional press representative in Minneapolis.

Jerry D. Evans, assistant manager of the First Avenue Theatre in Rome, Ga., has been appointed manager of the Rockmart Theatre, Rockmart, Ga. He replaces R. C. Foster, who has entered the U. S. Army.

Cleo Henry has returned to her old spot with Universal's San Francisco exchange after "serving time" at the Seattle branch.

Pete Vigna, Fox West Coast booker in San Francisco, is back on the job after being confined in a hospital with a leg infection.

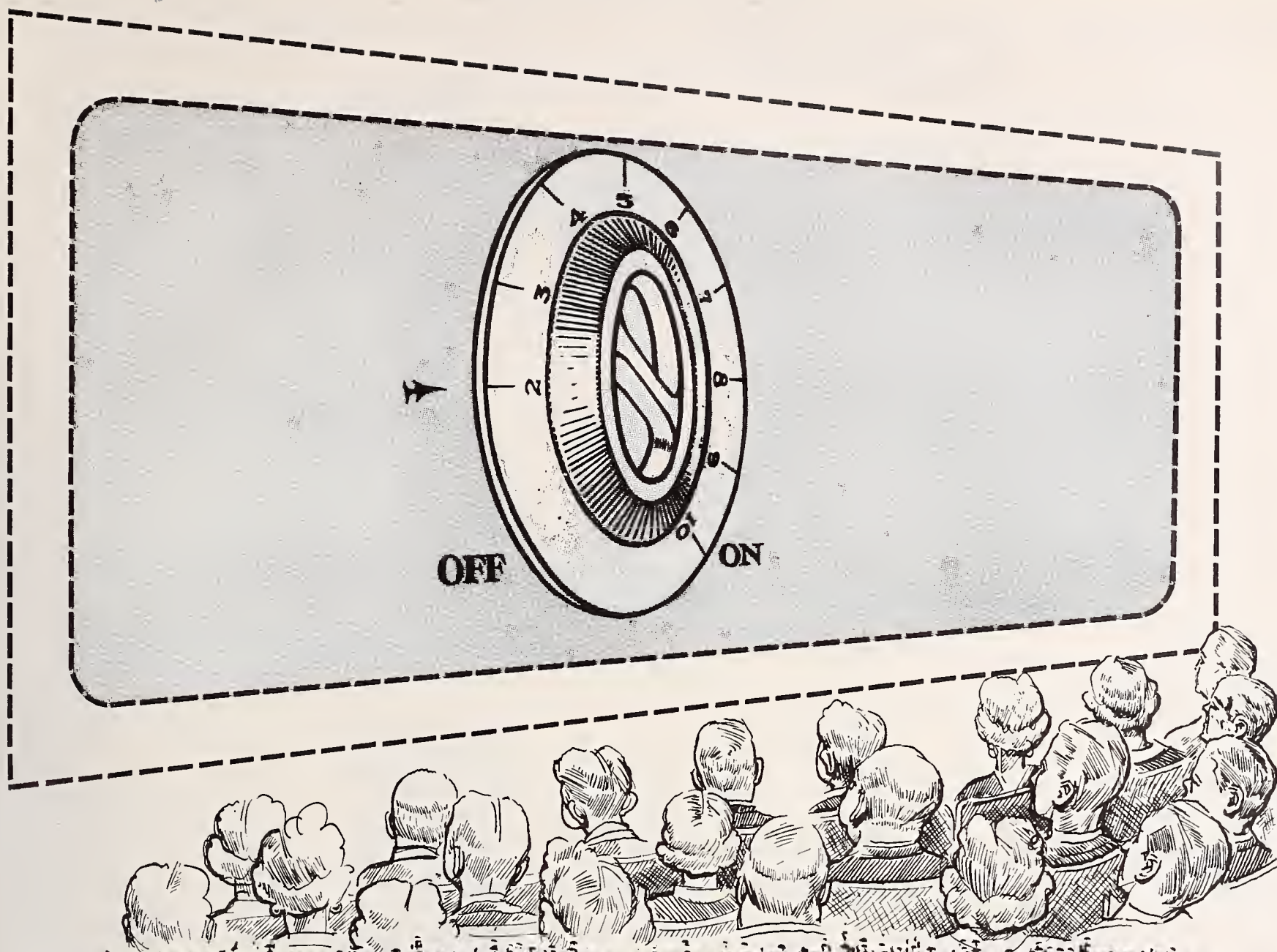
Larry Wallace, concessions manager for E. M. Loew Theatres in Boston, is in Winthrop Hospital for an operation.

Charlie Jackson, Warner Brothers salesman in Minneapolis and a veteran of 37 years in the industry, has retired and has left to make his home in Florida. The Minneapolis WB branch gave him a farewell party.

Fred Polangin, formerly vice-president in charge of Buchanan & Co.'s Hollywood office, has joined Ted Bates & Co. here as an account executive on the CBS-Columbia account.

Robert Domenic has taken over the closed Point Theatre, Point Richmond, Calif., and will reopen it shortly.

Eph Rosen, assistant branch manager of the M-G-M Minneapolis branch, is on a month's special assignment in Des Moines.



THEY CAN'T TURN OFF YOUR COMMERCIAL!

'Cause you've got the world's greatest "captive audience" right in your theatre . . . an opportunity for selling that no other advertising medium can offer.

Be sure you're taking fullest advantage of the sales possibilities . . . the money-making power . . . of trailers on your screen by contacting your N.S.S. representative . . . today!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

U. S. Budget

(Continued from page 1)

and that the first six months of 1956 would see a similar increase over 1955.

The budget predicted that general admission tax collections in both the 1955 and 1956 fiscal years would be about \$110,000,000 a year, compared with actual collections of \$271,952,000 in the 1954 fiscal year. These collections are no longer as significant a barometer of motion picture attendance as they once were, however, due to the reduction in the admission tax rate and the exemption of lower-priced tickets last year.

The budget requested \$3,100,000 for the Justice Department's anti-trust division in the fiscal year starting July 1, the same amount it has in the current year. A slightly expanded budget was sought for the Federal Trade Commission—\$4,300,000 against this year's \$4,045,000. The President asked \$6,700,000 for the Federal Communications Commission, just a fraction over the \$6,694,000 the agency has this year.

A total of \$88,500,000 was asked for the U. S. Information Agency, compared with \$73,914,000 voted it this year. Of the total sought for the coming year, \$4,484,000 would be for the film service, compared with \$3,087,000 this year and \$4,119,403 last year.

Para. Gulf

(Continued from page 1)

excepting, however, chains of ten or more in which case the tax would be five per cent.

Paramount Gulf Theatres, Inc., claiming that it had been adversely affected by this order, and having been additionally advised that it was discriminatory, brought suit in the Mississippi Chancery Court. The court found that the discrimination was arbitrary and unreasonable and in strict violation of the provisions of the 14th Amendment to the Constitution of the United States. It found, further, that the state lacked the authority to assess, demand and collect these taxes.

ITOO to Host Ohio Solons on March 1

COLUMBUS, O., Jan. 17.—Members of the Independent Theatre Owners of Ohio will be hosts to members of the Ohio Legislature at a luncheon to be held on March 1 at the Deshler-Hilton Hotel here during the convention of the association.

Lt. Gov. John Brown will present the organization with a scroll at the annual banquet to be held Tuesday evening, March 1 at the Deshler-Hilton. The scroll is given in recognition of Ohio theatremen's contribution to the state highway safety program. Brown formerly operated the Civic theatre at Wellston, O.

The convention will open on Monday, Feb. 28 with a luncheon for delegates.

Robert Wile Claims

Ohio Censorship End Saves Industry \$20,000 a Month

COLUMBUS, O., Jan. 17.—End of effective censorship in Ohio is saving the industry \$20,000 per month in censor fees and has caused the Ohio Division of Audio-Visual Education to seek an appropriation from the Ohio Legislature. The division's funds had come wholly from the fees received for censoring films.

In a letter addressed to film company presidents, Robert Wile, secretary of the Independent Theatre Owners of Ohio, said that in the last fiscal year \$240,000 was collected by the censor board from the industry at \$3 per reel. "While it is difficult to forecast what a legislature will do," Wile said, "I think it is safe to say that at the very worst, even if a new censorship bill should be passed, that the fees will be cut by \$200,000 per year." R. M. Eyman, chief Ohio censor, earlier declared that the censor fees should be cut under any new censorship law.

Wile asked film company heads for their co-operation in obtaining "the very best witnesses" to testify before legislative committees when pending new censorship legislation is heard.

Dr. Clyde K. Miller, head of the state's audio-visual education program, said he has received no funds from the censor board since Dec. 6 and that a reserve fund will be exhausted by

April 1. "If we don't get an emergency appropriation, we're out of business," said Miller. The state exchange, said to be the largest educational film center in the world, supplies films and slides to educational institutions. Wile said the division should get an appropriation from Ohio's general fund. He said there is no reason why the film industry should be taxed to support the department.

To Debate Censorship on Columbus Town Meeting

COLUMBUS, O., Jan. 17.—Dr. Clyde Hissong, former chief Ohio film censor, and Senator Charles Mosher, Republican, Oberlin, will debate film censorship on Columbus Town Meeting to be broadcast and telecast on Sunday at 1 p.m. over WBNS radio and WBNS-TV. Dr. Hissong will support censorship and Mosher, who has just introduced a bill in the General Assembly to abolish censorship, will speak against it. Mosher is chairman of the Senate Education Committee, which hears censorship bills.

Expect Big Turnout At Awards Affair

Companies and organizations in the motion picture, television, radio and music world have made large blocks of reservations for the "Mark of Achievements" awards luncheon being held on Thursday at the Hotel Sheraton Astor here by the amusement division of Federation of Jewish Philanthropies 1954-55 campaign, it was announced yesterday by Harry Brandt, luncheon chairman.

This year's "Mark of Achievements" awards will go to Elmer Davis of radio; Jackie Gleason of television; Grace Kelly of motion pictures; Mary Martin of the legitimate theatre; Mitchell Miller of the recording industry; Arthur Schwartz of the music world with a special 1954 award going to Patti McCormack for her outstanding performance in "The Bad Seed."

San Francisco Tent Elects 1955 Officers

SAN FRANCISCO, Jan. 17.—Variety Club Tent No. 32 elected the following officers for 1955: Chief barker, George Mitchell, branch manager of Republic; first assistant, Marshall Naify, executive of United-Calif. Theatres; second assistant, Henry Nasser, executive of Nasser Bros. Theatres; property master, Stanley Lefcourt, Principal Theatres circuit and Royal Theatres, Ltd., Honolulu; dough guy, J. Leslie Jacobs, theatre broker; press guy, Jack Marpole, manager of National Screen Service; tent guy, Frank Harris, manager of United Artists; canvassmen, Monroe Belling, Camera Supply Co.; Nathan Blumenfeld, Blumenfeld Theatre Circuit; Charles Maestri, Lippert Theatres, and Ed Sonney, film distributor.

20th-Fox Announces Monroe Suspension

Twentieth Century-Fox yesterday announced that it had been compelled to suspend Marilyn Monroe for failure to report for pre-production work in connection with the filming of "How to Be Very, Very Popular," to which the studio had assigned her.

At the same time, Darryl F. Zanuck announced that Sheree North would replace Marilyn Monroe in the picture which Nunnally Johnson wrote and will produce and direct. Production will start Feb. 14. "Pink Tights," which was scheduled for filming in February will go into production immediately after "How to Be Very, Very Popular" and will also star Miss North.

It was pointed out by the studio that Marilyn Monroe is under exclusive contract to 20th Century-Fox until August, 1958.

Para.'s 'Command' Lauded by Senator

WASHINGTON, Jan. 17.—Sen. Kuchel (R., Calif.) praised Paramount's "Strategic Air Command" as a "film which portrays a vigorous and forceful lesson; namely, that America's strength in the air is a powerful deterrent to aggressive war."

In a statement inserted in the Congressional Record, Kuchel said he wanted to salute Paramount president Barney Balaban, vice-president Y. Frank Freeman, producer Samuel J. Briskin, stars James Stewart and June Allyson and the other "splendid actors" in the film. "It is a magnificent film story," Kuchel declared, "but it is more than that. It will bring to those who view it a graphic and moving story of the power and might of our Strategic Air Command."

Loew's Net

(Continued from page 1)

to stockholders with the annual report shows that for 12 weeks ended Nov. 25, the net profits of Loew's and all subsidiaries, including theatre subsidiaries, amounted to \$1,521,349 after all taxes and charges, subject to year-end adjustment. This is equivalent to 30 cents per share, compared with \$1,133,893, or 22 cents per share in the corresponding period of the preceding year.

The Aug. 31, 1954, balance sheet showed an increase of \$13,354,123 in cash and government securities compared with a year earlier. Inventories were \$66,043,465 compared with \$79,728,467. The company's funded debt was reduced by \$2,710,000 and a current bank loan of \$4,500,000 was paid off.

The annual report notes that 13 pictures are completed or are in final stages of editing, and lists other important productions currently before studio cameras or presently in the planning stage.

Loew's Stock

(Continued from page 1)

had to be distributed pro rata to Loew's stockholders by Feb. 6, 1955, unless the company before that time could prove to the New York court that it could not divide its funded debt between the production company and new theatre company and could not get substantially similar financing to replace the existing financing. In that event, the decree declared, the new stock would not have to be distributed for another two years—until Feb. 6, 1957—unless a division of the debt or a refinancing could be worked out sooner.

Loew's claimed that it could not work out a division of its existing funded debt and could not get substantially similar financing. Therefore, it told the court in its petition, it wanted the extra two years for distributing the stock of the new theatre company.

It was this petition that was granted yesterday.

SW Dividend

At the meeting of the board of directors of the Stanley Warner Corp. here yesterday, a quarterly dividend of 25 cents per share was declared on the common stock payable Feb. 25, to stockholders of record at the close of business on Feb. 4.

His Conscience Must Have Hurt

HILLSBORO, N. H., Jan. 17.—Walter Heath, manager of the Capitol Theatre, Hillsboro, N. H., for Lockwood & Gordon Enterprises received a surprise when he opened a letter addressed to the manager of the theatre. Inside were four one dollar bills and an unsigned letter reading: "I am returning \$4 which I stole over the years by lying about my age." Heath figured that the writer must have bought tickets ten times, telling the cashier he was under 12 years of age, as the children's prices are 20 cents and the adult admission is 60 cents.

YOU CAN ALWAYS DEPEND ON

FILMACK

1327 S. WABASH CHICAGO 5, ILL.

FOR THE BEST SPECIAL TRAILERS

630 NINTH NEW YORK 36, N. Y.

Paralytic Sees Every Picture From His Bed

SPRING GROVE, Minn., Jan. 17.—Although Charlie Muller, a shut-in and completely paralyzed for the last seven years, is unable to leave his bedroom, he hasn't missed a single picture at the Grove Theatre here. Charles Mersereau, owner of the Grove, which is next door to Muller's house, built a special type periscope which extends through the roof of the theatre and, by other mirrors, "bounces" the screen image into Muller's second-floor room. A radio speaker has been tied into the theatre's sound system.

Drive-ins

(Continued from page 1)

booth space in the trade show include: Carbonic Dispenser, Inc., Hertner Electric Co., Steel Products Co., Nehi Corp., Ohio Valley Mds. Co., Rio Syrup Co., Jamison Mfg. Co., J. E. Robin, Inc., Ballantyne Co., Frozen Farm Products, Cretors, Inc., Pepsi-Cola, Safeway Sanitation Co., Rex Specialty Bag Co., Temple Frosted Foods, Mission Dry Corp., Coca Cola, Selby Industries, Inc., Raytone Screen Corp., Hollywood Brands, Berlo Vending Co., Thermolator Corp., National Theatre Supply Corp., Manley, Inc., Wald & Co. Fireworks, Jobil Produce Co., Motiograph, Inc., Rickensohl Fixture Co., R. J. Reynolds Co., Reavis Vending Co. Timber Structures, Inc., Strong Elect. Co., Manco-Vision, Heat Exchangers, Inc., Tyson-Caffey Co., Signs, Inc., Miracle Whirl Co., Theatre Specialties Co., Altec Service Co., Projection Optics and Hollywood ServeMaster.

Johnston Leaves Sun. On Near East Task

WASHINGTON, Jan. 17.—Motion Picture Association president Eric A. Johnston will leave New York Sunday for a three to four-week trip to the Near East as President Eisenhower's personal emissary seeking to work out a solution to the Jordan Valley water dispute.

Johnston discussed the trip with the president at the White House this morning. He has twice before gone to the Near East on this project for the President.

MPAA officials said Johnston would fly directly to Tel Aviv. They said he would be gone at least three weeks, but could not be away much more than four weeks since he must return to the United States late in February to start preparations for a foreign investment conference that opens in New Orleans late next month.

Railroad Adv. Men to See 'Fast Freight'

When the Association of Railroad Advertising Managers convenes for their annual three day meeting starting Jan. 20 in Chicago, one of the features on their program will be the screening of the RKO-Pathe Special, "Fast Freight."

"Fast Freight" was produced with the cooperation of the Association of American Railroads.

Television--Radio

with Pinky Herman

AND a little child shall lead them. Or, to be more specific, television may set shining example for its older brother, radio. In the late thirties, ork pilot Richard Himber, signed to air a radio series for Studebaker, was obliged to fire his star vocalist, Joey Nash, when the latter refused to change his name. Ten years later, when Vaughn Monroe programmed a popular song entitled, "Lucky" on his program for Camel cigarettes, Tom Luckenbill of the Wm. Esty Agency threw up his hands and threw out the song. In fact, each time Monroe sang the standard "Pocketful of Dreams," he was forced to substitute the line "happy, happy me, I could live in luxury" for the "lucky, lucky me," etc., etc. line. Yes, radio execs tried to change the language to conform with their pet ideas. But not so in TV. Can you imagine a radio exec permitting an actor to appear in a play, such as last Sunday's Goodyear RCA-TV program, "Doing Her Bit," which starred Janet Blair and included in its featured cast Eddie FIRESTONE? . . . (Editor's note: The song, "Lucky," was cuffed by Pinky Herman but he assures me that he isn't sore any more.)

★ ★ ★

Max Liebman's recent RCAptivating Spectacular telecast of Moss Hart's Broadway musical, "Lady in the Dark," starring Ann Sothern and featuring Charles Sanford's Orchestra, proved so fine that RCA-Victor cut an album of the entire performance in hi-fi which is a MUST for the record libraries of TV and radio stations. . . . Interstate TV Corp.'s release of Monogram "Our Gang" films started Sunday TVia WPIX-titled "Clubhouse Gang Comedies" with Joe Bolton, narrator. . . . John Lupton has been signed for the title role in "The Mojave Kid," episode of the "Climax" TV CBseries, hosted by Bill Lundigan and skedded for Jan. 27. . . . For his commershills Carl Caruso has had to don many a weird costume, including a leopard skin, uniforms, etc., but his latest get-up is a space-suit in which to spiel the "Captain Zero" plugs on Channel 4 for Emil Mogul's National Shoes. . . . 600 General Tire Co. dealers and sales-



Charles Sanford

men will meet and greet the winner of Harry Wismer's "General Sports Time" 1954 Hat's Off Award at the Essex House in Gotham, January 31. . . . Pretty Pauline Flanagan of the Gate Company players of Dublin, has flown over to this side of the Atlantic for a fling at TV. . . . U-I's current "Six Bridges to Cross," based on the sensational Boston robbery, will get plenty of free air (disk jockey) plugs via Sammy Davis, Jr.'s fine waxing on Decca of the pix theme song of the same name. . . . Bristol-Myers will sponsor a new filmed teleseries, "Stage 17," produced by Warren Lewis at the RKO-Pathe Studios in Culver City. The half-hour dramas will star Hollywood names, directed by motion picture "meggers" and will tee off CBSunday (9:30 P.M.) Jan. 30 with "The Deceiving Eye," starring Frank Lovejoy.

★ ★ ★

Last week was a terrific one for TVision Helen Baron, who turned in a fine performance on the "Robert Montgomery Presents" TVehicle and was rewarded by photographer Murray Korman who placed her large-as-life photo in his 57th St. show-case frame. Steve Libby, head of publicity for the Fred Waring aggregation, left yesterday on a promotional trip to the South, Southwest and West Coast where "The Pennsylvanians" are currently making their fifth annual concert tour. Following their February 27 TV'er for General Electric from Los Angeles, the company will head back to N. Y. . . . Sopranotable Florence George Crosby, who'll be heard Sunday on DuMont's "Opera Cameo" is Bing's sister-in-law. . . . Bandleader-pianist Elliot Lawrence will reveal other talents when he returns to the DuMont net as a regular on the "Ernie Kovacs Show" to sing and emote. . . . Madison Square Garden will be the scene of gala festivities March 8 when John B. Gambling will be honored by his associates and fans for having WORKed 30 consecutive years as "the human alarm clock."



Helen Baron

Sees Billion in '55 For TV Advertising

ALLENTOWN, Pa., Jan. 17.—Advertisers will spend \$1,300,000,000 in television this year, an increase of 100 per cent over the total two years ago, Robert W. Sarnoff, executive vice-president of NBC, today told the Allentown-Bethlehem Sales Executives Club.

Sarnoff predicted a bright future for color TV, and said that NBC shortly will expand its present schedule in that medium.

Brotherhood

(Continued from page 1)

John H. Harris, national chairman of the amusements division of the National Conference.

Brotherhood Week will be observed Feb. 20-27 under the slogan of "One Nation Under God." The interfaith effort, which will be backed by every branch of the entertainment world, was launched on Jan. 13 at the ninth annual Brotherhood dinner which was held in the Waldorf-Astoria Hotel in New York.

WRCA to Broadcast Film Critics Awards

The annual presentation of the New York Film Critics Awards will be broadcast from Sardi's Restaurant in New York by WRCA on Saturday, 11:30-12 midnight.

Among the personalities on hand to receive their awards will be Grace Kelly, voted best actress for her work in "Dial M for Murder," "Rear Window," and "Country Girl"; Elia Kazan, selected best director for the motion picture "On the Waterfront"; and Marlon Brando, best actor for his role in "On the Waterfront."

'Toko' Star on NBC Night of Premiere

An unusual television tieup has been set for the dual world premiere of Paramount's "The Bridges at Toko-Ri" Thursday at Radio City Music Hall here, and the Hollywood Paramount on the Coast. The openings will be saluted that night by William Holden's personal appearance on the "Lux Video Theatre" over the NBC-TV network. Holden stars in the Perlberg-Seaton production with Grace Kelly, Fredric March and Mickey Rooney. Clips from the film also will be shown on the program.

Holden's appearance is part of Paramount's continuing tieup with the Lux Video Theatre. The program of Thursday will mark the eleventh time since last August that a Paramount film has been a feature of the show.

Warner Signs Wayne

HOLLYWOOD, Jan. 17.—John Wayne has cut short his honeymoon in New York and will replace Robert Mitchum in the cast of the Batjac Production, "Blood Alley," which is being made for Warner Bros. presentation, it was announced by Jack L. Warner, executive producer, today.

The next big SMASH from 20th!

20th Century-Fox presents

KIRK DOUGLAS

BELLA DARVI

GILBERT ROLAND

THE RACERS

in
CINEMASCOPE

Paris...Rome...

Monte Carlo...

The Swiss

Alps—The

world's most

fabulous back-

grounds for a love

story that dares to

be as different as

"The Racers"!



"Why do you need a woman when death is your mistress every afternoon!"

Color by DE LUXE

also starring CESAR ROMERO • LEE J. COBB • KATY JURADO with Charles Goldner • George Dolan

Produced by JULIAN BLAUSTEIN • Directed by HENRY HATHAWAY • Screen Play by CHARLES KAUFMAN

From a Novel by HANS RUESCH

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 13

NEW YORK, U. S. A., WEDNESDAY, JANUARY 19, 1955

TEN CENTS

Jacon Says

IFE Opens 6 New District Offices in US

Schussel, Cooperman,
Fannin Head Divisions

By LESTER DINOFF

In order to broaden its sales operations in the 34 exchange areas throughout the United States, Alaska and Hawaii, the I.F.E. Releasing Corp. has expanded its distribution organization in a move involving the opening of six new district offices, a realignment of top sales personnel and a shift to larger home office quarters, it was announced here yesterday by Bernard Jaccon, I.F.E. vice-president in charge of sales and distribution.



Bernard Jaccon

In the new home office move during the first week of February, Jaccon said that I.F.E. will take over the entire 14th floor of the Paramount
(Continued on page 8)

Option Plan At NT Meet

LOS ANGELES, Jan. 18. — A stock option plan for top executives of National Theatres will be submitted for stockholders' approval at the company's annual meeting, set for Feb. 15 here, according to a company proxy statement.

The plan, already approved by the board of directors, covers a maximum of 230,000 shares of the company's
(Continued on page 8)

Recommend 10% Tax On Pa. Amusements

HARRISBURG, Pa., Jan. 18.—A 10 per cent tax on amusements was among a broad outline of taxes laid down by former Gov. Fine's tax study committee to the incoming Democratic administration as a possibility for raising additional funds, which, it
(Continued on page 7)

In Philadelphia

Unveil 'Nickelodeon' As Permanent Industry Shrine

By MARTIN QUIGLEY, Jr.

PHILADELPHIA, Jan. 18.—The motion picture industry was honored today as never before by the famed Franklin Institute.

Under the shadow of the heroic-sized marble statue of Benjamin Franklin in the huge rotunda of the Institute, 500 guests representing Philadelphia civic and industrial life, as well as all branches of the motion picture industry, heard S. Wyman Rolph, president, accept as a permanent exhibit, a reproduction of a Nickelodeon. This industry shrine was presented by William Goldman.

Rolph as an expression of thanks
(Continued on page 2)

Loew's '54 Report Very Revealing!

Resplendent with color stills for the past several years, the annual financial report of Loew's, Inc., goes a few steps farther with the 1954 edition. Now being mailed to stockholders, its cover features a four-color still from "The Prodigal" with a most scantily draped Lana Turner as its center-piece in what could be a bid for attention from the board of judges of "The Financial World," which annually appraises company reports to stockholders.

There is no doubt that it will get attention. But it could be of a kind the designers least expected. Instead of an award it could earn the protests of those who prefer their investment statistics without a Minsky illustration.

Hold Rites Tomorrow For MPAA's DuVall

Funeral services will be held tomorrow for Frederick W. DuVall, 62, treasurer of the Motion Picture Association of America, who died Monday night of a heart condition after an illness of several weeks. The rites will be conducted at 10:00 A.M. from
(Continued on page 2)

"Battle Cry"

(Warner Brothers)
(CinemaScope)

UTILIZING to their fullest extent the capacities and resources of CinemaScope and WarnerColor, director Raoul Walsh has set up here a big, lusty, bold and convincing presentation of experiences undergone by certain members of the Sixth Regiment of the Second Marine Division in the South Pacific fighting of World War II. His script was written by Leon M. Uris, author of the novel of the same name, and it chronicles in extraordinary detail and candor the risks and romances and riotings that beset these Marines afloat and ashore. It is a massive production, on all counts, and it comes to market flying a banner of nine marketable names—Van Heflin, Aldo Ray, Mona Free-
(Continued on page 7)

Eve of Meet

Hopes High on Raising Funds Vs. Toll TV

Exhibition Leaders View Problem One of Method

By MURRAY HOROWITZ

Assurances of obtaining financing for the anti-toll TV campaign was expressed here yesterday by two exhibition leaders on the eve of the two-day meeting of the national exhibitors joint defense committee against subscription television, opening today at the Sheraton Astor Hotel here.

Two exhibition leaders, members of the committee, declining the use of their names, said there was too much at stake to default on the campaign because of lack of funds. Both said the monies would be raised somehow, indicating if need be a call would be issued for individual contributions from exhibitors as in the anti-admissions tax drive.

The committee members felt that exhibitors are today cognizant of the danger of toll TV and will become more acutely aware of the threat as the anti-toll TV drive unfolds. The two-day meeting, they said, will concern itself with the problem of financing, in addition to other issues related
(Continued on page 8)

MGM's '55 Theatre Celebration Starts Swing Into High

With M-G-M's 1955 Motion Picture Theatre Celebration getting up steam nationally, the company is making available to exhibitors complete information and accessories for staging a celebration in any city or town, Charles M. Reagan, vice-president in charge of distribution, points out.

Among the accessories prepared for the celebrations are free kits, a special trailer, a 40 x 60 poster and a 40 x 80 lobby
(Continued on page 7)



Charles Reagan

AO Projector 'Compatible'

Details of an "all-purpose" Todd-AO projector were outlined here by the Magna Theatre Corp., distributor of Todd-AO productions.

The projector was said to have been developed by technicians of American Optical working in conjunction with the cinema department of the Philips Works, of The Netherlands. The projector, now being manufactured by Philips, was said to be so constructed
(Continued on page 7)

White House News Meets to Be Filmed

WASHINGTON, Jan. 18.—Effective with President Eisenhower's weekly press conference tomorrow, newsreel cameramen will be permitted to make sound films of the proceedings for exhibitor use after having been cleared by the White House following the session.

Personal Mention

JAMES R. GRAINGER, RKO Radio president, and **WALTER BRANSON**, worldwide sales head, will meet in Havana this weekend for conferences.

AL LICHTMAN, 20th Century-Fox director of distribution, returned to New York yesterday from Cleveland. He was accompanied by **W. C. GEHRING**, executive assistant general sales manager; **GLENN NORRIS**, Eastern sales manager; **JACK BLOOM**, assistant to Norris, and **ROGER FERRELL**, editor of "The Dynamo."

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and **JEROME PICKMAN**, vice-president, were in Philadelphia yesterday from New York.

ARTHUR M. ROSEN, son of **SAM ROSEN**, Stanley Warner executive vice-president, has become engaged to **HELENE WEISS** of Paris. Marriage will take place in June in France.

OSCAR A. MORGAN, Paramount sales manager in charge of short subjects, will leave here today for New Haven and Boston.

RALPH BLANK, Omaha circuit owner, is the father of twin boys born to **MRS. BLANK** at Clarkson Hospital in Omaha.

CLIFFORD ODETS, playwright-director, has arrived in Hollywood from New York.

Figaro, UA Conclude Four-Picture Deal

Joseph L. Mankiewicz, president of Figaro Inc., and **Arthur B. Krim**, president of United Artists, have concluded negotiations for four Figaro productions to be released by UA.

The deal was consummated by **Krim** and **Robert S. Benjamin**, chairman of the board of United Artists, on their recent trip to California, where they met with **Mankiewicz** and **Bert Allenberg**, of the William Morris agency. Of the four films to be produced by Figaro for UA, two will be personally written and directed by **Mankiewicz**.

The first picture, to go into active preparation immediately after **Mankiewicz** completes filming "Guys and Dolls," will be "The Story of Goya," to be made on location in Spain.

Prior to the four-picture agreement, Figaro made one picture for United Artists, "The Barefoot Contessa," which **Mankiewicz** wrote and directed.



J. L. Mankiewicz

'Nickelodeon' Is Unveiled

(Continued from page 1)

presented **Goldman** with a certificate and a plaque reproducing a commemorative medal issued for the occasion. **Charles Laughton** received a life membership certificate in the Franklin Institute. In his response **Laughton** turned to the statue dominating the hall and said, "Thank you, Mr. Franklin, Sir. We members of the motion picture industry are thankful that your Institute has at last made us respectable."

Industry Personalities Attend

George Murphy spoke briefly on the role of the motion picture industry in American life. Also introduced were other industry personalities present including **George Sidney**, **Paul**

Gregory, **Rouben Mamoulian**, **Rita Gam**, **Elsa Lanchester**, **Carmel Myers**, **Esther Williams** and **John Ericson**.

Following the lunch, a plaque was unveiled in the Nickelodeon and **Goldman** and **Laughton** had their hands and feet imprinted in concrete in the lobby of the theatre.

Entertainment at the lunch included songs by the Naval Air Cadets of Iensicola and a recitation of the Gettysburg Address by **Laughton**.

The program was arranged by **Dr. Henry B. Allen**, director of the Franklin Institute.

Industry executives present included **Arthur Krim**, **Al Lichtman**, **William Heineman**, **Al Schwalberg**, **Max Youngstein** and many others.

Four Film Pioneers Honored at Banquet In Philadelphia

PHILADELPHIA, Jan. 18. — More than 1,000 persons gathered tonight at a banquet given by the Motion Picture Associates at the Bellevue Stratford Hotel, climaxing a day during which the film industry honored its pioneers and was, in turn, signally honored by the City of Philadelphia.

Were Early Exhibitors

The four pioneers honored at the banquet were: **Alexander R. Boyd**, an early official of the Stanley Warner Co. of America, who in 1905 opened the first nickelodeon on Market Street; **Benjamin Amsterdam**, head of Atlantic Theatres, who was an early partner of **P. A. Powers**; **William C. Hunt**, of Hunt's Theatres, who developed the Wildwood section of New Jersey, and **Abraham Sablosky**, one of the early Stanley Warner partners, who established an open-air theatre at Collegeville, Pa., in 1906.

George Jessel was toastmaster at the banquet and **William Goldman**, chairman of the MPA welfare committee, was general chairman.

24 on Dais

Guests on the dais included **Harry Kalmine**, **Sol. A. Schwartz**, **Morey Goldstein**, **Jack Beresin**, **Frank Rickerson**, **Rouben Mamoulian**, **Sam Rosen**, **William A. Heineman**, **Elmer Rhoden**, **Jerome Pickman**, **William C. Gehring**, **Max Youngstein**, **Nat Levy**, **Al Cohen**, **George Sidney**, **Al Lichtman**, **William Perlberg**, **Richard E. Walsh**, **Arthur Krim**, **Si Fabian**, **A. W. Schwalberg**, **A. Montague**, **Robert Benjamin** and **George Seaton**. Principal speaker was **Thomas S. Gates**, Under-secretary of the Navy.

Seigley Services Today

TOLEDO, Jan. 18.—Funeral services will be held here tomorrow for **Howard Seigley**, partner of **W. N. Skirball** in the Pantheon, Rivoli and Palace theatres, Toledo, who died Monday of a heart attack.

Film Council Renews MPIC Membership; Annual Meet Tonight

From THE DAILY Bureau

HOLLYWOOD, Jan. 18. — The AFL Film Council today voted unanimously to renew the organization's membership in the Motion Picture Industry Council on a yearly basis. The Film Council's action follows a similar step taken last week by the Screen Actors Guild.

Addressing the council membership, **Ronald Reagan** declared that MPIC's success is as vital to the interests of labor as to management.

At tomorrow night's annual meeting MPIC will install **Kay Lenard** as president and **John Lund** as vice-president. The former has been filling out the unfinished term of **Ed Ralph**, resigned. Under MPIC procedure, **Lund** will succeed to the presidency at the expiration of **Miss Lenard's** term.

Maurice Wolf, 75, Passes; Rites Today

BOSTON, Jan. 18.—Funeral services for **Maurice N. Wolf**, 75, retired public relations representative for M-G-M, will be held tomorrow at Temple Sinai, Brookline.

Born in Texas, **Wolf** came here 30 years ago and was branch manager for M-G-M for many years. A noted speaker, he had appeared as master of ceremonies on many occasions and, during his post in public relations, had addressed various groups all over the country on the motion picture industry. He is survived by his widow, **Elizabeth**, and a son, **Norton**, who is with **Benton** and **Bowles** in New York.

Mex. Academy Elects

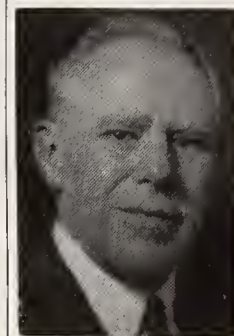
MEXICO CITY, Jan. 18.—Newly elected officers of the Academy of Cinematographic Arts and Sciences, bestowers of the annual "Oscars," are: **Adolfo Lagos**, prominent lawyer, president; **Juan Pellicer Camara**, vice-president; **Rafael Solano**, secretary, and **Hector Fernandez**, treasurer.

DuVall

(Continued from page 1)

the **Arthur Brown Funeral Home**, Montclair, N. J.

A World War I veteran and long-time financial expert, **DuVall** had been with the MPAA for more than 25 years. He joined the MPAA in 1929 as an accountant, and in 1941 was elected assistant treasurer. He was elected treasurer of the Association in 1948. At the time of his death, **DuVall** also was treasurer of the Motion Picture Export Association.



F. W. DuVall

A native of **Napanoch, N. Y.**, **DuVall** served with the U. S. Signal Corps during World War I. He served as a traffic manager with a machinery export company, and as an accountant with **Price, Waterhouse & Co.**, following his war service. He also served as credit manager with **J. & J. Coleman Co.**, and with **Best Foods** and **General Foods**.

As treasurer of the MPAA, **DuVall** was regarded in financial circles as an expert and authority on foreign exchange and overseas compensation arrangements. He negotiated many important foreign exchange deals for the motion picture industry.

DuVall is survived by his wife, **Mrs. Florence Clark DuVall**; a daughter, **Mrs. Doris Buchanan** of Montclair; a brother, **Donald W. DuVall** of Upper Montclair, N. J.; three sisters, **Mrs. Milton P. Townsend** of Napanoch, N. Y., **Mrs. Elizabeth D. Newland** of Toronto, and **Mrs. Albert D. Deyo** of Montgomery, N. Y., and by two grandchildren.

Tribute by MPEA

The board of directors of Motion Picture Export Association adopted a resolution yesterday expressing deep regret at the passing of **DuVall**.

'Bridges' in World Premiere Today

BOSTON, Jan. 18.—"Six Bridges To Cross," Universal-International's melodrama based on the \$2,500,000 Boston robbery, will have its world premiere at the RKO Memorial Theatre here tomorrow launching more than 150 dates in the New England territory and climaxing what is said to be the most comprehensive territorial promotional campaign in the history of the company.

An integrated television, radio and newspaper advertising campaign has been used for the world premiere and the territorial saturation openings as well as a "record" series of personal appearances by **Tony Curtis** and **George Nader**, stars of the film; **Claudia Hall**, featured, and **Joseph Dinneen**, Boston crime reporter and author of the original **Collier's Magazine** story "They Stole \$2,500,000—And Got Away With It."



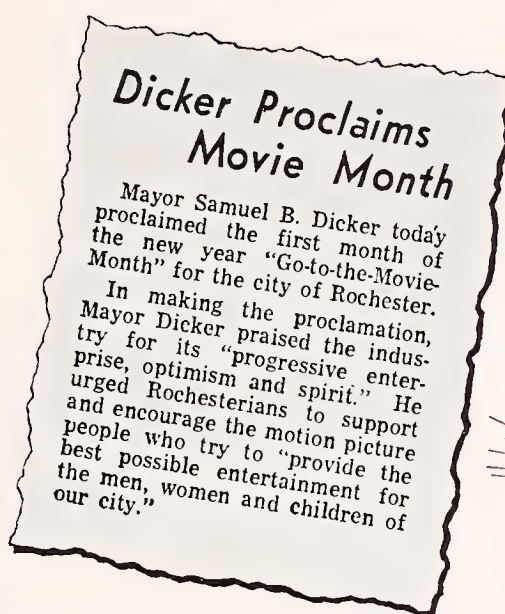
LET'S GO TO WORK TOGETHER!

This is a good time of the year to stimulate your box-office. It's as simple as this: We can both make money by taking advantage of the current upbeat with a dynamic showmanship effort. With M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION you will have great M-G-M attractions to tie-in with your local ballyhoo to convince the public that "THERE'S MORE FUN AT THE MOVIES." Here's how to do it!



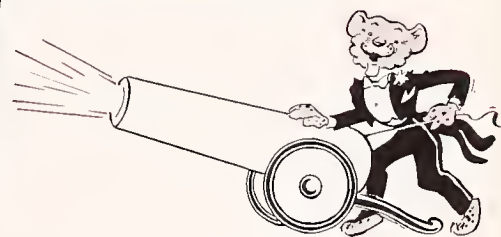
How To Put On A Theatre Celebration In Your City!

With banners flying, colorful lobby displays, arresting Special Trailer, editorials and "salutes" — with double-barrelled showmanship, M-G-M's 1955 Motion Picture Theatre Celebration will spark the movie-goers of your town. A Celebration can be staged individually or in cooperation with other theatres.



YOU CAN DO IT, TOO!

(Left) From Rochester Democrat and Chronicle



START WITH PROCLAMATION

In many localities it starts with a "GO TO THE MOVIE MONTH" proclamation by the Governor or by a Mayor. At press time it's happened already in Rochester, N. Y. (see above) Wisconsin, Illinois and more every day. Local newspapers are persuaded to extend editorial sponsorship to the official "Go to the Movies" ballyhoo. With this practical beginning, theatres will find it easy to inaugurate their own local Celebration. (See Proclamation in Press Book).

CITY-WIDE "SALUTE"

In some situations theatres are collaborating on a city-wide Celebration. A "Salute" to the theatres is organized by a committee and civic tributes are encouraged. Luncheons are arranged through Lions, Kiwanis, Rotary to pay tribute to the theatres for their service to the community. Don't say it can't be done in your city until you've given it a good try — just get it started and watch it snowball into a fine box-office promotion!

(continued)

"Let's
beat
the
drum!"



FREE ACCESSORIES!

1. **FREE KITS**
Containing 1-sheet, over-the-wirestreamer, stickers, buttons, "How To Sell" booklet, press book and other items.
2. **SPECIAL TRAILER**
M-G-M Stars pay tribute to your theatre. Scenes from many pictures.
3. **COLORFUL 40 x 60 POSTER**
Eye-catcher for your lobby.
4. **RADIO PLATTER**
15 minutes running time. Comprising highlight commentary on the "Celebration."
5. **FREE 24-SHEETS**
Center display is a "Celebration" announcement. Nine titles are spread around it in simulated marquee effects.
6. **PRESS BOOK**
Ads, publicity and exploitation suggestions.
7. **"HOW TO SELL" BOOKLET**
Handy pocket-size compendium of promotions for "Celebration."
8. **GIANT 40 x 80 LOBBY STANDEE**
For first run theatres in larger cities.

IT'S EASY TO GET A "SPONSOR"

You will find it easy to get your Chamber of Commerce, Rotary, Kiwanis, Lions or other civic organization to propose the "Salute" and assume leadership and sponsorship for this tribute to the local movie theatre.

NEWSPAPER, TV, RADIO COVERAGE

Having arranged for your "sponsor," provide news story for the press, TV, radio, etc. (Sample story in Press Book).

GET THE PRESS BOOK

Ask your M-G-M Branch for the Celebration Press Book and the handy pocket-size "How To Sell" Booklet. Read them carefully. Everything is covered in detail in them.

LUNCHEONS TO HONOR THEATRES

The regular luncheons of your civic clubs can be turned into "Salute" affairs honoring exhibitors. (Speech data in Press Book).

SEE "WARD MARSH STORY"

In the press book is a story of the history of the movies in Cleveland. This is a good example of how a local history of the movies, starting with the very first film theatre, can be made an interesting newspaper feature in your town. Nearly every place has a comparable local story to tell.

MAKE UP SPECIAL MATERIALS

While M-G-M is providing complete FREE accessories, many exhibitors will want some special locally produced items—special "Salute" trailer, window and pole cards, etc. (See Press Book for copy suggestions).

OPENING NIGHT CEREMONIES

Plan a gala occasion with lights, local band, special guests.

NEWSPAPER COOPERATION

Seek editorial comment based on community angle. Contact advertising manager to sponsor cooperative page with stores under a Celebration headline. This would include display of current and coming attractions.

SCHOOL TIE-UPS

Because of community importance, ask assist from high school publications; arrange forums on radio or TV for general movie discussion, levelling on Celebration attractions. Request cooperation of teachers, use of bulletin boards; tie-in with important local sports events where a banner or score-card or leaflets may be used.

LOBBY IDEAS

Make up lobby panel with star heads with caption: "Send Your Greetings To The Stars. Sign Here and Share in M-G-M's 1955 Motion Picture Theatre Celebration." List your pictures on extra side panel and indicate that signatures will be sent to studio.

DRESS UP FRONT

Give theatre festive air by "flying" strings of pennants up from marquee. Give your theatre a gay, inviting appearance for your Celebration.

MERCHANDISING OPPORTUNITIES

January White Sales, February Furniture Sales, Washington's Birthday, Lincoln's Birthday, St. Patrick's Day, Easter—all of these occur during the period of M-G-M's Celebration. Tie-in with them for store events, windows, co-op ads.



Never in M-G-M history so many spectacular pre-selling projects. M-G-M's Celebration pictures nationally promoted in magazines, newspapers, radio, TV.

WATCH FOR the sensational ballyhoos below. These promotions will visit as many places as possible. Their impact will benefit every box-office in the nation.

1. "Jupiter's Darling"—Big Washington's Birthday Attraction will have elephant ballyhoo. Terrific ad campaign. Full color page in Sunday Supplements (99 million readership); Pictorial Review, American Weekly, This Week, Parade, plus M-G-M's column in national magazines, fan magazine ads. Esther Williams in Person on Ed Sullivan's "Toast of the Town" and Ed Murrow's "Person To Person."
2. The giant "Glass Slipper" and the Cinderella contests.
3. Robert Taylor's Traveling Gun Collection for "Many Rivers To Cross." Taylor in Person on Ed Sullivan's "Toast of the Town."
4. The touring M-G-M make-up expert to promote "Interrupted Melody."
5. The gigantic wheel of fortune and girls from "The Prodigal."

HOLIDAY SHOWS

Sell merchants on special kid shows in conjunction with one of the holidays or a special Saturday morning or matinee. Stores pay for the tickets; souvenirs can be promoted.

RADIO AND TV SALUTE

With your community angle you can approach disc jockeys for plugs to promote the Celebration and your pictures. If it's a musical, and there are great musicals in M-G-M's Celebration releases, recordings are available. Other suggestions in Press Book.

RECORD DEALERS

Plentiful opportunity with M-G-M's Celebration musicals to tie-in with record stores, windows, etc., stressing, of course, playdate information.

OTHER IDEAS IN PRESS BOOK

We have just skimmed the surface. The Press Book and the "How To Sell" booklet contain many other suggestions; plus ads and publicity for launching your "Salute" campaign and keeping it alive.

"JUPITER'S DARLING"
...a fabulous new musical
Esther Williams, Howard Keel, Marge
and Gower Champion, George Sanders
and the famed painted elephants... in
"JUPITER'S DARLING" AND THERE!

Directed by George Sidney
Produced by George Sidney
Screenplay by Dorothy Kingsley

"HIT THE DECK"
...Broadway's big musical on the screen...
Gene Kelly, Tony Martin, Debbie
Reynolds, Walter Pidgeon, Vic Damone,
Gene Raymond, Ann Miller, Russ Tamblyn in
"HIT THE DECK" AND THERE!

Directed by Roy Rowland
Produced by Joe Pasternak
Screenplay by Sam Levenson
and William Link

**M-G-M's 1955 MOTION PICTURE
THEATRE CELEBRATION**
"There's more fun at the movies!"

"INTERRUPTED MELODY"
...a five drama inspired by the life
of a famed soprano...
Glenn Ford, Eleanor Parker... in
"INTERRUPTED MELODY" AND THERE!

Directed by Curtis Bernhardt
Produced by Jack Palance
Screenplay by William Link and Sam Levenson

"THE GLASS SLIPPER"
...Leda Cane, the enchanting
charmer of "Lili", and Michael
Wilding in a dancing musical
romance... in "THE GLASS SLIPPER" AND THERE!

Directed by Charles Walters
Produced by Edwin H. Knopf
Screenplay by Helen Furth

Because for so many years motion picture theatres have provided the most easily
agreed-upon answer to, "What'll we do tonight?"...
Because for so many years they have helped millions laugh when they needed to,
or cry tears of compassion when they wanted to...
Because they have unselfishly made themselves centers of community activity for
civic, social and patriotic causes...
Because of these many contributions to a richer life, M-G-M salutes these theatres
with a gala offering of some new and important motion pictures.

NOW, MORE THAN EVER, YOU'LL FIND—THERE'S MORE FUN AT THE MOVIES!

FORWARD

IN '55!

The Saturday Evening
POST

Advertising M-G-M's Gala Celebration to the millions, the full-page, full-color ad above will appear in The Saturday Evening Post, Feb. 19th with 20 million readership. Just part of M-G-M's constant "Celebration" advertising including M-G-M's Column in national magazines (readership 93 million!). See box (top left) for more.

**"Let's Celebrate
Together!"**



(continued)



A WEALTH OF PRODUCT FOR EVERY THEATRE!

Ask your M-G-M Branch! Start Your Celebration!

M-G-M's CELEBRATION RELEASES!

"BAD DAY AT BLACK ROCK" (January)

(CinemaScope—Color) • starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin • Russell Collins

"GREEN FIRE" (January)

(CinemaScope—Color) • starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" (February)

(CinemaScope—Color) • starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" (February)

(CinemaScope—Color) • starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders with Richard Haydn • William Demarest

"HIT THE DECK" (March)

(CinemaScope—Color) • starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone • Gene Raymond • Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

"INTERRUPTED MELODY" (March)

(CinemaScope—Color) • starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" (April)

(Color) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester • Barry Jones

"BEDEVILLED" (April)

(CinemaScope—Color) • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac • Robert Christopher • Joseph Tomelty and Victor Francen

"THE PRODIGAL" (Date to be Announced) • (CinemaScope—Color) • starring Lana Turner

Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand • Walter Hampden • Taina Elg • Francis L. Sullivan • Joseph Wiseman • Sandra Descher

AND THESE CURRENT PRODUCTIONS!

"BETRAYED" (Color)

starring Clark Gable • Lana Turner • Victor Mature • co-starring Louis Calhern

"ROGUE COP"

starring Robert Taylor • Janet Leigh • George Raft • co-starring Steve Forrest • Anne Francis

"BRIGADOON" (CinemaScope—Color)

starring Gene Kelly • Van Johnson • Cyd Charisse • with Elaine Stewart • Barry Jones • Albert Sharpe

"THE LAST TIME I SAW PARIS" (Technicolor)

starring Elizabeth Taylor • Van Johnson • Walter Pidgeon • Donna Reed • with Eva Gabor • Kurt Kasznar

"BEAU BRUMMELL" (Color)

starring Stewart Granger • Elizabeth Taylor • Peter Ustinov with Robert Morley

"ATHENA" (Color)

starring Jane Powell • Edmund Purdom • Debbie Reynolds • Vic Damone • Louis Calhern • with Linda Christian • Evelyn Varden • Ray Collins

"CREST OF THE WAVE"

starring Gene Kelly • with John Justin • Bernard Lee • Jeff Richards

"DEEP IN MY HEART" (Color)

starring Jose Ferrer • Merle Oberon • Helen Traubel • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney • Gene & Fred Kelly • Jane Powell • Vic Damone • Ann Miller • Cyd Charisse • Howard Keel • Tony Martin • with Doe Avedon • Tamara Toumanova • Paul Stewart • Isobel Elsom • William Olvis • James Mitchell

AND THESE BIG FUTURE M-G-M ATTRACTIONS!

"MOONFLEET" (CinemaScope—Color)

starring Stewart Granger • George Sanders • Joan Greenwood • Viveca Lindfors • with Jon Whiteley • Melville Cooper

"IT'S ALWAYS FAIR WEATHER" (CinemaScope—Color)

starring Gene Kelly • Dan Dailey • Cyd Charisse • Dolores Gray • Michael Kidd

"BLACKBOARD JUNGLE" starring Glenn Ford • Anne Francis • Louis Calhern • Margaret Hayes

"THE KING'S THIEF" (CinemaScope—Color)

starring Ann Blyth • Edmund Purdom • David Niven • George Sanders • with Roger Moore

"THE SCARLET COAT" (CinemaScope—Color)

starring Cornel Wilde • Michael Wilding • George Sanders • Anne Francis • with Robert Douglas • John McIntire • and Bobby Driscoll

"THE MARAUDERS" (Color)

starring Dan Duryea • Jeff Richards • Keenan Wynn • Jarma Lewis

"LOVE ME OR LEAVE ME" (CinemaScope—Color)

starring Doris Day • James Cagney • Cameron Mitchell • with Robert Keith • Tom Tully • Harry Bellaver



"WE'RE CELEBRATING
IT WITH PICTURES!"

M-G-M

(Continued from page 1)

standee; a 15-minute radio platter for local station use; free 24-sheets; a complete press book and a "How to Sell" booklet.

In addition, MGM has numerous suggestions to make to exhibitors staging a celebration under the slogan "There's More Fun at the Movies."

Pre-selling of the MGM releases during the celebration period will be carried on extensively by MGM in national magazines—a full color page in the "Saturday Evening Post" for Feb. 19 is scheduled, for example—in newspapers and on TV and radio. There will be special promotions for special pictures, meanwhile, such as an elephant ballyhoo for "Jupiter's Darling" and appearances of Esther Williams on Ed Sullivan's Toast of the Town program and on Edward R. Murrow's "Person to Person" program.

Showmanship Urged

Business stimulation—for the theatres and the company—is the basic idea behind the 1955 Motion Picture Theatre Celebration, of course. The company reminds that "with a dynamic showmanship effort we can both make money by taking advantage of the current upbeat."

MGM promises strong attractions for the celebration. In addition to current releases, it will have this month, "Bad Day at Black Rock" and "Green Fire"; in February: "Many Rivers to Cross" and "Jupiter's Darling"; March: "Hit the Deck" and "Interrupted Melody"; April: "The Glass Slipper" and "Bedevilled" and, date to be set, "The Prodigal."

\$36,000 Advance For 'Holiday'

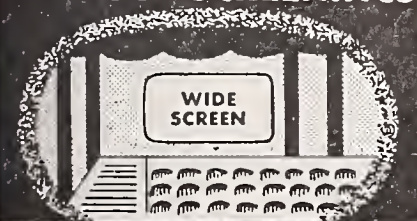
Advance sale of tickets for "Cinerama Holiday" at the Warner Theatre here was reported to exceed \$36,000 as of noon yesterday.

The advance sale, a SW spokesman said, was on the basis of Sunday newspaper advertisements and mail solicitations to previous Cinerama customers. Present indications, the SW spokesman continued, point to a heavy advance sale for "Cinerama Holiday" which opens on Feb. 8.

Rewards Injured Officer

BOSTON, Jan. 18.—Phillips H. Lord, author of "Gangbusters," today presented an award of merit and \$500 cash to Officer Edward P. Connolly at City Hospital here. Connolly was wounded in the recent holdup of the Astor Theatre.

"SHOWPLACE OF THE EAST" FOR YOUR SCREENINGS



- Three Channel interlock projection
- 16, 17½ & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVELAB THEATRE SERVICE, INC.
 619 W. 54th St., N. Y. 19, N. Y. • JUDSON 6-0367

"Battle Cry"

(Continued from page 1)

man, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone and Anne Francis. It stacks up as a stout challenge to the impressive box office records ran up by other films of like subject matter and treatment.

The shore portion of the picture, which is given some two-thirds or three-quarters of the running time, opens in January of 1942 with the assembling of inductees headed, by train, for a Marine training base (probably Camp Pendleton) near San Diego. This section of the narrative achieves introduction and identification of the eight or 10 principal characters whose careers in arms and amours are to be traced in the ensuing sequences. The shore phase of the story, which is interrupted periodically by assignments to action, follows three main arteries of interest and several offshoots.

Aldo Ray and Nancy Olson share the topmost subplot, with Ray making a routine pass at Miss Olson. He apologizes after learning she's a war widow, is forgiven and, ultimately, is submitted to voluntarily. After learning a baby's coming to them, they marry.

Tab Hunter, Mona Freeman and Dorothy Malone are principals in a subplot which has Miss Malone as a beautiful, rich and amoral USO matron who seduces Hunter into a relationship that they terminate by agreement after he returns from a furlough during which Hunter marries his hometown sweetheart, Miss Freeman.

Anne Francis and John Lupton run out a decorous little association that blows up in his face when he discovers she's a professional B-girl in a war-type cafe.

VAN HEFLIN, who comes into the picture after it's well along, plays with obvious restraint the commander whose purpose it is to fortify his men, by the most rugged variety of training, against the deadly battles they are destined to experience. James Whitmore gives a strong portrayal of Heflin's sergeant, and Massey makes a very brief participation in the picture count for a good deal.

William Campbell is the pivotal character in a joint-wrecking episode, one of the roughest rough-house sequences ever served up on film, wherein his buddies take apart, literally, a saloon, with upstairs quarters, where he, having learned of his girl's marriage to someone else, has gotten likkered into a coma and is being rolled by an inmate who tries to fight off his rescuers.

On the seagoing side, the picture records dramatically the Second Marine Division's engagements on Guadalcanal, Tarawa and Iwo Jima. The sequences conveying the story of these historically authentic incidents are powerful, realistic and furnish a fine, vital ending to a multi-stranded and at times highly moving story line.

Running time, 140 minutes. Adult audience classification. Release date, Feb. 12.

WILLIAM R. WEAVER

AO Projector

(Continued from page 1)

that it can handle the wide gauge 65mm. film with multi-sound tracks as well as separate sound tracks, and can be adjusted to handle CinemaScope and conventional 35mm. films with any combination of the existing sound techniques. Conversion from Todd-AO projection to any other system is said to be almost immediate.

The Todd-AO camera was described as approximately the size of a Mitchell camera with a slightly larger head and wider magazine. The film speed, it was explained, has been stepped up from 24 to 30 frames per second to eliminate any possibility of flicker.

'Ladejinsky Case' At Cinema Lodge

"The Wolf Ladejinsky Case" and the part played by the Anti-Defamation League of B'nai B'rith in bringing the issues before the American people will be discussed by Monroe Sheinberg, director of the New York regional office of the Anti-Defamation League at the meeting of Cinema Lodge of B'nai B'rith at the Hotel Sheraton-Astor tomorrow evening, it was announced yesterday by Burton E. Robbins, Cinema Lodge president.

Current activities of the various agencies of B'nai B'rith will also be featured at the meeting which is open to prospective members in the entertainment industry as well as to Cinema members and their guests.

Pa. 10% Tax

(Continued from page 1)

is estimated, will be needed during the next biennium. The levy would yield an estimated \$9,000,000.

The new administration took over the reigns of state government today, highlighted by the inauguration of Gov. George M. Leader.

The committee, headed by Alfred G. Buehler, professor of public finance at the University of Pennsylvania, gave the report as one of the final acts of the outgoing Republican administration.

All SW Officers Reelected by Board

The board of directors of Stanley Warner Corp. yesterday reelected the officers as follows:

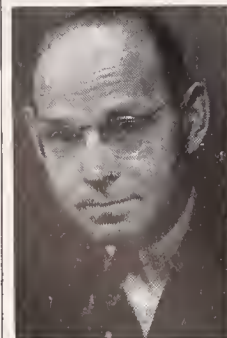
Simon H. Fabian, president; Samuel Rosen, executive vice-president; David G. Baird, chairman of the finance committee; Harry M. Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Frank J. Kiernan, controller; James M. Brennan, assistant treasurer, and Miles H. Alben, assistant secretary.

'Queen' Opens Jan. 25

RKO's "Cattle Queen of Montana," Technicolor outdoor adventure co-starring Barbara Stanwyck and Ronald Reagan, will open at the Globe Theatre here, on Jan. 25.

Jackson, Memphis Are Scheduled for M-G-M Workshops

William T. Powell, division manager for Smith Management Co.'s Midwest Drive-In Theatres, Inc., St.



Ivan D. Anderson

Louis, will be guest drive-in theatre panelist at M-G-M's Ticket-Selling Workshops at Jackson, Miss., on Jan. 24 and at Memphis on Jan. 27. Attendance at Jackson, originally estimated to be fewer than 100 showmen from Mississippi, will far exceed that

number, M-G-M says. Approximately 150 advance reservations already have been received by C. James Briant, M-G-M branch manager at New Orleans.

Powell's attendance at the two southern meetings was arranged by Mike Simons, director of customer relations for M-G-M, and Dick Smith of the Smith office in Boston. Powell will arrive in Jackson, Jan. 23 for the briefing session which precedes each Workshop and which also will be attended by Ivan D. Anderson, operator of the Liberty Theatre, North Wilkesboro, N. C.; Briant and his sales and booking staffs including "Cy" Bridges, Helmer P. Mosley, Cal Bien, salesmen; H. A. Arata, office manager; Louis Harper and Nathalee Odom, bookers.

One Staff to Cover Both

The same staff of panelists who appear at Jackson will travel to Memphis for the Workshop there. This meeting will be hosted by Memphis branch manager Louis C. Ingram with office manager Etheline Mayo, salesmen Hollis Holmes, Jimmy Fly and Jim Ronsiek, and bookers Claude J. Easley, Jr., and Jim Griffin assisting. Attendance at Memphis, according to advance predictions, is expected to surpass that of any of the Workshops to date, according to Simons, who expects more than 375 exhibitors.

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National Pre-Selling

FOUR color ads on M-G-M's "Jupiter's Darling," starring Esther Williams, will appear in "American Weekly" and "This Week" on Feb. 13 (full page), in "Pictorial Review" on Feb. 20, or on playdates (full page), and in "Parade" on Feb. 20 (3/5 of a page). The total circulation of these Sunday supplements is more than 32,000,000. Also, a full page ad will appear in the "Saturday Evening Post" of February 19.

In addition, ads will appear in the M-G-M column in 10 national magazines and in the fan books.

An exceptionally fine four color ad on UI's "The Far Country" appears in the current issue of "Life."

"The Bridges at Toko-Ri" has been selected by Florence Somers as "Redbook's" Silver Cup candidate for February. An editorial spread is devoted to photos and a review in the February issue of "Redbook."

In the "Companion Family-Approved Movies" department, "Jupiter's Darling," starring Esther Williams, has been selected as the featured review for the February issue of "Woman's Home Companion." An entire page is devoted to the M-G-M musical, which is illustrated by many interesting photos taken on the production sets.

"There's No Business Like Show Business" has been selected by Ed Miller of "Seventeen" as the Picture of the Month for February.

"Collier's" Color Camera made some beautifully colored photos of Gina Lollobrigida, star of "Bread, Love and Dreams," which appear in the current issue. A two-page spread, in addition to a half page, are devoted to the pictorial story.

Also in this issue is a striking full page on UI's "Six Bridges to Cross."

"Coronet" reports "The Country Girl" gives Bing Crosby an off-beat role and selects it as the best picture of the month for January.

Ava Gardner is the cover girl on the current issue of "Look." The cover acts as a lead-off for a seven page story of feminine stars of the past. A two-page spread in full color is devoted to the star of "The Barefoot Contessa."

WALTER HAAS.

IFE Opens Doors To U.S. Producers

The Exhibitor Film Finance Group, Inc., and other similar groups which have plans or have already entered into the production and financing of motion pictures have been extended an invitation to release their product through the I.F.E. Releasing Corp. facilities in the U. S., Bernard Jacon, IFE vice-president, stated here yesterday.

IFE has broadened its sales operation and offers a ready distribution organization to all producers of good films, he said.

IFE's 1955 Gross To Double Its '54 Figure, Says Jacon

With a program of 12 diversified films already scheduled for release thus far this year, I.F.E. Releasing Corp. will "more than double its 1954 gross in 1955, the third year of sales operations in the United States," according to Bernard Jacon, vice-president in charge of sales and distribution for I.F.E.

The success of "Aida," "Bread, Love and Dreams" and "Theodora, Slave Empress," the three I.F.E. productions now in release, and nine additional color and black-and-white films dubbed in English to be distributed domestically up to August and by the late Fall will "boost our revenue 100 per cent over our 1954 figures," Jacon said.

Touring the Country

Jacon, who has just completed the third leg of his tour of the country to meet with exhibitors and company officials and who is planning to leave on his fourth and final leg today or tomorrow, stated that within the next two years, Sol Hurok's "Aida" will have a box office gross of \$4,500,000 approximately.

The excellent advertising, publicity and exploitation campaign, as devised by I.F.E. vice-president Jonas Rosenfield, for Gina Lollobrigida has helped "Bread, Love and Dreams" considerably, Jacon said. "This picture will be liquidated quicker than had been planned due to these national promotions," Jacon said.

Nine Others Slated

The other films which I.F.E. will distribute, according to Jacon's schedule, are: "The Wayward Wife," in black and white; "Green Magic," in color; "Love in the City"; "Too Young For Love" and "Husband for Anna," the latter being photographed in black and white. After August, Jacon disclosed that "Neopolitan Carousel," "Attila," "Senso" and "Maddalena," all in color, will be released, with a few test bookings planned.

Toll TV Meet

(Continued from page 1)

to toll TV. They stressed their conviction that the problem of financing will be one of method, as opposed to the question of whether sufficient funds can be procured.

In addition to the issue of financing, the committee is expected to further map its anti-toll TV program, probing such questions of how best to carry the campaign forward to the public as well as to the Federal Communications Commission. The FCC is slated to meet later this week in Washington when the Commission may start its discussion of subscription television.

Three Choices Available

The FCC has three alternatives before it: 1) to approve or deny immediately Zenith's petition for authorization of subscription television; 2) to announce it will hold hearings on the subject and ask for written comments in advance of the hearings; 3) to announce it can't make up its mind what to do, and ask for written comments.

The national defense committee against toll TV already has submitted a brief contesting Zenith's petition with the FCC.

IFE Offices

(Continued from page 1)

Building, which the Fabian Theatres organization is vacating.

As part of the field sales expansion, Jacon announced, six new district offices have been opened in Detroit, Cincinnati, New Orleans, Charlotte, Kansas City and Portland, Ore., giving I.F.E. 16 strategically located offices in the 34 exchange areas.

Schussel in the East

In order to handle the expanded releasing setup, Jacon announced that Seymour Schussel had been named Eastern division manager and will continue as assistant to the general sales manager. Schussel's territories include the Eastern district which is comprised of New York, Washington, Philadelphia and Charlotte; the Northeastern district which is composed of Boston, Albany, New Haven, Buffalo and Pittsburgh; the Mid-eastern district, which is comprised of Cleveland, Detroit, Indianapolis and Cincinnati, and the Southeastern district which is composed of Atlanta, Jacksonville and New Orleans.

Heading the I.F.E. Central division will be Glenn Fannin, Jacon announced. Fannin's territories will include the Southwest district, which comprises Dallas, Oklahoma City and Memphis; the Midwest district, comprising Chicago, St. Louis, Milwaukee and Minneapolis, and the Prairie district, which is composed of Kansas City, Denver, Des Moines and Omaha.

Western Area to Cooperman

Alex Cooperman, who has been named Western division manager, is responsible for Los Angeles district; the West Coast district, which is composed of San Francisco, Salt Lake City and Hawaii, and the Northwest district, which is composed of Portland, Seattle and Alaska, Jacon announced.

New manpower has been added to the I.F.E. staff to handle the expanded facilities and new increases will take place in the future to accelerate the company's efficiency in the servicing of exhibitors, Jacon said.

NT Option Plan

(Continued from page 1)

stock and the option price will not be less than 95 per cent of the market value of the stock at the time an option is granted, the proxy statement explained.

At present, the statement continued, Elmer Rhoden, NT president, has no contract, but the board has authorized a contract with him for a term of approximately three and one-half years at his present salary of \$65,000 annually and thereafter a five-year contract at \$27,000 annually for the rendition of services as a consultant. If the stock option plan becomes effective, the proxy added, he will not receive any additional compensation based on income or profits.

Substantially the same situation exists with F. H. Ricketson, Jr., president and director of Fox Inter-Mountain Theatres Inc., in view of the expiration of his contract on Dec. 31, the proxy stated.

Directors nominated for reelection are Gregson Bautzer, John B. Bertero, Peter Colefax, B. F. Giles, George H. Heyman, Jr., Earle G. Hines, Willard W. Keith, Alan May, Richard W. Millar, Rhoden, Ricketson, and Graham L. Sterling, Jr.

Livingston Stresses Advertising's Role In National Economy

OKLAHOMA CITY, Jan. 18. — When the television set gets turned off it doesn't mean that the viewers automatically get up and go to the movies but rather the people have to be resold on the movie-going habit, Jeff Livingston, Eastern advertising manager of Universal Pictures, told the partners and managers of Video Independent Theatres, Inc., at their annual meeting at the Skirvin Hotel here today. His subject was "The Changing Patterns of Motion Picture Advertising and Publicity."

Lauds Aggressive Selling

Livingston pointed out that although there were 32,000,000 television sets in the United States as of December, 1954, as against 26,500,000 sets in December, 1953, an increase of five-and-one-half million sets, business in the motion picture industry was generally better in 1954. He pointed out that while it was true that the national economy had improved during 1954, the motion picture industry might not have derived its full share of the increase or even the proportion that it did if it had not been able to win a lot of people away from their television and into the theatre through aggressive selling.

Mike Simons, M-G-M customer relations director, in an address delivered at the meeting, discussed and described forthcoming product of his company. He also announced that he would hold a Ticket-Selling Workshop in this city at the Biltmore Hotel on March 30.

From here, Simons will go to Green Bay, Wisc., where tomorrow he will address the members of that city's Association of Commerce.

Theatre-Sale Letters Read at Schine Trial

Special to THE DAILY

BUFFALO, Jan. 18.—Defense attorneys in the Schine Chain Theatres criminal contempt trial in Federal Court here strongly protested the government's presentation of five letters concerning alleged attempts to buy Schine's Rialto Theatre in Lockport, N. Y., after Judge John Knight's 1949 theatre divestiture order.

Letters were offered by government attorney Joseph E. McDowell presumably to disclose an example of "excessive prices" which the government charges the Schine corporation asked in certain cases to discourage theatre purchases.

The first letter of the series was from a real estate broker, J. Herbert Morganstern, to J. Myer Schine, president of Schine Chain Theatres, in June, 1949. Others were between Morganstern and Howard M. Antevil, Schine attorney, in April and May, 1951.

Defense attorney Frank G. Raichle attacked the presentation of letters on two grounds: that they "were not comprehended by the government's bill of particulars" and that the real estate broker involved should have been called to testify in connection with them.

Judge Knight overruled the objection, asserting that signed letters may be considered eligible as evidence.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 14

NEW YORK, U.S.A., THURSDAY, JANUARY 20, 1955

TEN CENTS

'Moving Slowly'

Cites Progress On Int'l Unit Of Exhibition

Starr Tells of Exchange With Rank Organization

A report of "progress" on the move to effect a world-wide organization of exhibitors was rendered here yesterday by Alfred Starr, chairman of Theatre Owners of America's executive committee.

Starr, here to attend the two-day anti-toll TV meet, added, though, that progress was being made "slowly." He went on to say that he has been in communication with John Davis, managing director of the J. Arthur Rank Organization, on the proposed world-wide exhibitors organization.

Meanwhile, it was learned that TOA general counsel Herman Levy plans to visit Europe this summer and while there, it is understood, he plans to contact various exhibitor European organizations, acting as liaison for



Alfred Starr

Academy Ballots Off Today; TV on Feb. 12

From THE DAILY Bureau

HOLLYWOOD, Jan. 19.—Nomination ballots for the 27th annual Academy Awards of the Academy of Motion Picture Arts and Sciences will be mailed tomorrow to the 13,438 eligible members in the production branch of the industry. The ballots must be returned before midnight of Jan. 29.

Nominations for the awards will be announced on Feb. 12 as the subject of a "spectacular" on the television network of the National Broadcasting Co.

Trust Chief Meets Yates; Both Silent

HOLLYWOOD, Jan. 19.—A trans-continental mystery was full blown today as Herbert J. Yates, Republic Pictures president, confirmed here that he had conferred in Washington recently with Anti-Trust Division Chief Barnes but declined to say what the talk was about.

Earlier in Washington, Barnes likewise confirmed he had met with Yates and also declined to say what about. Yates said a motion for dismissal of Republic as a defendant in the government's 16mm. trust suit pending here is on file but the meeting with Barnes had nothing to do with that.

Martin Announces Chairmen of TOA Standing Committees

Chairmen of Theatre Owners of America's standing committees were announced yesterday by E. D. Martin, TOA president. The chairmen will serve for the 1955 calendar year. Two new committees, created at the Chicago convention of the Association last year, are in the field of labor relations and insurance.

Committees and their chairmen are as follows:

Organization and membership: George Kerasotes, Springfield, Ill.; Walter Morris, Knoxville, Tenn.; Art Adamson, Portland, Ore.

Research: Myron Blank, Des Moines; Elmer Rhoden, Los Angeles.

Compo: Samuel Pinanski, Boston; Pat McGee, Denver.

Theatre Television: S. H. Fabian,

Expect 600 to Attend FJP Event Today

A capacity crowd of over 600 representatives of the various branches of the entertainment industry is expected at the Mark of Achievements awards luncheon at the Hotel Sheraton-Astor here today, climaxing the amusement division's participation in the 1954-1955 campaign of the Federation of Jewish Philanthropies.

Awards are being made to Grace

Set Tentative Budget

ANTI-TOLL TV UNIT MOVES INTO ACTION

Financing of the Project to Be Based on COMPO Dues Formula; \$150,000 Sought

By LESTER DINOFF

The joint exhibitor committee opposing toll-TV yesterday set a tentative budget of \$150,000 to combat subscription television and adopted a four-point program which involved the employment of public relations counsel, the retaining of legal counsel, the hiring of engineering services and advice and the establishment of a Washington office.

NT Finishes Divestiture

National Theatres has completed its divestiture of theatres, effecting deals within the past week for the last seven theatres which NT was requested to divest under terms of its consent decree, it was reported here yesterday by Elmer C. Rhoden, NT president.

Rhoden, here with F. H. Ricketson, Jr., NT vice-president, said the visit East was for a "look-see" at NT operations in New York and Philadelphia. The NT president, asked whether



Elmer Rhoden

Harris to Operate Penn in Pittsburgh

PITTSBURGH, Jan. 19.—In a surprise move, the Harris Amusement Co. took over the operation, but not the ownership of the Penn Theatre here, for George Skouras and United Artists Theatre Circuit.

Skouras took over the 3,800-seat house last Oct. 24 from Loew's as part of the government's decree divorcing theatre operation from production.

James G. Balmer, top Harris offi-

Abram F. Myers, general counsel for Allied States Association, speaking on behalf of the committee following an all-day closed-door conference at the Hotel Sheraton Astor here, announced a program for the protection of the motion picture industry in connection with a campaign now being conducted by the manufacturers of certain television devices to secure governmental approval for subscription television.

Under the tentative budget of \$150,000, which the exhibitor group hopes to raise through contributions, Myers said that a "public relations counsel will be retained to combat the propaganda of the protagonists of toll-TV; legal counsel will be employed to represent the committee pending the proceedings before the Federal Communications Commission expert engineering services and advice will be engaged, and an office in Washington

(Continued on page 4)

Says NARTB Head Is Anti-Toll TV

CHICAGO, Jan. 19.—Gene McDonald, president of Zenith Radio Corp., charged Hal Fellows, president of the National Association of Radio and Television Broadcasters, with opposing the interests of broadcasters and attempting to align the Association with motion picture exhibitors in an effort to scuttle or delay subscription television.

McDonald referred to a Jan. 4 letter which Fellows sent to Chairman McConaughy of the Federal Communications Commission which, he said, asked the FCC to follow a course which "would delay as long

(Continued on page 4)

HERBERT J. YATES
presents

TIMBERJACK

A REPUBLIC PICTURE IN TRUCOLOR

GALA
WORLD PREMIERE
in 45 MONTANA TOWNS
starting FEB. 4th

Personal Mention

Y. FRANK FREEMAN, Paramount vice-president arrived here yesterday from the Coast.

HILLIS CASS, M-G-M sales manager for Canada, and **REGINALD WILSON**, sales head for the territory, have returned to Toronto from New York.

REGINALD ARMOUR, head of Republic Pictures for Great Britain and the Continent, has returned to London from New York.

WILLIAM A. SCULLY, Universal Pictures distribution consultant, is in New York from Miami, where he now resides.

BERNARD LEWIS, I.F.E. Releasing Corp. exploitation manager, will return to New York tomorrow from Detroit.

ALFRED HITCHCOCK and **MRS. HITCHCOCK** will leave New York today for Hollywood.

P. T. DANA, Universal Pictures Eastern sales manager, will return to New York today from Boston.

JOHN P. BYRNE, M-G-M Eastern sales manager, has returned to New York from Philadelphia.

EMERY AUSTIN, M-G-M exploitation head, will return to New York from Hollywood today.

LOU LIPMAN and **MORRIS KEPNER** of General Theatres, Hartford, will leave there this week for Miami.

ROBERT PAUL SMITH, playwright, has arrived in Hollywood from New York.

MAX FELLERMAN, Lopert Films vice-president, returned to New York yesterday from Hollywood.

Franchise Holders of Tudor Meet Here

Moe Kerman, president of Tudor Pictures, Inc., will hold a two-day sales meeting of its U. S. and Canadian franchise holders at New York's Warwick Hotel, tomorrow and Saturday.

Advance plans will be discussed for eight completed films, the first of which is "Innocents in Paris," a Romulus Production.

Isadore Wolfe Dies

SAN FRANCISCO, Jan. 19.—Isadore Wolfe, 63, for over 20 years a salesman for National Screen Service and known throughout the Northern California territory as "Izzy," passed away yesterday.

Graziano Story to M-G-M

HOLLYWOOD, Jan. 19.—M-G-M has purchased from Rocky Graziano, former middleweight champion, the story "Somebody Up There Likes Me," written by the boxer.

Col. Opens 2-Day Meet Here Today; Montague Chairman

A two-day meeting among Columbia home office executives and the company's division managers, with general sales manager A. Montague chairing, opens here today at the Savoy Plaza Hotel. Purpose of the meeting is to finalize sales, promotion and distribution plans for "The Long Gray Line," John Ford's Technicolor CinemaScope production.

Tomorrow morning's session will be devoted to a presentation by vice-president Paul N. Lazarus, Jr., of the advertising and publicity campaign being given "The Long Gray Line." The film will have its world premiere in Washington at the RKO Keith's, and will open in New York at the Capitol on Feb. 10.

Call Riot Squad At 'Bridges' Bow

BOSTON, Jan. 19.—The riot squad of the Boston Police Department had to be called today to restore order in the lobby of the RKO Memorial Theatre, where thousands of milling patrons at the opening of "Six Bridges to Cross" stormed Tony Curtis and George Nader.

The two stars were there in conjunction with the opening. Order was restored, but not before almost a score of patrons were injured. According to Ben Domingo, the theatre's managing director, it was the greatest crowd he had seen to turn out for an opening of a picture in his 25 years in the theatre business.

President Holds First Filmed Press Parley

WASHINGTON, Jan. 19.—President Eisenhower's press conference today was the first Presidential press conference ever to be filmed by newsreel and television cameras for possible later public showing.

The films of the conference later were cleared for newsreel and TV showing by White House press secretary James Hagerty, who stated that the films of each press conference in the future will be evaluated in this manner to determine whether or not any portions should be withheld from public exhibition.

Corwin Heads Temple

HOLLYWOOD, Jan. 19.—Sherrill C. Corwin, president of Metropolitan Theatres, has been elected head of Temple Israel here, succeeding Steve Broidy, president of Allied Artists, who becomes chairman of the board of trustees. Heading the committee which nominated Corwin was Sam Briskin, Columbia Pictures studio executive.

Wendell P. Milligan, 66

HARTFORD, Jan. 19.—Wendell P. Milligan, 66, at one time director of advertising for the "Motion Picture World," New York, died suddenly at Fort Lauderdale, Fla. He was formerly publisher of the now-defunct Norwalk (Conn.) "Evening Sentinel."

Filmack Re-Shooting For Wide Screens

CHICAGO, Jan. 19.—Filmack Trailer Co. is re-shooting its entire stock of institutional trailers to accommodate wide-screen exhibition. Irving Mack, president, explained that CinemaScope and wide screen installations had caused a "major upheaval" in trailer-making companies because their libraries of stock institutional trailers were filmed for the standard screen ratio.

Ticket Tax Relief Sought in Canada

TORONTO, Jan. 19.—A nine-page brief which asked for repeal or modification of the ticket tax by the provincial government has been presented to Premier L. M. Frost of Ontario by the Ontario Exhibitors Committee for Amusement Tax Relief, and the government leader indicated that a date would be set for the hearing of a theatre delegation after perusal of arguments.

The brief, which was handed to Premier Frost by Arch H. Jolley, Toronto, in behalf of the committee, pointed out that 29 Ontario theatres had closed because of television competition since the first TV station in Canada was opened in 1952. Many other theatres were operating at a loss, it stated, and more would be forced to close unless the tax was eased.

Figures were provided which showed that 242 theatres in television areas had suffered an average attendance decline of approximately 21 per cent, with neighborhood houses in large cities and small-town theatres being hardest hit. The committee chairman is Lionel Lester, a Toronto independent exhibitor.

Futter Sets Up UK Vidoscope Office

Walter Futter, whose organization developed the Vidoscope anamorphic lens, returned here yesterday from England where he set up Vidoscope, Ltd., for the sale and distribution of the lenses in the United Kingdom. Nat Miller is president of the British company.

Futter said that 350 theatres in England had installed the lenses and that more than 3,000 had been installed in U. S. houses. Deliveries are now being made in South America, Australia and Mexico, he declared.

Stan Margolies Head Of Bryna Publicity

HOLLYWOOD, Jan. 19.—Stan Margolies on Monday will join Kirk Douglas' new independent producing company, Bryna Productions, as publicity director. Margolies was associated previously with Disney, RKO Radio and 20th Century-Fox.

News Roundup

Acquires Shea House

The Shea circuit will relinquish the operation of the Lackawanna Theatre, Lackawanna, N. Y., on Feb. 8 and Harris Williams, brother of Oscar Williams, who built the house, will take over. Shea had the theatre for 15 years.

Set Toronto Meet

The Association of Motion Picture Producers and Laboratories of Canada will hold its annual meeting on Jan. 29 at the King Edward Hotel in Toronto under the chairmanship of president W. J. Singleton, general manager of Associated Screen News of Montreal.

Equip Screening Room

Altec Service Corp. has installed stereophonic sound in one of the three screening rooms operated by William Gullette at 1600 Broadway here. According to Gullette, his preview room is the only private one in New York equipped for CinemaScope and stereo sound.

'Underwater' Dates

Mass dates in 156 theatres have been set for RKO's "Underwater!" Sales chief Walter Branson said the day-and-date bookings would start on Feb. 9.

Change Meeting Date

North Central Allied has moved its annual convention date in Minneapolis from May 9 to May 2 and 3. Sessions will be held in the Nicollet Hotel.

Church Breakfast At L.A. Palladium

HOLLYWOOD, Jan. 19.—Doug Bridges, general chairman, today announced that Ann Blyth will be hostess and deliver the opening address at the fourth annual Communion Breakfast for members of the film industry in Los Angeles, which will be held, Mnsgr. John J. Devlin announced officially, at the Hollywood Palladium Sunday morning, Feb. 13, following 9 A.M. Mass celebrated by James Francis Cardinal McIntyre at Blessed Sacrament Church.

Nat Cohen Coming Here on Film Deals

LONDON, Jan. 19.—Nat Cohen, managing director of Anglo-Amalgamated Productions, will leave here for New York by plane on Saturday and later will go to Hollywood from there. Cohen will discuss co-production deals as well as arrangements for distribution here of a number of American films.

WARNER BROS'. TRADE SHOWS JANUARY 26! SEE

"UNCHAINED!"



A HALL BARTLETT PRODUCTION

As daring and different
a drama of a man of violence
as has ever gripped a
motion picture audience!
Among the year's big
entertainment surprises
surely this one will
be the hardest-hitting!



THE REAL-LIFE STORY THAT CAUSED A SENSATION IN **READER'S DIGEST!**

STARRING ELROY HIRSCH · BARBARA HALE · CHESTER MORRIS · TODD DUNCAN with JOHNNY JOHNSTON **ALSO STARRING** TIM CONSIDINE
inspired by the life and work of **PRISONERS ARE PEOPLE** Music Composed and Conducted by Alex North **WRITTEN AND DIRECTED BY HALL BARTLETT** PRESENTED BY **WARNER BROS.**

TRADE SHOWS	BOSTON	CHICAGO	DALLAS	DETROIT	KANSAS CITY	MILWAUKEE	NEW ORLEANS	OMAHA	PORTLAND	SEATTLE
1000 Broadway Room 1000 Broadway - 12:30 P.M.	Metric Screening Room 44 Church Street - 2:00 P.M.	Warner Screening Room 1307 So. Wabash Ave. - 1:30 P.M.	20th Century-Fox St. Rm. 803 Wood St. - 2:00 P.M.	Film Exchange Building 2310 Cass Ave. - 2:00 P.M.	20th Century-Fox Screening Room 1720 Wyandotte St. - 1:30 P.M.	Warner Theatre Screening Room 212 W. Wisconsin Ave. - 2:00 P.M.	20th Century-Fox Screening Room 700 Liberty St. - 8:00 P.M.	20th Century-Fox Screening Room 1502 Davenport St. - 1:30 P.M.	Star St. Rm. 925 N. W. 19th Ave. - 2:00 P.M.	Modern Theatre 2400 Third Ave. - 10:30 A.M.
	BUFFALO Paramount Screening Room 144 Franklin St. - 2:00 P.M.	CINCINNATI 440 Police Bldg. Screening Room Police Bldg. 4th Fl. - 4:00 P.M.	DENVER Paramount Screening Room 3100 Stout St. - 2:00 P.M.	INDIANAPOLIS 20th Century-Fox Screening Room 376 No. Illinois St. - 1:00 P.M.	LOS ANGELES Warner Screening Room 1000 Currie Ave. - 2:00 P.M.	MINNEAPOLIS Warner Screening Room 1000 Currie Ave. - 2:00 P.M.	NEW YORK Home Office 321 W. 44th St. - 2:15 P.M.	PHILADELPHIA Warner Screening Room 220 No. 13th St. - 2:00 P.M.	SALT LAKE CITY 20th Century-Fox Screening Room 316 East 1st South - 1:00 P.M.	ST. LOUIS Sirena Screening Room 3143 Olive St. - 2:00 P.M.
ATLANTA 20th Century-Fox Screening Room 77 Walton St. N.W. - 2:00 P.M.	CHARLOTTE 20th Century-Fox Screening Room 208 S. Elm St. - 2:00 P.M.	CLEVELAND 20th Century-Fox Screening Room 77 N. Payne Ave. - 2:00 P.M.	DES MOINES 20th Century-Fox Screening Room 1300 High St. - 12:45 P.M.	JACKSONVILLE Florida Theatre Bldg. St. Rm. 178 E. Forsyth St. - 2:00 P.M.	MEMPHIS 20th Century-Fox Screening Room 151 Vance Ave. - 12:15 P.M.	NEW HAVEN Warner Theatre Projection Room 70 College St. - 2:00 P.M.	OKLAHOMA 20th Century-Fox Screening Room 18 North Lee St. - 1:30 P.M.	PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd. of Allies - 1:30 P.M.	SAN FRANCISCO Republic Screening Room 227 Golden Gate Ave. - 1:30 P.M.	WASHINGTON Warner Theatre Building 1314 E. 5th N.W. - 2:30 P.M.



Martin

(Continued from page 1)

New York, N. Y.; Mitchell Wolfson, Miami.

National Legislation: A. Julian Brylawski, Washington.

State and Local Legislation: Robert E. Bryant, Rock Hill, S. C.

Film Reviewing: H. F. Kincey, Charlotte.

Labor Relations: Duncan R. Kennedy, Chicago; Philip F. Harling, New York; Abe Blumenfeld, San Francisco.

Drive-In Theatres: Jack Braunagel, Little Rock, Ark.; Ray Edmondson, Atlanta, Georgia.

Arbitration: Alfred Starr, Nashville; R. B. Wilby, Atlanta.

Building and Safety Codes: Henry Anderson, New York.

Concessions: Bert Nathan, Brooklyn; B. S. Conviser, Boston.

Theatre Equipment and Accessories: Joseph J. Zaro, Nashville; Lucian E. Pope, Kansas City; Edwin Gage, Oakhurst, N. J.

Public Relations: Jack Keiler, Paducah, Ky.; Emil Bernstecker, Atlanta.

Insurance: Gene Lutes, Frankfort, Ky.; Arthur H. Lockwood, Boston; Ernest G. Stellings, Charlotte.

Legal Advisory Council: Herman M. Levy, New Haven.

NT Finishes

(Continued from page 1)

his company had made any new overtures to the Department of Justice for approval to engage in the financing of production, replied in the negative. Rhoden went on to say that no such moves in that direction are contemplated at this time, adding that NT had received no bids for financing from independent producers since the deal with Edmund Grainger fell through.

Rhoden, questioned whether NT executives plan to meet again with Wall Street representatives as they did last September, said that "we might do that later in the year."

In response to another question, Rhoden said that the first project in NT's research program had been completed. It is based on 20,000 interviews on two pictures, Rhoden added, explaining that the interviews were framed in order to find out the most effective advertising medium. Results of the project will be published on the Coast shortly, he went on. Rhoden said he plans to return to the Coast tomorrow.

Tivoli Trust Trial Postponed to May

DALLAS, Jan. 19.—The Tivoli Theatre anti-trust suit against production-distribution companies which was scheduled for hearing in Federal District court here tomorrow, has been put over to the May term of court by order of Judge William H. Atwell.

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Review

"A Life in the Balance"

(Panoramic—20th Century-Fox)

GOOD performances plus an exciting, suspenseful story, expertly filmed against authentic Mexico City backgrounds, adds up to a better-than-average programmer for exhibitors of this standard screen size film.

The cast, mainly Mexicans, headed by Ricardo Montalban, speak English with tonetic accents favorable to the sincerity of their roles.

The Georges Simenon story, skillfully scripted by Robert Presnell, Jr., and Leo Townsend, deals with a 10-year-old boy's brave experience with a fanatical killer. Paralleling the "sleeper" possibilities enjoyed by "The Window" a few years back, similar grosses may be achieved if special exploitation campaigns will be utilized to augment the inevitable word-of-mouth advertising that will be accorded the late Leonard Goldstein's production.

Harry Horner's direction is aimed at earthy realism and earns the desired effect through the talented response of performers like Montalban, playing a struggling, frustrated musician and father of the ingratiating moppet, Jose Perez. Anne Bancroft is warm and friendly for the love-at-first-sight answer to Montalban's problem as a widower. Lee Marvin is outstanding as a murderer, offering an offbeat portrayal that will arouse a sense of pity for his complex sufferings.

With a captivating musical score by Paul Lavista to heighten the mood and character of the story, the situations are adequately developed for effect of plot. They cover a fruitless campaign by two of Montalban's "friendly" neighbors to take over the custody of his motherless boy on the basis that he is incapable of supporting the youngster. During a night of fireworks, celebrating the anniversary of the founding of the Republic of Mexico, the boy sees Lee Marvin, responsible for a number of killings in the neighborhood, sneak out of an apartment, the same apartment from which his father had left moments before, after a row with a former girl friend to collect an old debt so he could buy him a guitar.

The child decides to follow Marvin when the girl is suddenly discovered murdered and his father is being accused of the crime. Montalban is picked up for questioning by the police, following a romantic interlude with Miss Bancroft, whom he met in a pawnshop where she disposed of her last piece of jewelry while he bought his boy the guitar. In the meanwhile, the boy is having difficulty trying to attract help in nabbing the murderer, and resorts to sling-shooting marbles at police call boxes when the killer decides to take him in hand.

While being questioned, Montalban recognizes one of the marbles, turned in as evidence of the ones being found in all of the smashed call boxes, as belonging to his boy, and the chase is on to track down the real killer.

Marvin is finally cornered and killed amid Mexico City's huge new university buildings, after the boy suffers an all night experience at the mercy of the killer.

Running time, 74 minutes. General classification. For February release. SAMUEL D. BERNIS

Int'l Unit

(Continued from page 1)

Theatre Owners of America on the project.

Starr, following a two-month European trip, recommended to the TOA convention last October that a worldwide exhibition framework be formed by which mutual industry problems and needs could be discussed. Mindful that an international alliance of exhibitors is an eventuality, he called for further exploration of the proposal at that time.

Harris to Operate

(Continued from page 1)

cial, and Bill Zeilor, who is manager of the J. P. Harris Downtown Theatre, just a block away from the Penn, will supervise the physical management of the Penn with John McGreevey, another Harris top official, handling the bookings.

Frank Arena, who managed the Penn on a lend-lease deal from Loew's, returned to Cleveland and Loew's, yesterday. Bill Elder, former Penn manager, is now managing the Warfield in San Francisco.

Set 'Intruder' Bow

"The Intruder," a melodrama set in postwar London, will have its American premiere at the Plaza Theatre here next Tuesday, it was announced by Associated Artists Productions, the releasing company.

Expect 600

(Continued from page 1)

Kelly of motion pictures; Jackie Gleason of television; Elmer Davis of radio; Marv Martin of the legitimate theatre; Mitchell Miller of the recording industry; Arthur Schwartz of the music world and a special award for 1954 is being made to Patti McCormack for her outstanding performance in "The Bad Seed."

Newspaper-Ad Study Ordered by McGee

DENVER, Jan. 19.—Pat McGee, general manager of Cooper Foundation Theatres, has engaged Sindlinger & Co., analysts, to make a detailed survey to measure the value of newspaper entertainment page advertising and its effect on the boxoffice. The results of this survey will be made available to exhibitors generally.

Among the questions posed by McGee, for the exhibitor, are:

❑ Can he operate successfully on the lower newspaper budget over a long period?

❑ Has he actually lost business by cutting his newspaper advertising budget — although the boxoffice doesn't show it?

❑ Should he further reduce—keep—or increase his newspaper budget?

❑ How can he increase the quality and effectiveness of his advertising?

❑ Should he use other media as a replacement or as a substitution?

Anti-Toll TV

(Continued from page 1)

will be opened in case the matters become a legislative future."

To finance the committee's work, Myers said that the group is calling upon exhibitors to remit to Phil Harling, committee treasurer, 1585 Broadway, New York, an amount equal to the sum which they contributed to COMPO in the form of dues last year.

The COMPO dues scales, which Myers announced, are:

Four-wall theatres: Up to 500 seats, \$7.50 per year; up to 750 seats, \$11.25 per year; up to 1,000 seats, \$18.75 per year; up to 2,500 seats, \$37.50 per year, and over 2,500 seats, \$75.00 per year.

Drive-in theatres: Up to 300 cars, \$7.50 per year; up to 500 cars, \$11.25 per year; up to 600 cars, \$18.75 per year, and over 600 cars, \$37.50 per year.

Inasmuch as the propaganda of the proponents of toll-TV already have reached a high peak, Myers stated, a need for counteraction is urgent.

The Allied States counsel added that the more minute details of the program approved at the meeting will be presented to all exhibitors by direct mail or through the regional exhibitor organizations. "Representatives of the several exhibitor groups attending the meeting pledged the best efforts of their associations in urging support of the committee and its program," Myers said.

Five Associations Represented

Attending the Sheraton-Astor caucus on toll-TV were: Allied States—Myers, Trueman Rembusch, Wilbur Snaper, Julius Gordon; Theatre Owners of America—Herman Levy, Ralph McClanahan, Phillip Harling, Alfred Starr; Metropolitan Motion Picture Theatre Association—D. John Phillips, Sol Strausberg; Independent Theatre Owners Association—William Namenson; Southern California Theatre Owners Association—James Arthur.

Myers also stated that Starr, Rembusch and Harling had been appointed by the committee as trustees to care for the fund.

Toll-TV Will Create U. S. Monopoly, Say Group Heads

Alfred Starr, chairman of the Theatre Owners of America executive committee, and Trueman Rembusch, former president of Allied States Association, co-chairman of the joint exhibitor committee fighting subscription television, issued the following statement following yesterday's committee meeting here.

"The inherent fallacies in the arguments being made by the toll-TV sponsors must be exposed. And the theatre owners must affirmatively and logically present their position. They must refuse to be put on the defensive in this matter. The public must be informed that toll-TV is economically unsound, that it will deprive them of free television and that it will create a government sponsored monopoly."

NARTB Head

(Continued from page 1)

as possible" the advent of toll television.

He also charged that Fellows had written the FCC without the knowledge or consent of NARTB members but did not identify his expression as personal.

GOOD NEWS ABOUT M-G-M's "BAD DAY AT BLACK ROCK"!

PRESS-TIME FLASH!



BEATS "KNIGHTS OF THE ROUND TABLE" FIRST
3 DAYS IN KINGSTON, N. Y.!



TOPS "SEVEN BRIDES" FIRST 2 DAYS IN EL PASO,
TEXAS!



DALLAS TERRIFIC FIRST 4 DAYS, SECOND ONLY
TO "MOGAMBO"!



AUSTIN TOPS "SEVEN BRIDES" AND ALL THE
BIG ONES!



FORT WORTH GREAT! SAN ANTONIO TOPS
RECORD "LONG, LONG TRAILER"!



TIME MAGAZINE IS RIGHT: "Starts M-G-M off on the New
Year with its best footage forward. Spencer Tracy at his best."



M-G-M presents in CinemaScope • SPENCER TRACY • ROBERT RYAN in "BAD DAY AT BLACK
ROCK" co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee
Marvin • Russell Collins • Screen Play by Millard Kaufman • Adaptation by Don McGuire • Based on a Story
by Howard Breslin • Photographed in Eastman Color • Directed by John Sturges • Produced by Dore Schary

FAME

23rd ANNUAL AUDIT OF PERSONALITIES OF SCREEN, TELEVISION AND RADIO

The reasons for the extraordinarily widespread influence of *FAME* are perfectly clear. *FAME* has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the twenty-two years that it has presented the *Top Ten Money-Making Stars*—which was originated by Quigley Publications.

Likewise unique in the extent of their recognition are the innovations which have been added in *FAME* throughout the years, expanding its usefulness and value as a record for reference throughout the motion picture and television industries and for writers of the public press. The title of one of those innovations, "Looking Forward", which is now an annual feature of *FAME*, might also be used to describe the editorial spirit of the book itself. The "Stars of Tomorrow" feature also was originated in that spirit.

The 1955 edition of *FAME* is now in an advanced stage of preparation, for distribution soon.



EDITED BY JAMES D. IVERS

Assistant editors: Charles S. Aaronson, G. H. Fausel,
Peter Burnup, W. R. Weaver, Hannah Pellen, Jay Remer.

QUIGLEY PUBLISHING COMPANY

NEW YORK

HOLLYWOOD

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All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 15

NEW YORK, U. S. A., FRIDAY, JANUARY 21, 1955

TEN CENTS

Censor Meet

Calls for Film Licensing on Basis of Age

**Dr. Flick of N.Y. Makes
Bid at Opening Session**

Special to THE DAILY

RICHMOND, Va., Jan. 20.—An exposition on behalf of a "limited type of licensing" for controversial motion pictures was made here today by Dr. Hugh Flick, director of New York State censorship, at a conference of state censors from four states and Ontario, Canada.

The informal meeting, which was held at the Jefferson Hotel here, was called by Mrs. L. C. Whitehead, director of the division of motion picture censors of the State of Virginia.

The purpose of the gathering was to discuss problems of mutual interest, and through a better understanding of such problems, to render a more effective service to the com-
(Continued on page 6)

NT Plans No New Theatres

National Theatres has no plans at this time to acquire new theatre properties, either conventional houses or drive-ins, NT president Elmer C. Rhoden declared here yesterday prior to his departure for the Coast.

Rhoden made this statement in the wake of his announcement that NT had just completed its divestiture program, making deals for the last seven houses which it was required to get rid of under terms of its consent decree. Rhoden, however, held out the possibility that NT may "develop" the company's own vacant properties.

U's 'Six Bridges' Sets N. E. Records

BOSTON, Jan. 20.—Universal-International's "Six Bridges to Cross," which had its world premiere at the RKO Memorial here yesterday and simultaneous openings in 24 other New England situations as part of a 150-odd theatre saturation territorial premiere, outgrossed "The Glenn Miller Story" and "Magnificent Obsession."
(Continued on page 6)

Would Add Allied, Compo And Others to 16mm. Suit

Justice Dept. Sees Trust Law Changes 'Too Controversial'

From THE DAILY Bureau

WASHINGTON, Jan. 20.—The Justice Department decided that proposals for a uniform Federal statute of limitations on private anti-trust suits and for judicial discretion in awarding less than treble damages in these suits were "too controversial" to include in an anti-trust law amendment bill sent to Capitol Hill today.

Attorney General Brownell asked the lawmakers to enact legislation giving the Federal government the right to sue to recover damages whenever the U. S. is overcharged as a result of a price-fixing conspiracy. At present, private persons can sue
(Continued on page 6)

Awards to Stars for 'Achievements'

Over 600 entertainment industry representatives were in attendance when the Federation of Jewish Philanthropies awarded Mark of Achievements honors at the Hotel Sheraton-Astor here yesterday to Grace Kelly, motion pictures; Jackie Gleason, television; Elmer Davis, radio; Mary Martin, legitimate theatre; Mitchell Miller, recordings; Arthur Schwartz, music, and to Patty McCormack for her stage work.

Participating in the Amusement Division's tributes were Salim L. Lewis, president of the Federation; Joseph Willen, FJP executive vice-president; Gustave L. Levy, general manager
(Continued on page 6)

Department of Justice Moves to Name As Co-Conspirators ITOA, MMPTA, SCTOA And Old PCCITO in Case Set for Fall Trial

From THE DAILY Bureau

LOS ANGELES, Jan. 20.—The Justice Department today served notice it wants to amend its 16mm. anti-trust suit complaint to add the Council of Motion Picture Organizations, Allied States Association and four other exhibitor organizations as co-conspirators.

Anti-Toll TV Group Assigns Publicity Firm

By LESTER DINOFF

An information campaign which will relay to exhibitors and the public the facts and figures concerning subscription television is high on the agenda of the joint exhibitor committee opposing toll-TV which yesterday announced the retention of Harold Wolff & Associates as public relations counsel to the committee.

Co-chairman Alfred Starr and Trueman Rembusch, following another day of closed door meetings in a hotel suite here, announced the retaining of the public relations counsel as the first move in the campaign to counter the propaganda of the toll-TV interests to get Federal Communications Commission approval of subscription television without a public hearing on the facts and issues involved.

The committee heads, also reporting that industry leaders had voiced
(Continued on page 6)

The Department filed in District Court here a "notice of a motion to amend" the original complaint. The six groups are not automatically made co-conspirators—the court must first pass on the Justice request, and there'll undoubtedly be argument on the motion before the court acts.

Justice officials said they expected the argument to take place immediately before the suit itself goes to trial. That's now scheduled for the first week in September.

The other exhibitor groups which Justice said it wanted to add as co-conspirators were these: the Southern California Theatre Owners Association of this city; the Metropolitan Motion Picture Theatre Owners Association, and the Independent Theatre Owners Association, both of New York, and the Pacific Coast Conference.
(Continued on page 6)

Mail EFFG Plan to Trade

The prospectus of Theatre Owners of America's sponsored Exhibitors Film Financial Group, Inc., will be mailed to exhibitors in 17 states and the District of Columbia early next week, it was disclosed here yesterday.

The prospectus, repeating in the main what TOA leaders publicly stated already about the company, did disclose that TOA had loaned EFFG \$10,000 for organization and it is expected that TOA will make further loans for such purposes. It was also stated that if the entire issue of 100,000 shares is sold, EFFG estimates that the net proceeds will be \$9,962,000 after deduction of expenses in connection with the organization of the company, estimated at \$2,500, and expenses in connection with the issuance and distribution of the shares, estimated at \$35,500. The par value of each share is \$100.

Tell of Round-Table Today

"Latest plans" connected with the proposed industry-wide round-table meeting will be unfolded here today by Al Lichtman, 20th Century-Fox distribution director, and author of the round-table proposal.

Lichtman, in a message to trade press editors, said he would discuss the plans at today's trade press conference.

The message immediately set off trade speculation that the setting of a date for the round-table conference may no longer be dependent on completion of the work on arbitration. Distributions' stand, as of yesterday, to go full steam ahead on arbitration before tackling the round-table conference found exhibition organization

ranks split, with Theatre Owners of America siding with the accent on arbitration and Allied against any delay on the round-table project.

In Washington, Allied general counsel Abram F. Myers said he knows of no change in distribution's plans. He added, however, that Allied will be glad to hear of any change, referring to the possibility of calling the round-table conference without waiting upon arbitration.

Personal Mention

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here Monday for St. Louis.

CHARLES B. MOSS, executive director of the Criterion and B. S. Moss Theatres, has been elected a member of the board of directors of the Broadway Association for a term of three years.

JAMES E. PERKINS, Paramount's managing director in Great Britain and Ireland, who now is in Hollywood, will arrive in New York from there on Sunday.

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, returned to New York yesterday from Montreal and Toronto.

SUZANNE WARNER, publicity manager for Grade Talent Agency of London, will arrive here today from England via B.O.A.C. Monarch.

HILLER INNES, assistant to Russell Holman, Paramount Eastern production manager, arrived in Hollywood yesterday from New York.

JAMES PERRY, director of the H. M. Tennant theatre circuit of England, is scheduled to arrive here tomorrow from London via B.O.A.C.

ILYA LOPERT, head of Lopert Films, will return to New York today from London.

BEN LORBER, head of the Universal Pictures insurance department, has returned to New York from California.

Kings Sue Columbia On 'Syndicate' Title

HOLLYWOOD, Jan. 20. — King Brothers Pictures, Inc., today filed in Superior Court a suit against Columbia Pictures, Sam Katzman and several Katzman companies, asking \$500,000, general damages and the same amount in punitive damages on the grounds that defendants appropriated the plaintiff's registered title, "Syndicate," in producing a similar story under the title of "Chicago Syndicate."

The Kings say they registered the "Syndicate" title with the Motion Picture Association of America on Dec. 7, 1950, and that Columbia, subsequently announced "Chicago Syndicate."

The suit asks an injunction to stop the release of "Chicago Syndicate."

Regan to Manage Fox Omaha Office

OMAHA, Jan. 20.—George Regan, Kansas City salesman, has been named manager of the Omaha office of 20th-Century-Fox, replacing Joe Scott, who died last month. Regan has been with 20th-Fox for 18 years.

Use of Lawrence Tri-Color TV Tube To Be Demonstrated in D.C. Monday

The use of the Lawrence tri-color TV tube in radar equipment will be unveiled for the first time to the press on Monday at a demonstration in Washington, it was disclosed here yesterday by Richard Hodgson, president of Chromatic Television Laboratories, owned 50 per cent by Paramount Pictures.

Hodgson explained that the company's radar work is based on a contract with the U.S. Navy. He said the tri-color tube's function is the conversion of radar equipment to the use of color displays, a process which offers different kinds of information than otherwise can be obtained with black and white displays.

The Chromatic president said the demonstration would be held at the Washington National Airport. Asked if such radar units are being made on a quantity basis, Hodgson replied in the negative, adding that the agreement with the Navy is still a research development contract.

Reade Drive-in Suit Settled Out of Court

An action brought by Walter Reade, Jr., president of Walter Reade Theatres, against William Scully, former vice-president in charge of distribution for Universal Pictures; James Thompson, operating head of Eastern Drive-In Theatres, and Monroe E. Stein, motion picture anti-trust attorney, wherein Reade sought to compel them to convey six drive-in theatres in New Jersey to him, has been settled. The trial had proceeded for one day before Judge G. Dixon Speakman in the Superior court of New Jersey in Newark.

Reade accepted an undisclosed sum of money described by all parties as "substantial" and discontinued the action. He had charged in the suit that the defendants had agreed to sell the theatres to him and then breached the contract for the sale. The settlement permits the defendants to convey the theatres to other purchasers. The theatres involved were the Totowa Drive In, Union Drive In, Morris Plains Drive In, Brunswick Drive In, Shore Drive In and Fly In Drive In. Reade was represented by Leon L. Levy of the firm of Levy & Levy of Trenton, and Arnold Krakower of New York City.

Roth H-63 President; Other Officers Stay

J. Harold Roth, of the Paramount contract department here, has been elected president of Local H-63, IATSE, for a term of two years, replacing the incumbent, Edward J. Devine, of the Universal Pictures home office. Roth won by a very small margin of the approximately 1,300 votes cast.

Reelected to two-year terms were: Edward De Witt, vice-president; Harry Baum, secretary-treasurer, and Jack Schactel, sergeant-at-arms.

Newly-elected members of the executive board are Arthur Balbos, Albert Schaefer, George Alleman, Edward Bader, Michael Maloney, Dominic Pantone and Samuel Weinstein.

'Gray Line' Feb. 10

"The Long Gray Line," Columbia's Technicolor CinemaScope picture, will have its New York premiere at the Capitol Theatre on Feb. 10.

Calls Zenith Toll TV Charge 'Wrong'

WASHINGTON, Jan. 20. — Officials of the National Association of Radio and Television Broadcasters today said Zenith Radio was wrong in claiming the NARTB has taken the same stand against subscription television as motion picture exhibitors.

Zenith charged that an NARTB letter to the Federal Communications Commission, opposing Zenith's request for immediate authorization of subscription television, put the association on the same side as theatre owners.

NARTB spokesmen refused any official comment on Zenith's charges, but pointed out that the NARTB's letter to the FCC had specifically declared the association was not taking any stand on the merits of subscription TV but was merely opposing the procedure requested by Zenith for immediate approval without a public hearing. This, they said, differed from the exhibitors' position, which not only opposed the Zenith procedure but also announced an intention to oppose subscription television itself.

Technicolor Prints at 4-Billion-Foot Mark

HOLLYWOOD, Jan. 20. — In ceremonies at the headquarters of the Academy of Motion Picture Arts and Sciences, Technicolor president Herbert T. Kalms today commemorated the completion of the manufacture of four billion feet of 35mm. color release prints by presenting to Academy president Charles Brackett a print of "La Cucaracha," two-reeler which, he said, marked the transition from two-component to three-component Technicolor photography and printing and hence is "a milestone" in the bringing of color to the screen.

Jack Webb to 'Emcee' Academy TV Show

HOLLYWOOD, Jan. 20. — The Academy of Motion Picture Arts and Sciences today announced that Jack Webb will emcee the NBC telecast of the awards nominations on Feb. 12.

Format for the program, earlier reported as consisting of the telecasting of press people receiving news releases, is not yet set.

The awards presentations date is March 30.

News Roundup

New Buena Vista Office

Buena Vista Film Distributing Co. has opened an office in Atlanta. Ken Laird, formerly with Universal in Florida is Southern district manager. Owen Vaughan is office manager. Harry Reinstein is its Florida sales representative. The new office will cover the Charlotte and Jacksonville territories as well as Atlanta.

Alabama Tax Report

Sales tax returns in Alabama reveal that September receipts were up 14.5 per cent over those of September, 1953, but 8.9 per cent below those of August last year.

Start New Theatre

Construction has started on a new theatre in Louisville, Ga., by the Pal Amusement Co. It will replace the theatre that was destroyed by fire several months ago.

Acquires Drive-in

The Cherokee Amusement Co. has closed its Capital Theatre in Oneida, Tenn., but has taken over the Scott Drive-in there.

'Triumph' Booked

The Florida States Circuit has booked "Day of Triumph" over the entire chain. The Kinney circuit also has booked the George Schaefer film for the Carolinas and Virginia.

Tampa House Closed

The Garden Theatre in Tampa, Fla., one of the oldest in the city, has been closed for an indefinite period. Mrs. Evelyn Faris, its manager, is now manager of the Spring Theatre, Sulphur Spring, Fla.

Now an 'A' Theatre

Walter Reade, Jr., has changed the name of the modernized Broadway Theatre in Kingston, N. Y., to the Community and has made it an "A" house. The Kingston is now the "B" situation.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"DEEP IN MY HEART"

In Glorious COLOR starring

JOSE FERRER • MERLE OBERON • HELEN TRAUBEL

An M-G-M Picture

& The Music Hall's World Famous Stage Show

Economic Report

New Minimum Wage for New Workers Asked

WASHINGTON, Jan. 20.—President Eisenhower indicated that any workers newly brought under the Federal Minimum Wage Law by Congress should be brought under at a lower rate than the minimum for industries already covered.

Reports are that the Labor Department will urge Congress to expand minimum wage coverage enough to take in theatres. The present minimum is 75 cents an hour and the President is asking Congress to increase this to 90 cents.

Urges 'Gradual Approach'

In an "economic report" to Congress, the President again urged both Congress and the states to consider expanding minimum wage coverage, but added: "To ease the process of adjustment, a gradual approach will need to be developed." Some Labor Department officials have urged that newly covered workers be covered at a minimum of 60 cents or 65 cents and that this be increased gradually to the minimum for other industries.

The President's economic report urged that the tax rate "on corporate income from all foreign sources" should be reduced by 14 percentage points. Treasury officials, however, said that the people who wrote the President's message just didn't understand that the Treasury is not proposing this tax cut for "all" foreign income, and that the official administration position is still that the lower tax rate not be applied to film distributors and other distributors.

Would Boost 'Trust' Violations

The President urged Congress to raise "substantially" the maximum fine for anti-trust law violations.

Generally, the economic report painted a glowing picture of an economy continually expanding, with continually increasing consumer-spending on all goods and services. The President went further than he's gone so far this year in indicating a tax cut in 1956, declaring that further spending cuts "should make possible some additional general tax reductions next year."

E. M. Loew Acquires Conn. Stadium

HARTFORD, Jan. 20. — E. M. Loew's Theatres, Inc., has acquired the Candlelite Stadium, Bridgeport, Conn., from the Bridgeport Sportsmen's Club for a reported \$110,000, and will use the site for a drive-in theatre. The project, which will include razing the stadium stands, is expected to begin within 30 days. Loew is applying for a drive-in permit at the State Police Commissioner's office here.

Stock Purchases

WASHINGTON, Jan. 20.—Samuel R. Walker, vice-president of the City Investing Co., has purchased through stock options 5,163 common shares increasing his holdings to 5,929 shares, it was reported today by the Securities and Exchange Commission.

To Make "The Matador"

Col., AA, Film Locations In 3-Way Deal with Ferrer

A three-company deal, under the terms of which Jose Ferrer will co-produce, direct and star in a film based on Barnaby Conrad's novel, "The Matador," was announced jointly yesterday by Columbia Pictures, Allied Artists and Film Locations, Ltd., the three firms which will finance the production.

Canadian Reviewing Project Acclaimed

TORONTO, Jan. 20.—The first distributed list of recommended pictures under the newly-organized co-operative project called "Canadian Estimates of Entertainment Films" is reported to have received wide approval in the film industry itself. The program, based on reviews by representative women, has been launched by 10 national organizations affiliated with the Canadian Children's Film Library Committee.

Classed as family pictures are "Her Twelve Men," "The Black Knight," "The Little Fugitive" and "Hansel and Gretel." Recommended for grown-ups and mature young people is "Phffft" while "The Stolen Plans" is approved for Saturday matinee.

C. J. Appel, executive director of the Canadian Motion Picture Distributors Association, has called on all exhibitors and managers to co-operate with the women's groups at the local level and to support the project.

Lowell Thomas Back From World Tour

Lowell Thomas has returned to New York by American Airlines from an around-the-world tour for his new Cinerama picture, "The Seven Wonders of the World." Since leaving New York with Mrs. Thomas and Cinerama technicians on Dec. 17, he has visited England, Egypt, Aden, Saudi Arabia—spending Christmas with Mr. and Mrs. Lowell Thomas, Jr., on Umm A'Sabaan, a privately owned island off Bahrain in the Persian Gulf, owned by Mr. and Mrs. Max Weston Thornburg—then to Dahrán, in Arabia, then to Karachi, Pakistan, New Delhi, Agra.

Cinerama in Buffalo The Week of Feb. 27

BUFFALO, Jan. 20.—"This Is Cinerama" will open at Shea's Teck Theatre here the week of Feb. 27, provided the conversion of the theatre for Cinerama exhibition is completed by that time.

The radically revised Teck, at which all seats will be reserved, will have a seating capacity of 1,100. The house formerly seated 1,263. Prices will be scaled from \$2.40 to \$1.20.

UK Bans 'Wild One'

Declaring that the film "would have a dangerous influence on young people, particularly on the 'hooligans' of the country," the British Board of Film Censors has banned "The Wild One," a picture about motorcycle "hoodlums" starring Marlon Brando. According the reports from London, the ban may be lifted if some alterations are made, and the board is "still talking" with Columbia Pictures on the matter.

Paramount Has 11 Features in Work

HOLLYWOOD, Jan. 20. — The Paramount studio now has seven major pictures in the cutting rooms, four shooting and another set to go before the cameras shortly.

All the pictures with the exception of one, "Mambo," which Ponti-DeLaurentis produced in Italy for Paramount, are in VistaVision. All but two of the eleven VistaVision pictures covered in the production breakdown are in Technicolor as well.

Pictures editing include: Alfred Hitchcock's "To Catch a Thief," and "The Trouble With Harry"; Bob Hope's new starrer, "The Seven Little Foys"; Martin and Lewis' "You're Never Too Young"; Hal Wallis' "The Rose Tattoo"; "Lucy Gallant," William H. Pine and William C. Thomas production, and "Mambo." "The Rose Tattoo" is in black-and-white VistaVision.

The cameras are rolling on Panama-Frank's Danny Kaye comedy, "The Court Jester"; "The Girl Rush"; "The Vagabond King" and "The Desperate Hours."

"Artists and Models," Hal Wallis production starring Dean Martin and Jerry Lewis, is slated to go before the VistaVision Technicolor cameras next month.

20th-Fox, Publisher In 'Racers' Tieup

Approximately 5,000 window and in-store display cards for book, stationery, drug and department stores across the country are being prepared by 20th Century-Fox for its Cinema-Scope production, "The Racers," in a tie-up with Ballantine Books, publishers of the Hans Reusch novel on which the picture is based.

Albany V.C. Crowns 'Kings & Queens'

ALBANY, Jan. 20.—Inaugurating a series of "Kings and Queens for a Day," in which key women exchange employes are honored with their respective managers, the Variety Club here held a dinner for M-G-M manager Jack Goldberg and his secretary, Mrs. Catherine M. Shea.

Todd-AO Set For Buffalo

BUFFALO, Jan. 20.—The Century Theatre here will introduce the Todd-AO projection system, probably around Easter, when it plans to present "Oklahoma," the first, and thus far the only, film produced in the new medium.

Interest in the new system is heightened in this area by the fact that the technique was developed by American Optical Co., of Buffalo, giving its initial—AO—to the identification of the medium.

Changes Announced In 'U' Foreign Staff

Harry Novak, for the past 10 years Continental supervisor for Universal, has resigned his post, Americo Aboaf, Universal's foreign general manager, announced upon his return from Europe this week.

Novak has not announced his future plans, but it is probable that he will continue to be active in the motion picture field in a private capacity, he said.

Aboaf also announced that John B. Spires, heretofore executive assistant to Harry Novak, had been appointed Continental supervisor to succeed Novak.

In addition, Marion Jordan, until recently southern European supervisor for Universal, has been named Continental sales manager, and John Marshall, Universal district supervisor for Middle Europe, has been promoted to supervisor for the Scandinavian countries as well as Middle Europe.

Pines to Far East Post for Columbia

Promotion of Aaron Pines, Columbia's manager in the Philippines, to the post of assistant Far East supervisor, has been announced here by Lacy W. Kastner, Columbia International president.

Pines will serve under Michael Bergher, Far Eastern supervisor, whose headquarters are in Tokyo. His successor as manager in Manila will be George W. Schweig, until recently Columbia manager in Trinidad, Kastner said.

Both Pines and Schweig have been with Columbia for many years. Schweig's first Columbia International post was as assistant to Pines in Manila; from there he went to Trinidad as manager. Pines has served Columbia in Panama, Puerto Rico and Trinidad.

One of America's Top Showmen Hails THE COMEDY SMASH OF '55

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M.R. GOLDSTEIN, GENERAL SALES MANAGER
ALLIED ARTISTS PICTURES CORP.
1560 BROADWAY, NEW YORK, NY

IT TOOK ME SIX MONTHS TO SELECT A PICTURE TO FOLLOW "LILI", WHICH RAN 95 WEEKS AT THE TRANS-LUX 52ND STREET THEATRE. AFTER I SAW "TONIGHT'S THE NIGHT", IT TOOK ME THREE MINUTES TO DECIDE THAT, OF ALL THE FILMS I HAD LOOKED AT, THIS WAS THE PICTURE I WANTED. NOW THAT I HAVE SEEN THE EXCELLENT REVIEWS AND THE BOX OFFICE FIGURES, I WANT TO CONGRATULATE YOU ON HAVING THIS PICTURE AND TELL YOU HOW PLEASED I AM WITH IT. UNQUESTIONABLY THIS WILL BE ANOTHER LONG RUN FOR THE TRANS-LUX 52ND STREET THEATRE AND WE ARE LOOKING FORWARD TO A VERY HAPPY NEW YEAR OF BUSINESS WITH "TONIGHT'S THE NIGHT". SINCERELY

HARRY BRANDT

Tonight's

*And the
N.Y. Critics
Agree!*

"★ ★ ★ ½★ Outrageously funny comedy! Rich, delightful!"

— N. Y. DAILY NEWS

"Wild, joyous! A stout rival for even that long-run wonder 'Lili'!"

— N. Y. WORLD TELEGRAM

"Hilarious! Amusing as all the Pat and Mike stories put together!"

— N. Y. DAILY MIRROR



ALLIED
ARTISTS
presents

DAVID
NIVEN
YVONNE
DE CARLO
BARRY
FITZGERALD

A MARIO ZAMPI Production
Produced and Directed by MARIO ZAMPI
Original Story and Screenplay by
JACK DAVIES and MICHAEL PERTWEE

COLOR
BY **TECHNICOLOR**

the Night

"thoroughly engaging! Has the sure touch and should enjoy a long run!"
— N. Y. JOURNAL-AMERICAN

"A gem! The windup is a howl! Especially eye-filling color!"
— N. Y. POST

"A frolic...broad amusement! As it was in 'The Quiet Man', they get what they want!"
— N. Y. TIMES

Watch for
CORNEL WILDE • RICHARD CONTE
BRIAN DONLEVY • JEAN WALLACE
IN **THE BIG COMBO**
Written by PHILIP YORDAN • Produced by SIDNEY HARMON • Directed by JOSEPH LEWIS

M-G-M Today Launches Its 'Celebration'

GREEN BAY, Wis., Jan. 20.—M-G-M officially will launch its Motion Picture Theatre Celebration in Wisconsin tomorrow when "Bad Day at Black Rock" and "Green Fire" open at the Bay and Orpheum Theatres respectively, following two weeks of advance promotion heralding the twin event at the independent and circuit theatres in this town.

Not only has Green Bay been alerted to M-G-M's event, but also surrounding towns which are joining the salute as a result of proclamations signed by Wisconsin's Assistant Secretary of State, Robert C. Zimmerman, and by Mayor Dominic Olejniczak of Green Bay, who welcomed the New Year with M-G-M's "Go Forward in '55" slogan.

Today, the Association of Commerce paid tribute to the theatremen, particularly Russell Leddy, manager of the Orpheum; Harold Klika, manager of the Bay, and E. R. Brennan, district manager for Standard Theatres which operates the Bay, Times and West Theatres here.

Civic Leaders Attend

The luncheon was attended by civic and business men of this and nearby cities. Additionally, Mike Simons, M-G-M customer relations head, came on from Oklahoma City to speak before the group, supplementing a talk by Ivan Fuldauer, the company's division field press representative from Chicago. Fuldauer has been supervising M-G-M's press and promotion activities, working with Louis Orlove, Milwaukee representative.

The campaign employed by M-G-M in this city will serve as a pattern for all types of theatres joining in the salute, with the preliminary ballyhoo winding up tomorrow with a parade to climax the two weeks of publicity, advertising and exploitation that incorporated TV, radio, newspaper, truck, store and many other cooperative means of attracting public attention.

Reade to Build 1st E. Twin Drive-in

What is said to be the first twin drive-in theatre in the East will be erected by Walter Reade Theatres in Wayne Township in Passaic County, N. J., near the Totowa Drive-in, Reade announced yesterday. The outdoor theatre will have a capacity of 1,400 cars. Reade said the theatre would be equipped with in-car heaters for year-round operation and wide screens that will be the largest in New Jersey and one of the largest in the East. It will have a recreation area as well. Immediate construction is planned.

It was explained that the twin drive-in would have giant screens at each end of the property with a central projection booth which can present the same or different films on the two screens, and, in effect, be two theatres in one. Each side of the drive-in will have a capacity of 700 cars.

A special tower also will be erected under the supervision of the Bell

Licensing on Basis of Age

(Continued from page 1)

munity. In keeping with this principle, no formal resolutions were adopted.

Dr. Flick, interviewed following the meeting, said such licensing by states would give the state censors more leeway in reviewing films. His proposal, Dr. Flick continued, envisages a sliding-age scale for controversial motion pictures and "voluntary" contracts between the state and the film distributor in respect to the age limitation and advertising.

In addition to the proposed limited type of licensing, Dr. Flick said the discussion could be broken down into two other categories, one concerning "crime and violence" in motion pictures and the other regarding various state censor statutes.

Two State Groups Absent

Censors from Ohio and Pennsylvania, he continued, did not attend the meeting, blaming their non-attendance on "internal reasons." The state censorship law in Ohio recently was ruled out by the courts, and there has been a change in administration in Pennsylvania, it was pointed out.

In reference to the crime and violence discussion, Dr. Flick maintained that greater public pressure on state censors is being experienced today in this area than heretofore. He said the "trigger mechanism" of public pressure is due to other media, such as television and comic books. Although, he went on, motion pictures always have had cycles of films dealing with crime and violence, he felt

there has been no growing trend in such pictures.

In light of the public pressure, Dr. Flick said the discussion centered around what role can film censors play in combatting crime.

Ontario Official Heard

O. J. Silverthorne, representative from Ontario, spoke on "The Theatre Act and Regulations Thereunder of the Province of Ontario." He presented an analytical summary of the various provisions under which his office controls not only motion pictures but the theatres in the Province of Ontario.

An unusual feature of the administration of this act, said Silverthorne, is outlined in the classification of motion pictures as a condition of licensing. He indicated that the system of labeling film "adult" or "restricted" has worked successfully in handling certain difficult phases of the problem in his section of Canada.

Attending the meeting, which will reconvene for a morning session tomorrow, were representatives from Virginia, Kansas, Maryland and New York in addition to Ontario.

Dr. Flick, when asked for the reaction of various state censors on his proposed limited type of licensing, replied that no reaction was expressed. Questioned whether he would attempt to have his proposals adopted in New York, Dr. Flick said that it will depend on the "encouragement" he gets from state officials.

U's '6 Bridges'

(Continued from page 1)

session," Universal's all-time record-grossing films, in most of these situations, the company revealed today. The film is based on the \$2,500,000 Brinks Express robbery in Boston.

At the RKO Memorial here the picture grossed \$7,500, beating "Story" and "Obsession" despite the discontinuance of the sale of tickets several times yesterday as a result of near-riots occasioned by the personal appearances of Tony Curtis and George Nader.

In 12 Other Situations

The other situations where "Bridges" outgrossed "Story" and "Obsession" were at the Albee, Providence, with \$2,200; the Strand, Hartford, \$1,800; Academy, Fall River, \$800; Broadway, Lawrence, \$900; Keith, Lowell, \$1,400; State, Manchester, \$975; Saxon, Fitchburg, \$700; Meriden, Meriden, \$500; Palace, Danbury, \$400; State, Waterbury, \$1,000; Capitol, Ansonia, \$400; and Bristol, Bristol, \$400.

Awards to Stars

(Continued from page 1)

chairman of the 1954-55 campaign; Adolph Schimel, amusement division's chairman; Harry Brandt, luncheon chairman, and Oscar Hammerstein II, who presented the awards.

Actress Janet Leigh accepted the award for Miss Kelly, who had been called back to Hollywood for film work.

Telephone Co. for reception of microwave relay so that the theatre can present all large-screen theatre television presentations that are available.

Trust Law Changes

(Continued from page 1)

for treble damages in such cases, but the government cannot. The Brownell bill would allow the government only actual damages, not treble.

Such a proposal has been kicking around Congress for several years now. Congressional bills to give the government power to sue have always also included a separate provision providing a uniform Federal statute of limitations. In the last Congress, this proposal also became entangled with a proposal to give Federal judges authority to award less than treble damages in private anti-trust suits. In fact, the struggle between film producers and film exhibitors over the statute of limitations and the discretionary damages provision blocked action on the entire bill, including the portion giving the government power to sue for actual damages.

Justice Officials Queried

Asked why the Attorney General had not included in his proposed bill sections dealing with a uniform statute of limitations and with discretionary damages, Justice officials said it had been decided these were "too controversial" and that including them might defeat the main part of the bill.

Of course, the final decision is up to Congress, and bills are pending to provide a uniform statute of limitations.

The government's bill provides that any judgment won by the Justice Department in a suit for damages would be prima facie evidence in a case brought against the same firm by a private plaintiff. Such a provision is already in effect for judgments won by the government in civil or criminal anti-trust suits.

16mm. Suit

(Continued from page 1)

ence of Independent Theatre Owners. The latter went out of existence several years ago. With headquarters in San Francisco, it was last known as Western Theatre Owners.

Justice filed the original suit in July, 1952, charging 12 motion picture producers and distributors with a conspiracy to prevent 16mm. feature films from being shown on television or at places competing with commercial theatres. The Theatre Owners of America was named as a co-conspirator—the only exhibitor group to be so named.

Rumors Materialized

Ever since, there have been rumors that Justice would try to add other exhibitor associations as co-conspirators, and these rumors finally came true today. The filing of the original complaint in 1952 produced loud protests from the film industry, and a similar outcry is expected to follow today's action.

Justice officials said there would be no point in arguing the new request now, since most attorneys working on the case are tied up preparing for the major battle in September. That's why, they said, the "motion to amend" probably won't be called up and argued until just before the trial itself is scheduled to start in the fall.

Anti-Toll TV

(Continued from page 1)

approval of the exhibitor program outlined at the Hotel Sheraton Astor meeting on Wednesday, confirmed the appointment of the law firm of Cohn & Marks in Washington as legal counsel to represent the group before the FCC. It is also expected that Starr and Rembusch will shortly announce the establishment of a Washington office to handle relations in the Capital and the hiring of an engineering consultant to explore the complex technical implications of toll-TV, both being part of the four-point program previously announced.

Starr and Rembusch pointed out that "now that we are on the way, the speed and scope of our activity will be proportional to the active support we get from all interested parties."

Active in the Industry

The Wolff organization has been steadily engaged in industrial public relations and has handled a number of industry accounts in the past few years, according to Harold Wolff, who announced that he, himself, will take charge of the exhibitor campaign.

George Gaughan, Theatre Owners of America field representative who was closeted with the joint committee, revealed that Rembusch was "delighted" when he heard about Zenith's disapproval of Hal Fellows, president of the National Association of Radio and Television Broadcasters' position toward too-TV. Gaughan said that Rembusch's comments on the statement by Gene McDonald, Zenith president, on the matter were "unprintable."

TV Payments to SDG

HOLLYWOOD, Jan. 20. — The Screen Directors Guild announced today that it has collected approximately \$50,000 from television sources during the past six months, in residual payments for guild members.

"6 BRIDGES TO CROSS" drew biggest crowd ever to turn out for an opening in the twenty-five year history of the RKO Memorial Theatre. Washington Street jammed from sidewalk to sidewalk. Police forced to re-route all traffic. Business 56% better than "Glenn Miller Story" and 89% better than "Magnificent Obsession".

(Signed) JAY GOLDEN

New England Division Mgr., RKO Theatres

It's the same story everywhere!

Fall River, Mass. Academy	"6 Bridges" opened	64% BIGGER	than "Glenn Miller Story"
Lawrence, Mass. Broadway	"6 Bridges" opened	46% BIGGER	than "Magnificent Obsession"
Lowell, Mass. Keith	"6 Bridges" opened	36% BIGGER	than "Glenn Miller Story"
Manchester, N. H. State	"6 Bridges" opened	10% BIGGER	than "Magnificent Obsession"
Providence, R. I. Albee	"6 Bridges" opened	15% BIGGER	than "Glenn Miller Story"
		19% BIGGER	than "Magnificent Obsession"
		1% BIGGER	than "Glenn Miller Story"
Fitchburg, Mass. Saxon	"6 Bridges" opened	73% BIGGER	than "Magnificent Obsession"
Hartford, Conn. Strand	"6 Bridges" opened	15% BIGGER	than "Glenn Miller Story"
Meriden, Conn. Meriden	"6 Bridges" opened	20% BIGGER	than "Glenn Miller Story"
		55% BIGGER	than "Glenn Miller Story"
Waterbury, Conn. State	"6 Bridges" opened	87% BIGGER	than "Bend of the River"
Danbury, Conn. Palace	"6 Bridges" opened	12% BIGGER	than "Bend of the River"
Ansonia, Conn. Capitol	"6 Bridges" opened	19% BIGGER	than "Glenn Miller Story"
Bristol, Conn. Bristol	"6 Bridges" opened	57% BIGGER	than "Bend of the River"
		75% BIGGER	than "World In His Arms"
Maynard, Mass. Fine Arts	"6 Bridges" opened	51% BIGGER	than "Bend of the River"
		78% BIGGER	than "Glenn Miller Story"
		49% BIGGER	than "Magnificent Obsession"

. . . and equaling "GLENN MILLER" business in six other of the 24 kick-off openings Wed., Jan. 19: Bijou, SPRINGFIELD, Mass.; Empire, LEWISTON, Me.; Opera House, BANGOR, Me.; State, NASHUA, N. H.; Roger Sherman Theatre, N. H.; Palace Theatre, NEW BRITAIN, Conn.

UNIVERSAL-INTERNATIONAL presents **"6 BRIDGES TO CROSS"** starring
TONY CURTIS • JULIE ADAMS • GEORGE NADER • with JAY C. FLIPPEN • SAL MINEO
 Directed by JOSEPH PEVNEY • Screenplay by SIDNEY BOEHM • Produced by AARON ROSENBERG



A REPORT TO THE TRADE ON "VERA CRUZ"

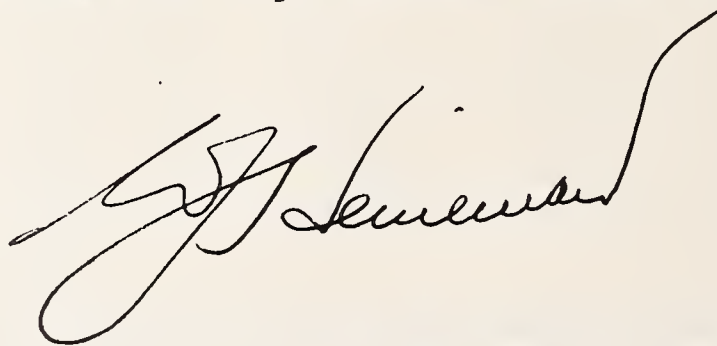
by WILLIAM J. HEINEMAN



Vice President in Charge of Distribution, United Artists

Upon examination of the figures, it seems certain to me that United Artists has the greatest grosser in its entire history in VERA CRUZ.

The phenomenal business in all first and subsequent runs, its remarkable holdover, move-over and staying powers — all over the country, in big and small cities, in all kinds of theatres — lead me to predict that VERA CRUZ is a solid attraction that will be up there with the all-time boxoffice greats.



HAROLD HECHT presents **GARY** **BURT**
COOPER-LANCASTER IN **"VERA CRUZ"**
co-starring **DENISE DARCEL · CESAR ROMERO**
with **GEORGE MACREADY · ERNEST BORGNINE** and introducing **SARITA MONTIEL** · Screenplay by **ROLAND KIBBEE**
and **JAMES R. WEBB** · Story by **BORDEN CHASE** · Produced by **JAMES HILL** · Directed by **ROBERT ALDRICH**
A HECHT-LANCASTER PRODUCTION

SUPERSCOPE

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That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 16

NEW YORK, U.S.A., MONDAY, JANUARY 24, 1955

TEN CENTS

EDITORIAL

Brotherhood Week

By Sherwin Kane

THIS year the industry has one of its best opportunities to establish a record of achievement in the Brotherhood Week campaign that may stand unmatched for a long time to come.

Industry figures who have served as chairmen of the annual campaign conducted for the National Conference have said that results are dependent entirely upon the amount of support that can be mustered, particularly among exhibitors.

This year, John H. Harris of Pittsburgh, founder and international Big Boss of Variety Clubs, is serving as chairman of the campaign for the amusement industries. Variety Clubs and their barkers in all parts of the country are getting behind 1955 Brotherhood Week, intent upon making the best showing possible for one who, as their Variety Clubs leader for so long, was responsible for and inspired so much help of all kinds to the unfortunate and the needy.

The only caution that needs sounding is to those who might be tempted to take it easy for this campaign in the expectancy that the Variety Clubs will be doing their share and more.

A really successful Brotherhood Week campaign requires a wholehearted effort by every campaign worker and generous donations from all levels of the industry, as well as earnest cooperation by exhibitors in encouraging public contributions either in the theatre or through advertising and publicity.

If these essentials are accounted

(Continued on page 2)

In 16mm. Case

Myers Charges Zenith Behind D of J Motion

By J. A. OTTEN

WASHINGTON, Jan. 23.—Allied States Association general counsel Abram F. Myers charged that the Justice Department's motion to add Allied and other exhibitor groups as co-conspirators in the 16mm. anti-trust case was actually designed to help Zenith's propaganda campaign for immediate authorization of subscription television. Myers predicted, however, that it would do Zenith "little good."

The Justice motion, Myers said, "was not unexpected in view of the mysterious influence which the interests which instigated and are supporting that lawsuit are exerting in the Department of Justice."

So far as Allied is concerned, he added, "it has taken no action favoring of boycott or any form of restraint of trade. Allied and its leaders have exercised their right under the First Amendment to comment on the folly and ethics of supplying films for exhibition on television while the theatres are compelled to exhibit those films for a price." Then Myers got into the meat of his comment:

"If the Department of Justice, which has been so alert to protecting

(Continued on page 4)

Lichtman Hopeful

ROUND-TABLE DATE MAY BE SET IN FEB.

Says All Distributors Willing to Meet With Exhibitors; Denies 'Stalling' Charges

By MURRAY HOROWITZ

Hope of setting a date for the proposed round-table industry trade conference by next month was expressed here at the weekend by Al Lichtman, distribution director of 20th Century-Fox. Lichtman, author of the pro-

posal, at the same time, flatly rejected Allied charges of "stalling." "All of the distributing companies," he declared, "have shown a perfect willingness to meet with exhibitors."

The 20th-Fox executive went on to explain that the setting of the date for the round-table conference will come soon after the approval of the arbitration draft by exhibition and distribution, a move which he foresaw as "early in February."

Lichtman opened the trade press

(Continued on page 3)



Al Lichtman

'Fortune' Heralds 'Comeback of the Movies' Accurately

The February issue of "Fortune" magazine, to be published tomorrow, features a comprehensive article on recent and current developments in the industry, accurately reported by writer Freeman Lincoln.

Titled "The Comeback of the Movies," the article reviews industry fortunes from the wartime boom which reached a peak in 1946 and 1947, the decline thereafter and the current upswing, begun in 1953.

"Just about broke two years ago, the movies right now are riding one of their biggest booms," an introduc-

(Continued on page 4)

Foresees 'Disappearance' Of 'Sub-Sub-Sub' Runs

"Sub-sub-sub-run" neighborhood theatres in "big towns" that have not modernized their houses and need multiple changes weekly will "disappear," it was forecast here at the weekend by Al Lichtman, 20th Century-Fox distribution director.

Lichtman made his prediction in commenting on the product shortage. As opposed to the "old" antiquatedly-equipped house, Lichtman said that "any well-equipped theatre will survive."

Expressing sympathy for the "little fellow," Lichtman nevertheless contended that the answer to the product situation does not lie simply in "numbers."

"Just making a lot of pictures doesn't

pay off," Lichtman contended, citing the experience of his own company over the past year-and-a-half. The policy of spending more money per picture has paid off, despite the drop in production, Lichtman contended, pointing to the box-office pull of such pictures.

Lichtman saw the possibilities of a color TV program on Eidophor equipment as a possible answer to the second feature question.

Press Hears Zukor As Para. Presents VistaVision Short

From THE DAILY Bureau

HOLLYWOOD, Jan. 23. — Paramount on Friday screened for the trade and lay press its 18-minute subject, "Paramount Presents VistaVision," with Adolph Zukor attending the screening and telling guests VistaVision is fulfilling his prediction, made two years ago, that the industry's second half century would see greater achievements than its first.

The subject, in VistaVision, with color in Technicolor, presents excerpts from the first 10 pictures produced in VistaVision, whose aggregate production cost is estimated at \$25,000,000. Six hundred prints of the subject are being made available gratis to exhibitors, along with special accessories.

HERBERT J. YATES
presents

TIMBERJACK

A REPUBLIC PICTURE IN TRUCOLOR

GALA
WORLD PREMIERE
in 45 MONTANA TOWNS
starting FEB. 4th

Personal Mention

MORTON A. SPRING, vice-president of Loew's International Corp., will leave here tomorrow for a tour of offices in Latin-America.

DR. JOHN G. FRAYNE, engineering manager of the Westrex Corp. Hollywood division, and president of the Society of Motion Picture and Television Engineers, has arrived in New York from the Coast.

WILLIAM B. ZOELLNER, head of M-G-M's shorts and newsreel sales, returned to New York at the weekend following a tour of company exchanges.

DAN S. TERRELL, M-G-M publicity head, and WILLIAM GOLDEN, studio publicist, will leave here Wednesday for New Haven.

IRVING S. MANHEIMER, president of Macfadden Publications, and Mrs. MANHEIMER have left New York for Beverly Hills.

LESLIE PETERSON, TV and radio contact at the M-G-M studios, will return to Hollywood today from New York.

ROY M. BREWER, Allied Artists head of exchange operations, will leave Hollywood today for New York.

RITA LYNN and MAI ZETTERLING have left here for London via B. O. A. C. Monarch.

SPYROS SKOURAS will leave here today for the Coast.

Franchise Holders Of Tudor Meet Here

Twenty-eight franchise holders attended the first convention of Tudor Pictures, Inc., at the Warwick Hotel here Friday, with Moe Kerman, president of the new company presiding.

"Innocents in Paris," a Romulus production and the first of Tudor's eight pictures, will open at the RKO Palace Theatre on Friday, and is scheduled for week-end bookings at the RKO Metropolitan circuit. National release is set for March.

Franchise holders who attended the meeting were W. H. Gaffney, Kansas City; A. Sunshine and Mrs. Marcella Rubin, Cleveland; George Phillips and Herman Gorelick, St. Louis; Bal Fuller, representing Denver and Salt Lake City; Fred Meyers, representing Charlotte, New Orleans, Memphis and Atlanta; Jack Engle, representing Philadelphia, Seattle and Portland; Bert Stearn and Milt Brauman of Pittsburgh, Cincinnati and Indianapolis; Al Dyal, Sam Kaplan and George Rossman, Detroit and Chicago; Albert Swerdlow, New England; Jack Bellman, metropolitan New York; Sid Kulich, New York State; Meyer Stern, Omaha and Iowa; Fred Sandy, Washington; and Herbert Posner and David Brill, representing chain theatres in Los Angeles and San Francisco.

Huston Deal for Todd-AO Process Still in Talk Stage

By LESTER DINOFF

Although admitting that negotiations were in work with Mike Todd whereby John Huston would produce "The Man Who Would Be King" in the Todd-AO process for Allied Artists release, the deal has not been definitely set, Steve Broidy, AA president said here at the weekend.

Broidy, speaking at a "21 Restaurant" cocktail party for Huston, said that when an agreement is reached in the negotiations, an announcement will be made.

Huston, who returned here earlier in the day from the Canary Islands where he completed the filming chores on "Moby Dick," which Warner Brothers will release this Fall, stated in a trade press interview at the St. Regis Hotel, that he is going to India next week to seek out location settings for "The Man Who Would Be King" during his six-week stay and that he hopes to start the production late this year.

In 'Blocks of Three'

Under his agreement with Allied Artists, Huston revealed that he will film pictures for AA distribution in "blocks of three" on a percentage basis which also involved his becoming a partner in the organization. Broidy said that Huston's pact with AA calls for 25,000 shares of stock to be turned over to Huston at the conclusion of each film.

Commenting on his "Moby Dick" production, which Warners will release under a 30 per cent agreement, according to Huston, the producer-director-writer revealed that the color used in this production is very un-

Todd Offers to Pay For 'AO' Projectors

The Michael Todd Co., which has acquired 48 Todd-AO projection units, will make these projectors available to exhibitors when "Oklahoma!", the first film to be produced in the medium, is available for release, according to Michael Todd, head of the company and chairman of Magna Theatre Corp.

"If a theatre hasn't the money to pay for the equipment necessary to project pictures in Todd-AO, I'll pay for it," the showman said here at the weekend.

usual. "It's like washing color over black and white, somewhat on a tinted lithograph," Huston said in describing the color print which was developed and processed by Technicolor in England.

Commenting on his future plans, after his India venture, Huston stated that "nothing is definite. I still have about six more months of work on 'Moby Dick' in cutting and editing and I have to work on Peter Vietel's screenplay, which I am using as a foundation for 'Man'."

Brotherhood Week

(Continued from page 1)

for, then really record results during Brotherhood Week, Feb. 20-27, may be expected from the extra efforts which will be contributed this year by Variety Clubs International to a cause so close to that to which they are dedicated—tolerance and brotherhood throughout "One nation under God."

Would Boost Trust Law Fine to \$50,000

WASHINGTON, Jan. 23.—Attorney General Brownell has urged Congress to boost the maximum fine for violating the anti-trust laws—from \$5,000 to \$50,000.

Such a recommendation was in the President's economic report on Thursday, and on Friday the Attorney General sent to the Capitol a draft of a bill to carry out the increase. He argued the present fine was hardly a deterrent to anti-trust law violations. Such a bill has passed the House several times, but never the Senate. The outlook for its passage this year is considered better than in previous Congresses.

Makelim East for Key-Cities Tour

HOLLYWOOD, Jan. 23. — Hal Makelim left here by plane at the weekend for Miami on the first leg of a field tour for the Makelim Plan, which includes pre-arranged meetings with exhibitor groups in Jacksonville, Atlanta, Raleigh, Washington, New York and Chicago.

Herb Kaufman, Makelim Midwest representative, will join Makelim in Chicago after visiting Boston, Philadelphia and other Eastern sections.

Lydia Van Buren, 72

ALBANY, Jan. 23.—Funeral services were conducted in Cairo, N. Y., for Mrs. Lydia Van Buren, 72, long-time owner of the Van Buren Theatre, who died Jan. 17 in Greene County Memorial Hospital at Catskill. Mrs. Van Buren had not been in good health recently, but attended a theatre a few hours before her death.

Johnston to Israel

Motion Picture Association president Eric Johnston was scheduled to leave New York yesterday for Tel Aviv, Israel. He'll spend three weeks or more in the Near East as President Eisenhower's personal ambassador to work out a solution of the Jordan River water dispute.

Johnston Asks Fast Trade Pact Action By House Group

From THE DAILY Bureau

WASHINGTON, Jan. 23.—Eric A. Johnston, in his capacity of president of the Motion Picture Export Association, has urged the House Ways and Means Committee to approve promptly President Eisenhower's request for a three-year extension of the reciprocal trade agreements program.

"Never before was the need more compelling, nor the facts before us more convincing in behalf of a broad scale reciprocal trade program," Johnston declared in a letter to House Ways and Means committee chairman Cooper (D., Tenn.). The commission is currently holding hearings on a bill of Cooper's to carry out the President's trade program requests.

The legislation is needed, Johnston declared, "first, to strengthen the economic security of the country and the free world; and second, to provide enlarged and expanding markets for ourselves and for the peoples of the free world."

Johnston said that foreign trade provides jobs and a better life—"it opens up markets for factories and farms. It is the lifeblood that makes nations economically sound and healthy."

RKO and WB Heard At Schine Trial

BUFFALO, Jan. 23.—The government is continuing in Federal Court here its efforts to prove that Schine theatre executives persisted in a conspiracy to restrain competition after Judge John Knight's anti-monopoly decree against them in 1949. Defendants are charged with criminal contempt of court.

Testimony and evidence were presented by Joseph E. McDowell, Justice Department trial attorney, in an effort to prove that the houses of Darnell Theatres, Inc., and its theatre holding successor, Elmart Theatres, Inc., were operated so they would not afford competition with the Schine circuit theatres.

'Alternative Licensing' Questioned

McDowell asked Max Westebbe, branch manager for RKO Radio in Albany, if RKO permits other theatres besides Schine to use "alternative licensing," under which an exhibitor with two or more theatres in one community may use a film in either of the theatres. The witness said that Fabian circuit theatres in Albany and Schenectady have that privilege.

The government has held this alternative licensing one of "discriminatory advantages" enjoyed by Schine.

Norman J. Ayers, Eastern district manager for Warner Brothers, and Morris E. Lefko, RKO's Eastern-Central district manager, said on cross examination, that they dealt no differently with Schine than with other exhibitors. They said "deals" were separate with each theatre, with business transacted, "picture by picture, theatre by theatre."

Round-Table

(Continued from page 1)

conference with a review of the factors delaying the setting of a date since he made the proposal last November. He pointed out that in addition to the time being devoted by exhibition and distribution leaders to arbitration, there is the problem of selecting a time which could be met by as many film company presidents as possible, as well as sales managers. He added that all company sales managers will be present at the round-table conference, although some company presidents may be unable to attend.

In response to a question regarding the possible conference agenda, Lichtman ruled out discussions of film rentals of individual pictures, explaining such items should be taken up by the exhibitors with the individual companies concerned. He also expressed his belief that concerted action on film rentals of individual pictures by the proposed conference would be in contravention of the anti-trust laws.

Without going into the film rental issue, Lichtman continued, "I expect exhibitors to state whatever shortcomings producers and distributors have." Producers and distributors, in turn, Lichtman explained, will state their points of view. Exhibitor complaints of a product shortage was one of the topics foreseen by Lichtman for the conference agenda.

'Constructive Move'

Lichtman repeated his contention that such a conference would be a "constructive" move, allowing a forum for an exchange of viewpoints which should lead to a better understanding of the problems of exhibition and production-distribution.

In response to a question, Lichtman said he had made "no bargain" with Allied, making Allied's decision on whether to go to the U. S. Government for redress on alleged trade grievances contingent on his calling an industry-wide conference. Answering another question, Lichtman said he would expect the conference to last at least a couple of days.

Stressing his belief in harmonious relationships, Lichtman decried the feeling in the trade that there is a cleavage between exhibition and distribution.

Cites SBC Criticism

Allied, which opposed making the round-table conference date contingent on the completion of the arbitration work, was hit by the Senate Small Business Committee for virtually killing arbitration in the past, Lichtman maintained. For years, Lichtman contended, the "Allied people" have been a strong voice of "opposition" within the industry.

Theatre Owners of America, now working in conjunction with exhibitor organizations other than Allied on the arbitration draft, has supported the move to give top priority to the arbitration issue.

H-L Signs Gina

Gina Lollobrigida has been signed to star opposite Burt Lancaster in her first film for an American production company, "Trapeze," to be made by Hollywood's Hecht-Lancaster Productions for United Artists release.

Predicts Arbitration by Sept.

An industry-wide arbitration system could be put into effect by September, Al Lichtman, 20th Century-Fox distribution director and member of the arbitration negotiating committee, declared here at the weekend.

Lichtman, informing the trade press of the progress made on arbitration at a news conference, expressed the target date of September on the basis of what he called "the natural course" of events. These events, as listed by Lichtman, would be approval of the draft by the arbitration conference and okays by the Department of Justice and the courts, apparently referring to the U. S. Statutory Court which has jurisdiction over the functioning of the consent decrees.

He pencilled in a date of early next month for approval by the exhibition-distribution conference of the arbitration draft, work on which is near completion. Lichtman estimated that the draft could be completed by the lawyers in two "good working days." He added that Adolph Schimel, counsel for the distributors arbitration committee, and Herman Levy, Theatre Owners of America's general

counsel, were scheduled this past weekend.

In response to a question of how much it would cost to maintain the arbitration system, Lichtman estimated the total yearly cost at \$150,000. "My idea," he continued, "would be for exhibitors to raise \$75,000 from their ranks in the form of annual membership dues, with distribution matching the funds."

Lichtman expressed assurance that the arbitration system can be put into effect without official Allied participation, pointing out that the system will be open to all exhibitors regardless of their organization affiliation. He added, "I believe that many Allied members will use the system."

Outlining some of the points in the proposed arbitration system, Lichtman said that "we're considering" the use of the physical facilities of the American Arbitration Society, citing the savings involved in such a move. The system, he continued, will be supervised by a committee of exhibitors

and distributors in various territories. The arbitrators, he added, would be three, either from within the industry or from without, one selected by each side and the third selected by mutual agreement. Failure to agree on the third arbitrator may pave the way for the American Arbitration Society or another agency to step in with the naming of a third arbitrator, he continued.

There will be an appeals board headquartered in New York under the proposed arbitration system, Lichtman went on, composed of industry members on a "more or less" permanent or rotating basis. The system will embody a statute of limitations, he added.

Lichtman reiterated his and distribution's rejection of making film rentals an arbitrable item, maintaining that the Senate Small Business Committee upheld distribution on that score. Allied has refused to enter an arbitration system that does not include film rentals an arbitrable item.

Arbitration, Lichtman contended, will go a long way to effect harmony in the industry.



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Myers

(Continued from page 1)

the Constitutional rights of others, is now determined to deny free speech to the theatre owners, there must be a reason which has nothing to do with the law or with the facts," he declared. "The timing of the motion, in view of a recent announcement that the trial had been postponed until next September, indicates a purpose to afford Commander McDonald ammunition for his propaganda campaign for toll television.

Predicts Failure of Move

"As a result of action taken in New York on Wednesday, however, the misrepresentations and distortions of fact in the pro-toll-TV propaganda will be exposed. McDonald's dream of hustling through approval of toll TV before the public can be ac-

HOLLYWOOD, Jan. 23. — Feb. 7 has been set by Federal Judge Harry C. Westover for hearing on the Government's motion for permission to amend its complaint in the 16mm. anti-trust suit to include as co-conspirators the Council of Motion Picture Organizations, Allied States Association, Metropolitan Motion Picture Theatre Owners Association, the Independent Theatre Owners Association and the Pacific Coast Conference of Independent Theatre Owners.

The latter organization has been out of existence for many years, but, according to Assistant U. S. Attorney James McGrath, it was named in order to make its actions admissible as evidence in the trial, which has been scheduled for September.

quainted with the facts will be shattered, and this assist from the Department of Justice will do him little good."

Commenting on the Justice Department's action, Harry Brandt, ITOA president, said: "The government knows that it has no basis for a suit and I do not know what foundation it has to list the trade associations as co-conspirators in the 16mm. suit. We have never even been served with a notice that it plans to include us as a defendant."

The reported plan of the Department of Justice to amend its 16mm. complaint to include the Council of Motion Picture Organizations and others brought a denial of conspiracy charges by Robert Coyne, special counsel for COMPO.

"I am very confident," Coyne said,

Admission Prices Dipped in Late '54

WASHINGTON, Jan. 23. — Motion picture admission prices in major cities declined during the month to mid-December, the Bureau of Labor Statistics reported. In its consumer price index for last month, the BLS said the drop was due to the "return to regular prices after showings of special features in a number of cities."

Review

"Jupiter's Darling"

(M-G-M)
(CinemaScope)

Hollywood, Jan. 23

PRODUCER George Wells has set a new pace for the 2.55 to 1 ratio with a spectacular musical that has the flavor of a three-ring circus, the magnificence of a colorful pageant and the kind of entertainment that will turn "Jupiter's Darling" into an exhibitor's darling at the box office. It's loaded with satirical fun and lyrical music, giving its stars, Esther Williams and Howard Keel, a field day in a baiting romance that dates back to 216 B.C., when Hannibal made his historic march on Rome.

George Sidney supplied a masterful touch in directing the humorous Dorothy Kingsley script, which is based on Robert E. Sherwood's play, "Road to Rome." His supervision of the underwater ballets and a thrilling underwater chase, involving Miss Williams, is a mark of achievement for the star, the director and the technical crew. These underwater sequences will undoubtedly prove worthy contenders for recognition in the current derby of features exploiting "wet footage."

Marge and Gower Champion add to the levity of their roles by scoring admirably in an exciting dance number with real elephants. It brought show-stopping applause from the audience attending the preview at the Egyptian Theatre.

George Sanders as Fabius Maximus, dictator of Rome, is provided with a chucklesome role, laboring under the delusion that the fascinating Miss Williams, his betrothed, is sincerely in love with him, while she is secretly sharing romantic interludes with the barbaric Carthaginian, Hannibal (Keel). The latter's rendition of "I Never Trust a Woman," serves to establish his relationship with Miss Williams. He loves her, yet mistrusts her, in the belief she is using her wiles to ward off his attempt to attack the vulnerable Rome.

Aroused by her escape from his camp, where she was held captive, Hannibal decides to move in on Rome with his army, and storm the gates with his "well-trained" elephants. Fabius tosses a flag of truce at Hannibal, but loses Miss Williams when he feigns martyrdom, agreeing to leave with Hannibal (her true love), thereby saving the city.

Adding choice moments of fun in their costumed roles are Richard Haydn, William Demarest and Evelyn Varden. The film is in color by EastmanColor. George Wells produced.

Running time 95 minutes. General audience classification. Release, in February. **SAMUEL D. BERNIS**

Small's 'Brass Ring' To United Artists

Edward Small's "The Brass Ring," on which production is scheduled to begin early next month in Hollywood, will be released by United Artists, it was disclosed here yesterday.

Anthony Quinn, Farley Granger and Anne Bancroft are starred in the picture, which will be directed by Maxwell Shane.

"that there has been no conspiracy on the part of this organization. COMPO is in the public relations field and could not be involved in the controversy."

Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, said that a statement at this time would be premature, preferring to wait until details had been received. He said an official association statement would be made when its members knew the specific charges.

Harry Arthur Says SCTOA Could Not Be Involved

HOLLYWOOD, Jan. 23. — Commenting on the Justice Department's move to include the Southern California Theatre Owners Association in its 16mm. anti-trust suit complaint, Harry Arthur, president of the group, declared: "I have not been notified of any naming of SCTOA as co-conspirator, and I have never heard the 16mm. case, nor anything relating to 16mm. films or their uses, mentioned in any SCTOA meeting, nor even by any member of SCTOA individually, in or out of meetings."

Arthur added that he could not think of any way in which his organization could be considered involved in any aspect of the government's suit.

No 20th Toll TV Stand to FCC

With the 16mm. suit pending against 20th Century-Fox and other distributors, 20th-Fox lawyers think it unwise for the company to express its feelings about toll TV to the Federal Communications Commission, Al Lichtman, 20th-Fox distribution director, declared here at the weekend.

Lichtman reiterated his company's belief, however, that the future of motion picture producers is tied in with the theatres' future. And, Lichtman went on, 20th-Fox feels that there is no outlet to match the theatres.

Lichtman referred to the 16mm. suit filed by the Department of Justice now pending in the Federal court in Los Angeles, alleging a conspiracy to deny films to television and other outlets.

Toll TV Not Reached By the FCC Friday

WASHINGTON, Jan. 23. — The Federal Communications Commission spent all Friday discussing budgetary problems and didn't reach the subscription television issue at its meeting, according to reliable reports.

Officials indicated the commission will probably meet every day this week in an effort to dispose of the subscription TV issue and several other controversial problems which have been awaiting action for some time.

Dineen Hosts Press

Joe Dineen, author of the "Collier's" story on which Universal's "Six Bridges to Cross" was based, will hold a press breakfast this morning at the Delmonico Hotel.

'Fortune'

(Continued from page 1)

tion states. "Some exhibitors are screaming about shortage of product, but for producers the 'scarce,' big screen, 'big' picture is a bonanza bigger than their dreams."

"The present upsurge of the movies is not merely a recovery," the writer observes; "it is a major boom."

Y. Frank Freeman, Paramount studio head, is quoted on the fewer-but-bigger production policy; Alfred Starr of Nashville and Leonard Goldenson, head of American Broadcasting-Paramount Theatres, on the product shortage. Goldenson thinks "not only that there are too few little pictures, but that the business could use twenty-five more big pictures. He believes they will soon be supplied."

Arthur Krim, president, and Robert Benjamin, board chairman, United Artists, describe their company's procedure in backing independent producers and their reasons for maintaining a release schedule approximately twice as large as that of some other major companies. Milton R. Rackmil, Universal president, voices his confidence in the industry and relates the success the company has had with "small" pictures and unreduced production schedules.

It is an understanding, concise presentation of the industry's current position and should be exceptionally informative to most members of "Fortune's" audience.

S. K.

Grainger in Havana, Mexico Sessions

HAVANA, Jan. 23. — J. R. Grainger, president of RKO Pictures, and Walter Branson, worldwide sales manager, held sales meetings here at the weekend with Michael Havas, RKO's Latin America supervisor, and local sales personnel.

Before coming here, Grainger held a series of meetings with exhibitors in Mexico City in connection with "Underwater!" Following the Havana meetings, Grainger will stop off in New Orleans and Dallas on his way back to Hollywood.

Schaefer Retained For 'Sabaka' Sales

George Schaefer has been retained as producer's representative for United Artists' "Sabaka," it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for UA.

No Conspiracy of Scarcity: 'Fortune'

Exhibitor contentions that the current shortage of product could be attributed to a conspiracy of producers are dismissed as "unrealistic" in the report on the industry in the February "Fortune" magazine.

It points out that during the war, prior to divorcement, producers "followed exactly the present pattern of reducing output as business improved." It concludes: "A genuine shortage is not apt to last long in American business if there is a way of filling it profitably."

People

Dr. Alfred N. Goldsmith, well known industry engineer and sound expert, has been named Eminent Member of Eta Kappa Nu, the electrical engineering honor society in recognition of his position as an "outstanding leader in the field of electrical engineering and a great benefactor of his fellow men." Induction ceremonies for new members of the honor society will be held Jan. 31 at the Henry Hudson Hotel here.

□

John William (Pete) Dailey, former publicity director of Universal studios, has been named West Coast editorial manager of "Look" Magazine. He has resigned as features editor of "McCall's."

□

Bob Livingston, president of Nebraska Theatre Association, was host last week in Lincoln to the newly elected state officials and legislators. Col. William J. McCraw of Dallas was the principal speaker. Pat McGee of Denver and Ed Thorne, president of Theatre Owners of Oklahoma, also attended.

□

Jack Kirsch, president of Illinois Allied, again is chairman of the theatre and amusement division of the Chicago Council of the Boy Scouts of America.

□

Charles Smakwitz, former Stanley Warner Albany zone manager and now zone chief in Newark, was presented with a traveling bag by the Albany projectionists, Local No. 324.

□

Ezra Baker, former director of sales for International Motion Picture Studios, Inc., has joined the commercial sales staff of Columbia Pictures' TV subsidiary, Screen Gems.

RKO Pathe Studios Boost Rental Rates

HOLLYWOOD, Jan. 23.—In the first move of its kind, RKO Pathe Studios in Culver City has announced a 10 per cent increase in space rental rates for theatrical film production, and a 20 per cent increase for television film production. Vice-president C. J. Tevlin said the increase is necessitated by the increase in property taxes and labor charges.

SDG Nominations

HOLLYWOOD, Jan. 23.—Nominations for the best directed motion picture of the final period of 1954 have been announced by the Screen Directors Guild. They are "The Country Girl" (George Seaton), "The High and the Mighty" (William A. Wellman), "The Caine Mutiny" (Edward Dmytryk), "On the Waterfront" (Elia Kazan), "Rear Window" (Alfred Hitchcock), "Sabrina" (Billy Wilder) and "Seven Brides for Seven Brothers" (Stanley Donen). The best director for 1954 will be chosen on Feb. 13.

Reviews

"The Far Country"

(Universal)

BOASTING an impressive array of starring talent and serving up about as much bullet-whistling action as can be introduced in a picture, Universal-International's "The Far Country," in color by Technicolor, comes off as sturdy entertainment for virtually all film patrons. U-I has again teamed James Stewart with producer Aaron Rosenberg and director Anthony Mann, and has brought forth a film which should surely keep exhibitors and patrons happy.

The lust for gold, against the wild, romantic and beautiful background of the Yukon gold fields is put under the penetrating eye of the Technicolor camera. Amidst such settings, Stewart, Ruth Roman, Corinne Calvet and Walter Brennan, ably supported by the villainous John McIntire and whiskey-soaked Jay C. Flippen, present a creditable story about life in the Alaskan gold fields before law and order moved in.

Stewart and Brennan, co-owners of a herd of cattle, load their livestock aboard a ship bound for the north, but enroute the ship's captain tries to place the lanky stockman under arrest as a murder suspect, giving the picture a fast sendoff in the action department. Stewart, with the assistance of Miss Roman, who portrays a beautiful Klondike saloon owner, escapes, but when arriving in Skagway, jumpoff place for the goldfields, he runs afoul of McIntire, the crooked law enforcement officer who confiscates the cattle as payment for "disturbing the peace."

Believing that he can become rich by selling his cattle and by minding his own business, Stewart soon becomes enmeshed in the affairs of the goldfields as Brennan tells the inhabitants about his prowess with a shooting iron. Gannon, with malice toward all, attempts to steal the claims of all the miners. Stewart and Brennan set out for home, but enroute are victims of foul play with Gannon's cutthroats killing the gregarious Brennan and seriously wounding Stewart. The lanky actor, after a period of recuperation under the aegis of Miss Calvet, who provides the love interest along with Miss Roman, sets out to wipe out Gannon in a final sequence which is loaded with gunplay and suspense.

Others in the cast which admirably aid the principals are Steve Brodie and Henry Morgan. The story and screenplay were written by Borden Chase with William Daniels having charge of the photography which immeasurably enhances "The Far Country."

Running time, 97 minutes. General classification. Release, in February.

LESTER DINOFF

"The True and the False"

(Helene & Arthur Davis)

A MILDLY entertaining screen adaptation of two 19th Century short stories is offered in this release, although at best only modest grosses are indicated for the film.

Under the title of "The True and the False," starring Signe Hasso, the dual offering is based on stories by Honore de Balzac and Guy de Maupassant. Miss Hasso, an actress of charm and ability, functioned also as producer of the film, which was made in Sweden with an English-speaking cast.

The Balzac story, "La Grande Breteche," casts Miss Hasso as a two-timing countess whose pompous husband marches into her boudoir one evening and suspects (correctly) that there's a man in her cupboard. Thereupon, he calls a couple of servants in and has them brick up the cupboard door, while the lady looks on feebly and maintains her innocence. Both husband and wife go quietly mad.

The de Maupassant piece, "The Old Maid," is a slightly longer and more appealing story, if not less melodramatic than the first. Miss Hasso is cast as the lovely, innocent daughter of a retired French army officer. She falls in love with a young roue of a lieutenant and, when he jilts her because he thinks she is poor, she falls into the snow and becomes disfigured for life. Years later, the heiress once again meets the officer. He does not see her disfigurement and once again declares his love. So impressed is she that she signs all her money over to him and enters a convent.

Both stories thus are loose variations on the theme of love's potential heartaches. They are framed in a brief, modern-day episode having to do with a nervous bride, Miss Hasso, trying to find something to read the night before her wedding. Introduced in the film is William Langford, who plays Miss Hasso's husband, lover, fiance in the various stories. Like her, his performance seems to be handicapped by the material at hand. Michael Road produced and Bob Condon wrote the screenplay.

Running time, 79 minutes. Adult audience classification. For January release.

Duryea Resigns Pathe Post Here

James L. Wolcott, executive vice-president of Pathe Laboratories, Inc., last week announced that Albert A. Duryea, vice-president in charge of the East Coast operations for Pathe, resigned effective Saturday. Duryea will announce his future plans at a later date.

Duryea has been with Pathe, which is a subsidiary of Chesapeake Industries, Inc., since 1942.

NTS '55 Sales Plans Told in Cleveland

CLEVELAND, Jan. 23.—Selling plans for National Theatre Supply during the coming year were outlined here for the first time by William E. Green, president of NTS, during a two-day sales meeting attended by personnel from the company's six Central district branches.

John W. Servies, vice-president and Central district manager, presided at the meeting.

First EFFF Meet Slated for October

The first annual meeting of the stockholders of Exhibitors Film Financial Group, Inc., is slated for October, according to the letter accompanying the EFFF prospectus sent to stockholders.

The letter, signed by EFFF president Sam Pinanski, said that a board of directors would be elected and enlarged at that time, or "if the circumstances warrant it, at an earlier meeting of the present board."

Mexico Eyes World Market

MEXICO CITY, Jan. 23.—Mexico is intensifying its drive for foreign film markets this year with a \$12,000,000 investment for the making of films that can credibly compete with foreign films and increase Mexico's prestige abroad. Eighty per cent of that outlay—far more than the \$7,200,000 production outlay in 1954—will be provided by the trade's own bank, the Banco Nacional Cinematografico, and Cinex, controller of film distribution abroad, both semi-official organizations, and the distributors, Peliculas Nacionales and Peliculas Mexicanas. Independents will provide the other 20 per cent.

Per picture production costs under this plan will range from \$72,000 to \$400,000, revealed Eduardo Garduno, who heads the bank and Cinex.

Lillian Gish Urges 'Ministry of Arts'

HOLLYWOOD, Jan. 23.—Lillian Gish on Friday asked the press at a news conference here to join her in supporting the establishment of a national ministry of arts which, she said, she discussed with President Eisenhower a month ago and which was reflected in his recent talk to the nation. She said she was seeking recognition of top creators in all arts, including films.

Miss Gish advocated American production of pictures about historical figures, like Benjamin Franklin, whose life stories would tend to "Sell America" abroad.

M-G-M's 'Workshop' In Mississippi Today

Jack Bruno, manager of the Main Theatre, Cooper Foundation unit in Pueblo, Colo., will be guest panelist at M-G-M's Ticket-Selling Workshop to be held at Jackson, Miss., today and in Memphis on Thursday.

Today's session in Jackson will be held at the Heidelberg Hotel and will be conducted by Mike Simons, M-G-M director of customer relations, and Emery Austin, exploitation head. Thursday's workshop in Memphis will be held at the Peabody Hotel.

Elroy Hirsch to N. Y.

Elroy "Crazylegs" Hirsch, football player turned film actor, will arrive here tomorrow to begin a 12-city tour in connection with Warner Brothers' "Unchained," which will open at the Victoria Theatre here on Thursday and in which Hirsch is starred.

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VOL. 77. NO. 17

NEW YORK, U. S. A., TUESDAY, JANUARY 25, 1955

TEN CENTS

Edward Hyman Sees Stronger Film Lineup In May, June

Greater Quality Forecast For Usual 'Dull' Period

An improvement in the line-up of quality releases for the upcoming months of May and June, usually one of the weakest product periods, was forecast here yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

Hyman made the forecast following a series of communications with most of the major film distributing companies.

The AB-PT vice-president, a consistent advocate of
(Continued on page 10)



Edward Hyman

Dividends Up Last Year

From THE DAILY Bureau

WASHINGTON, Jan. 24.—Publicly reported cash dividends of motion picture companies turned up in 1954 for the first time since 1947, according to preliminary Commerce Department totals.

Commerce reported the preliminary 1954 total at \$28,289,000—the highest figure since the \$35,122,000 reported
(Continued on page 7)

Loew's Directors Up for Reelection

The reelection of 11 directors of Loew's-M-G-M was proposed in the proxy statement sent stockholders yesterday. The company's annual meeting will be held here Feb. 24.

Those renominated were: George A. Brownell, G. Rowland Collins, Howard Dietz, F. Joseph Holleran, Eugene W. Leake, Benjamin Melniker, Charles C. Moskowitz, William A. Parker, Charles M. Reagan, J. Robert Rubin and Nicholas M. Schenck.

Wolff Will Address Drive-in Conclave Slated for St. Louis

ST. LOUIS, Jan. 24.—Through courtesy of the Joint Committee on Toll-TV, Harold Wolff, who was retained by that committee as public relations counsel, will address Allied's national drive-in convention at the Chase Hotel here, Feb. 8-10.

Wolff is expected to describe and analyze the propaganda campaign that is being waged by the proponents of subscription television.

The Allied drive-in convention is open to all drive-in operators regardless of whether they are Allied members, members of other organizations, or members of none, it is announced. Advance reservations, it is reported, indicate that a big crowd will be on hand to receive first-hand information regarding what the members of the joint committee on toll-TV regard as the "greatest menace to the motion picture business today."

The date and time of Wolff's appearance will be announced by convention chairman A. B. (Jeff) Jefferis after consultation with Wolff.

Famous Players to Mark 35th Year

TORONTO, Jan. 24.—Thirty-three new members from Eastern Canada will be inducted into the Famous Players 25 Year Club tomorrow evening at the King Edward Hotel here as the theatre circuit marks its 35th anniversary as well.

Among the new members are John Fitzgibbons, Rube Bolstad, Morris Stein, Mort Gargolius, James R. Nairn, Ernest Cousins, George and John Ganetakos, Bill Lester and Bill Summerville, Sr.

Proposed Okla. Enabling Act Exempts Admissions

Special to THE DAILY

OKLAHOMA CITY, Jan. 24.—The tax threat, which faced Oklahoma City and Tulsa theatre exhibitors, has eased with some changes—including the exemption of admission tax—in the proposed enabling act, promoted by the Municipal League, when the bill was introduced in the State Senate as No. 39.

Another important change from the original draft was the raising of the city population figure from 150,000 to 200,000, making the proposed bill apply only to Oklahoma City.

The original draft of the bill was not only a threat to the two state cities, if passed, but was a threat to all Oklahoma theatremen as it could be extended by future legislatures to take in the smaller towns, it was

'Redbook' Award To Paramount

"Redbook" Magazine has announced that Paramount Pictures will win the magazine's 16th annual award for "most distinguished contribution to the motion picture industry." Formal announcement will be made by host-narrator James Mason on Lux Video Theatre on Thursday when Wade Nichols, associate publisher and editor of "Redbook," will present the silver cup to Don Hartman, head of production at Paramount.

Abner, Iannuzzi to WB District Posts; Other Realignments

Ben Abner and Ralph Iannuzzi have been promoted to the posts of district managers in a realignment of the Warner Brothers sales force, it was announced by Ben Kalmenson, vice-president in charge of distribution. At the same time, Kalmenson announced several other promotions and transfers of key sales department personnel.

Abner, at present New York branch manager, is promoted to Metropolitan
(Continued on page 6)



Ben Abner

SMPTE Opinion

John G. Frayne Sees 'End' to Standard Ratio

Says Society Not Ready To Take Toll TV Stand

By FRANCES CLOW

CHICAGO, Jan. 24.—Because of the public's acceptance of wide-screen motion pictures and other innovations, the standard or approximate four by three aspect ratio "is probably dying," John G. Frayne, president of the Society of Motion Picture and Television Engineers, stated here today.

Meeting with the key members of SMPTE, primarily to discuss plans for the group's convention scheduled at the Drake Hotel here on April 7 to 22, Frayne said that he thought "1954 pretty well climaxed a consolidation of developments which would set the trend for this year."

Frayne referred to the adoption of wide-screen and magnetic stereophonic sound. He called VistaVision another
(Continued on page 6)

Mass. Gets 5 Film Bills

BOSTON, Jan. 24.—The following five bills have been filed in the House and have been printed, to date.

Bill No. 718, petitioned by Joseph Wisniewski of Chicopee, regulating further use of cinematographs for public exhibition. The bill asks for the presence of two licensed operators in the booth, and is the same bill that was filed last year and which died in committee.

Bill No. 934, petitioned by Mayor
(Continued on page 7)

New Haven Rejects Seal-less Film Ban

HARTFORD, Jan. 24.—The Aldermanic Committee on Ordinances in Connecticut's second largest city—New Haven—has disapproved a proposed ordinance which would have prohibited the showing of motion pictures not carrying the stamp of approval of the Motion Picture Association.

The ordinance had been suggested
(Continued on page 7)

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, and **AL LICHTMAN**, distribution director, left here for the Coast yesterday.

BUDD ROGERS, Selznick Releasing Organization general sales manager, and **MRS. ROGERS** will celebrate their 35th wedding anniversary on Thursday.

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, is in Hollywood from New York.

WOLFE COHEN, president of Warner Brothers International, will leave New York this week for London, France, Italy and Germany.

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, returned to Hollywood yesterday from New York.

GEORGE CUKOR, director, will arrive in New York on Saturday from Hollywood and will leave here next Monday for London.

ERNIE EMERLING, advertising manager of Loew's Theatres, will be in New Haven tomorrow from New York.

HARRY FELLERMAN, sales head of Universal-International's special films division, is in Washington from New York.

WYNN ROCAMORA, recently appointed artistic director of the Hollywood Bowl, has arrived in New York from the Coast.

GERTRUDE KATZ, of Loew's Theatres advertising department, is recovering from surgery in Royal Hospital, Bronx.

GEORGE J. SCHAEFER, producers sales representative, has arrived on the Coast from New York.

B. G. KRANZE, United Artists general sales manager, returned to New York yesterday from Florida.

SOL HUOK, producer, left here yesterday for London via B.O.A.C. Monarch.

BARBARA O'NEILL has left New York for Nassau via B.O.A.C. Bahamian.

WILLIAM H. PINE and **WILLIAM THOMAS**, producers, left Hollywood by plane yesterday for New York.

JANET LEIGH has returned to Hollywood from New York.

Salven Services Today

HOLLYWOOD, Jan. 24.—Private services will be held tomorrow at Forest Lawn for **Edward Salven**, 51, assistant director long associated with **Cecil B. De Mille**, who died Saturday of pneumonia, after a brief illness. A sister and seven children survive.

Gives Reasons

Trade Pact Renewal Asked By Bell & Howell Executive

WASHINGTON, Jan. 24.—Admitting that most people in the photographic manufacturing industry would probably disagree with him, **Charles H. Percy**, president of Bell & Howell Co., today urged the House Ways and Means Committee to approve the President's request for extension of the reciprocal trade agreements program.

Percy noted that the industry has traditionally been a projectionist-minded industry. "No one," he said, "desires more than I, the health and vigor of the photographic industry. But I do not believe we must gain these things through artificial trade barriers. I think we can, and we will, win them for ourselves in a freer, more competitive market."

In most American industries, Percy said, the greater productivity of American workers offsets low foreign wages. He pointed out that his firm had recently developed a greatly-improved wide angle lens for motion

picture cameras, and said that to determine whether to make it itself or to buy it made to its specifications, his firm secured quotations from a number of foreign manufacturers. It found that its own lens manufacturing division had the low price of all those quoted.

"Despite the enormous disparity in hourly labor rates," he said, "the ingenious techniques developed by our staff produced so low a unit cost that even without tariff protection, our bid would still have been below that of our foreign competition. Without the spur of foreign competition, it is doubtful whether these techniques would ever have been developed."

DCA to Distribute 'Stranger's Hand'

Distributors Corp. of America will distribute **Graham Green's** "The Stranger's Hand" starring **Trevor Howard**, **Alida Valli**, **Richard Basehart**, **Eduardo Cjaneli** and introducing a new juvenile, **Richard O'Sullivan**. It was produced by **John Stafford** and **Peter Moore** and directed by **Mario Soldati**.

"The Stranger's Hand" brings to 10 the number of pictures lined up for release by DCA. Presently an extensive publicity and promotion campaign is going forward in New England where RCA's first release, "Long John Silver" starring **Robert Newton**, will open in more than 35 first run situations between Feb. 16 and 25.

Other DCA product consists of "Lelia," "I Am A Camera," "The Viking," "Finian's Rainbow," "The Survivors" and "Hunters of the Deep."

Goldwyn, Jr., Signs Mitchum for First

Samuel Goldwyn, Jr., has signed **Robert Mitchum** to star in "The Deadly Peacemaker," an original Western film drama to be released by United Artists.

"The Deadly Peacemaker" will be Goldwyn's first independent motion picture production. It will go into production in March and will be followed on the producer's schedule by "Sharkfighters," which is currently in preparation for United Artists release.

Moss Hart Ill

Due to his physician's insistence that he take a six-month respite from all writing assignments, **Moss Hart** will be unable to write the screenplay of "The Duchin Story," which **Jerry Wald** will produce and **George Sidney** will direct for Columbia Pictures.

Levine, DiGennaro Win IFE Drive

The final results of I.F.E. Releasing Corp.'s **Bernard Jacon** testimonial sales drive were computed last week with sales personnel from three different sections of the country finishing in top money positions. **Phil Levine**, New York branch manager, and **Sal DiGennaro**, New York representative, finished in first place after leading the field for several weeks.

Glenn Fannin, former Dallas district manager who was recently promoted to central division manager, finished in second place, with **Joe Nercesian**, San Francisco representative finishing in the third money spot.

The **Bernard Jacon** testimonial sales drive, I.F.E.'s first sales contest, was launched in September in honor of the distributing company's vice-president in charge of sales.

Picture-Making Rule Out in the House

WASHINGTON, Jan. 24.—House speaker **Rayburn** (D., Tex.) ruled today that newsreel, television and still cameras could not take pictures during House committee sessions.

Rayburn ruled the same way in previous Democratic-controlled Congresses, but the question of picture-taking was left up to the committee chairmen in the Republican 83rd Congress. **Rayburn** said today that House committees are governed by the same rules as the House itself, and that picture taking must be done before or after sessions and not during sessions. The same applies to recording sessions.

Oscar Doob Hurt

Oscar A. Doob of M-G-M's advertising-publicity department sustained a broken shoulder in a taxi accident while vacationing in Nassau, Bahamas. He will return here on Thursday.

News Roundup

Willmark for Buena Vista

Buena Vista Film Distributing Co., releasing subsidiary of **Walt Disney Productions**, has employed the facilities of the **Willmark Service System**, it was announced by **Leo Samuels**, the company's sales manager.

Dividend Declared

Consolidated Theatres, Ltd., of Canada, has declared a dividend of 13 cents on Class "A" common stock. The dividend is payable on March 1 to shareholders of record on Feb. 1.

Vandals Damage Drive-In

Vandals smashed the marquee at the entrance to the **Somerset Family Drive-In**, **Fall River, Mass.**, and **John E. Pirani**, manager of the theatre, estimates damage at \$700. After smashing glass plates, neon tubes and bulbs, the vandals broke into the snack bar, but nothing was stolen from the building.

Registers as Lobbyist

Herman M. Levy, general counsel of the Theatre Owners of America, and executive secretary of the Motion Picture Theatre Owners of Connecticut, has registered in Hartford as State Legislature lobbyist for the latter organization.

Six Pictures Start; 26 in Production

HOLLYWOOD, Jan. 24.—Start of six pictures and completion of three others increased the over-all shooting-level of production to 26 as of the weekend.

Started were: "Dark Venture," "Las Vegas Shakedown" and "Spy Catchers," (Allied Artists); "The Calico Pony," **Copa Prods.**, **CinemaScope**, **Technicolor** (Columbia); "The Private War of Major Benson," (Universal-International); "Blood Alley," **Batjac Prods.**, **CinemaScope**, **WarnerColor** (Warner Bros.).

Completed were: "Rebound," **Film Locations Prods.**, **Technicolor** (Columbia); "Man From Texas," (Republic); "Moby Dick," **CinemaScope**, **Technicolor** (Warner Bros.).

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"The Bridges at Toko-Ri"

in color by TECHNICOLOR starring

William HOLDEN • **Grace KELLY**
Fredric MARCH • **Mickey ROONEY**

A Paramount Picture

and SPECTACULAR STAGE PRESENTATION



Redbook
salutes
Paramount

EXCELLENCE OF ITS 1954 PRODUCT WINS REDBOOK'S 16th ANNUAL MOVIE AWARD

Top comedy...strong drama...thrilling mystery...tender romance...rollicking musical...in almost every field of motion picture entertainment there was an outstanding Paramount release during 1954.

REDBOOK salutes Paramount's executives and stars for having played a major role in making 1954 the exciting motion picture year that it was.



Redbook

America's ONLY Mass Magazine for Young Adults...Circulation over 2,000,000

JAN. 27th, ON THE LUX VIDEO THEATRE, NBC network, the telecast of the absorbing drama.

"So Evil My Love," will be followed by the presentation of the Redbook award by Wade Nichols, Editor and Associate Publisher.

PARAMOUNT SW REDBOOK AWARD



Excellence of Product Wins
Famous National Magazine C



THE COUNTRY GIRL



THE BRIDE



LIVING IT UP



KNOCK

**Paramount
thanks**

Redbook

We are deeply grateful that February Redbook tells millions that Paramount Pictures led the industry during the past year when "excitement was the keynote of the motion picture business."

We are honored to be included with the stars and producers of Redbook's Outstanding Pictures as having a part in bringing this

KEEPS ALL HONORS!



Coveted Silver Cup as
es Outstanding Pictures of 1954:

ES AT TOKO-RI  REAR WINDOW
ON WOOD  SABRINA

superior entertainment to the public.
and we are happy to pledge our
company's efforts, resources and
ent to making 1955 a year of even
greater Paramount achievement.

BARNEY BALABAN
President

Y. FRANK FREEMAN
*Vice-President in Charge of Production
and Studio Operation*

DON HARTMAN
Executive Producer

NBC-TV

Coast To Coast

THURSDAY, JANUARY 27th

Redbook's

16th ANNUAL MOVIE AWARDS
on the LUX VIDEO THEATRE

10 p.m., EST . . . 10 p.m., PST

WB Posts

(Continued from page 1)

district manager. Iannuzzi, now Boston branch manager, will assume the position of Eastern district manager, with supervision over the Albany, Boston, Buffalo and New Haven territories.

The following additional promotions and transfers were announced:

Ernest Sands was promoted from the post of Cleveland branch manager, and transfers to New York to assume his new duties as New York branch manager. William Twig transfers from Pittsburgh to Cleveland branch manager, while Jack Kalmenzon transfers from Milwaukee to Pittsburgh branch manager. The position of Milwaukee branch manager was assigned to Frank Reimer, who was promoted from his present position of local sales manager in Los Angeles, while William Kumins was promoted from assistant branch manager in Boston to succeed Iannuzzi as Boston branch manager.

Abner is replacing Norman Ayers, who is resigning to enter private business.

Altec to Service Century Circuit

Following several weeks of negotiation, Altec Service Corporation has announced the signing of a contract whereby Century Circuit, Inc., here, will employ the services of Altec field engineers in 17 of the theatres operated by the theatre organization.

The contract, consummated between Marty Wolf, Altec assistant sales manager, and Walter Dunn, of the Century Circuit, involves servicing, maintenance, repair and replacement of the stereophonic and optical sound systems in all Century theatres located in Brooklyn, New York, and certain other locations.

Pitt. VC to Honor Cohen

PITTSBURGH, Jan. 24.—The local Variety Club will honor film critic Harold Cohen, who was chosen "movie critic of year" by the Screen Directors Guild recently, at a dinner to be held at the Hotel William Penn here on Feb. 2, it was announced by chief barker Harold C. Lund.

'Photoplay' Awards

HOLLYWOOD, Jan. 24.—Invitations have been sent to eight hundred film stars, producers and directors requesting their presence at "Photoplay" magazine's 35th annual Gold Medal Award banquet. The banquet will be held on Feb. 10 in the Crystal Room of the Beverly Hills Hotel.

Nashick Quits Loew

Robert Nashick, TV-radio contact in Loew's Theatres advertising department, is resigning to become ad-publicity head of station WGBS-TV in Miami. His duties will be taken over by Teddy Arnow and Ann Bontempo.



Ralph Iannuzzi

Sees 'End' to Standard Ratio

(Continued from page 1)

improvement fast coming into its own and said it opened an additional approach to problems to be handled in 1955.

The SMPTE president explained the "problems" by referring to the architectural design of theatres not designed for the wide-screen.

"The public's taste is the all-time factor in the new processes," Frayne said, and added that he feels a great effort will undoubtedly be extended towards building more audience participation in methods of presenting pictures and sound.

Commenting on subscription television and SMPTE's position toward the medium, Frayne said the Society has not wished to take a stand, mainly because it has thus far not been involved in toll TV in any way, and

nothing has been presented for study since Commander Gene McDonald of Zenith remitted a paper before SMPTE members here some three years ago.

Frayne, however, added that the committee may ask for more papers about subscription television from the membership if it appears that these factors are to become active in the Society's problems.

After further study of toll TV, SMPTE may take a stand as an organization, but Frayne with George W. Colburn, SMPTE treasurer, considered little if anything would be done before the April convention.

Frayne also announced that Eddie Seguin of the Balaban & Katz publicity staff has consented to handle convention publicity in Chicago.

Hold Multi-color Radar Show in DC

WASHINGTON, Jan. 24.—Multi-color radar, a development said to have widespread naval, military and commercial applications, was demonstrated for the U. S. Navy here today by Chromatic Television Laboratories, Inc., an affiliate of Paramount Pictures.

The demonstration marked the first time it has been possible for different types of radar information—namely, stationary and moving, or friendly and enemy—to be simultaneously displayed in more than one color on a single radar indicator.

The experimental radar indicator, shown today under actual operating conditions at the National Airport, was developed under a U. S. Navy contract. The heart of the new color radar device is described to be a single electron gun cathode ray picture tube, known as the Chromatron or Lawrence tube. The tube, although redesigned for radar, is virtually the same as the low cost picture tube which Chromatic has developed for commercial color television.

Holt and Lewis Rosen Form Partnership

Nat Holt has announced the formation of a partnership with Lewis P. Rosen to produce a group of big-budget pictures.

Rosen is a co-founder of Royal Amusements and Royal Theatres of Hawaii and president of the Civic Auditorium of Honolulu. He also is the founder of the theatrical insurance brokerage company, Rosen-Sidman Co. of Los Angeles.

Slated for future production by the new partnership are "Louisiana Lottery" and "Texas Lady."

Recently completed for early RKO release is Holt's Superscope-Technicolor production "Rage At Dawn" starring Randolph Scott, Forrest Tucker and Mala Powers.

\$103,400 for Cinerama

Advance sales for "Cinerama Holiday" at the Warner Theatre here totaled \$103,400 as of noon yesterday, it was announced. The ticket selling campaign has been revised to permit the sale of tickets ten weeks in advance.

Set New Workshop; Shift Another's Date

The addition of an M-G-M "Ticket Selling Workshop" and the change in date for another were announced yesterday.

The newly announced Workshop will be conducted at the Skirvin Hotel, Oklahoma City, on March 30 with Ed Thorne, city manager for Cooper Foundation Theatres and newly elected president of the Theatre Owners of Oklahoma (TOA affiliate), and Earl Snyder, president of the Allied Oklahoma unit, cooperating with M-G-M branch manager George A. Fisher in the arrangements.

The date change involves the Milwaukee Workshop, which has been switched to March 28 instead of May 2, as originally scheduled. This change was effected in cooperation with Wisconsin Allied president Sig Goldberg at the behest of Milwaukee branch manager John G. Kemptgen who asked that the Milwaukee Workshop be held in connection with Allied unit's convention which has been announced for March 28-30.

MPIC Backs Industry Against 'Red' Charge

HOLLYWOOD, Jan. 24.—Following a membership meeting here, the Motion Picture Industry Council issued a statement saying that the organization "cannot ignore the recent attack on the Hollywood industry which might lead the public to believe the studios were in danger of Communist invasion."

Declaring industry vigilance against Communism is "unparalleled in any other industry," the statement concluded by saying "the recent accusation against the leadership of the screen writers organization was undeserved and a disservice to our industry." The statement did not specify the attack referred to.

Set N.O. Premiere

Sam Katzman will hold the world premiere of Columbia Pictures' "New Orleans Uncensored" at New Orleans, on Feb. 21, with the stars of the film, Arthur Franz and Beverly Garland, making personal appearances. The opening of the picture, which was filmed entirely on location in the city, will coincide with the launching of the Mardi Gras.

People

Robert Wechsler, former promotion account executive for Benton & Bowles, has been named sales promotion manager of Screen Gems, Inc., television subsidiary of Columbia Pictures.

Sol Karp, formerly with the Manchester Drive-In Theatre Corp., Bolton Notch, Conn., and Mike Masselli, former manager of the Plainfield Theatre in Plainfield, Conn., have leased the 500-seat Baltic Theatre in Baltic from Ed Lord.

Max Hadfield replaces Bill Tomlinson, who recently joined the Walt Disney Corp. in Seattle, as Republic Pictures salesman in San Francisco.

M. A. Silver, Stanley Warner zone manager in Pittsburgh, Pa., will be honored as "Man of the Year" in entertainment by the Pittsburgh Junior Chamber of Commerce at its annual banquet on Jan. 31. He is being cited for his part in bringing Cinerama to Pittsburgh.

Morris Loewenstein, owner of the Majestic Theatre in Oklahoma City, is celebrating his 42nd year in the same location this month. Loewenstein, who served as president of the Theatre Owners of Oklahoma for 28 years, believes he holds the record for continuous business in the downtown Oklahoma City section.

Sam Sobel, owner of Tower Pictures in San Francisco, has acquired the Astor franchise for Northern California.

Martin G. Smith, former president of National Allied, was among the members of the Toledo, O., taxation and legislative committee cited by the Chamber of Commerce there "for outstanding leadership in promoting civic, commercial and industrial progress in Toledo in 1954."

James B. McClellan has been re-elected president of Local 439, IATSE, in New London, Conn., for his tenth term. Others elected were W. W. Lucas, vice president; John S. Kane, financial secretary and treasurer; Benjamin H. Rose, recording secretary; and Fred Nowell, business agent.

Howard Spiess has resigned as booker for Co-operative Theatres in Cleveland to join the Phil Smith organization as buyer and booker for seven midwest theatres with headquarters in St. Louis.

George Leppert of Draw Poker Films of Texas, now in Rome, has signed Robert Alda and Millie Vitale for the leads for his next production, "Accent on Spain," and will go to London next to sign a third principal.

Dividends

(Continued from page 1)

in 1951. The final 1953 figure stood at \$23,405,000. Dividends hit a peak of \$54,641,000 in 1947, and then dropped steadily through 1953. The 1954 total thus reverses a seven-year trend.

The 1954 figure may go still higher when Commerce revises its preliminary figures. In four out of five recent years, the final figures have been well above the preliminary figures, since several companies report late.

Commercial officials usually figure that publicly reported cash dividends account for about two-thirds of all dividends, so that the total dividend payments of film companies may have actually been well over \$40,000,000 last year.

The industry's publicly reported cash payments in December totaled \$5,542,000, compared with \$4,886,000 in December, 1953, according to the department. Officials said the increase was chiefly accounted for by larger payments from Loew's and 20th Century-Fox.

Harry McWilliams Joins Magna Corp.

The appointment of Harry K. McWilliams as assistant advertising, publicity and exploitation director for Magna Theatre Corp., was announced at the weekend by Nicholas John Matsoukas, national advertising director.

McWilliams formerly was exploitation manager of Columbia Pictures for eight years and later became director of advertising and public relations for Screen Gems, Inc. He is leaving his position as sales manager of Air Programs, Inc., to join the advertising staff of Magna which is the world-wide distributor of Rodgers & Hammerstein's production of "Oklahoma!" filmed in Todd-AO.

M-G-M's 'Jungle' Set for March 25

M-G-M has advanced the national release of "Blackboard Jungle" to March 25, replacing "The Marauders," originally penciled in for that date, it was announced here yesterday.

At the same time, M-G-M announced that "Anchors Aweigh" will be reissued as a Masterpiece Reprint on March 11. This will give the company seven releases from Feb. 4 to the end of April, the other pictures being, "Many Rivers to Cross," "Jupiter's Darling," for February; "Hit the Deck," added to "Anchors Aweigh" and "Blackboard Jungle" for March; and "The Glass Slipper" and "Be-devilled" in April.

'Bridges' Grosses High in New England

Universal-International production of "Six Bridges to Cross" continued to roll up high grosses in the New England territory following last week's world premiere of the film in Boston, the film company reported yesterday.

The film grossed \$40,000 at the RKO Memorial in Boston, \$16,000 at the RKO Albee in Providence, \$29,000 at the RKO Palace in New York, \$12,000 at the Circle Theatre in Indianapolis, and \$5,000 at the Rogers Theatre in Chattanooga.

Reviews

"They Were So Young"

(Lippert)

Hollywood, Jan. 24

EXHIBITORS have a winning chance to cash in on their showmanship with this film which offers strong exploitation opportunities. Its adult theme, which points up methods employed by dealers in white slave traffic, is handled with a forthright approach, yet proves better than average program entertainment for its delicate subject. It can easily serve as a document of precaution, to be absorbed by "eighteens" and over who are susceptible to "bait" in speeding thoughtless ambitions or satisfying frustrations.

Scott Brady and Raymond Burr are the only two familiar names of marquee value who participated in the filming of this obvious "dual-language project" abroad. The film also serves to introduce Johanna Matz. Charming with her light German accent, she registers importantly as a young and attractive newcomer to American audiences, in a sympathetic role that should have special appeal to the women.

Brady has developed into an engaging personality, and is at home in his heroic assignment as protector of Miss Matz, one of the misled girls; while Raymond Burr is up to par as a heavy.

Kurt Neumann produced and directed the picture, and collaborated on the screenplay with Felix Luetzkendorf.

The story, based on an outline by Jacques Companeez, brings South American backgrounds into play, where girls from various European countries are brought under the pretext they will receive splendid incomes as mannequins in a high fashion salon in Rio de Janeiro. Brought to a country estate where they are supposed to live, the girls are advised by the "madame" in charge they are going to put on a fashion show the same night for some important buyers (all men).

Raymond Burr, wealthy Brazilian, whose wide variety of interests includes the secret ownership of the illicit fashion front, invites Scott Brady, an American mining engineer employed by him, to the fashion show on his first night's holiday from constructing a mine in the jungle. Brady expresses interest in Johanna Matz, and after a few drinks attempts to get overfriendly. When Miss Matz realizes the ad she answered in Germany turned out to be a ruse, expecting her to entertain the male buyers of other than fashions, she makes several futile attempts to escape.

She finally convinces Brady of her plight; and it becomes an intriguing chase and escape routine from the illicit operators when they discover Burr's shady side. In an action-filled climax, Brady poses as one of the native pleasure seekers and saves Miss Matz after she's kidnaped and consigned to a river boat operation along with other girls who knew too much. Federal agents join in the foray and Burr is exposed.

Running time, 80 minutes. Adult classification. Release in January.

SAMUEL D. BERNIS

"Women's Prison"

(Columbia)

Hollywood, Jan. 24

A SHOWMAN exploiting this adult-type prison melodrama has quite a list of names to work with—Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter, Phyllis Thaxter, Gertrude Michael and Mae Clarke, on the distaff side; Howard Duff, Warren Stevens, Barry Kelley, Ross Elliott and Don C. Harvey on the other side of the wall which, quite literally, divides the women from the men in the penitentiary which is the scene and subject dealt with. The name of Bryan Foy as producer, like that of Crane Wilbur as co-writer with Jack DeWitt, of the script based on a story by the latter, is in the nature of a guarantee to the followers of penal melodrama that the picture is expertly and suspensefully constructed, for Foy and Wilbur are long-established specialists in this field. The title itself probably will telegraph to filmgoers the necessary information that it's totally adult in design content and treatment. It figures to make, within the boundaries of those circumstances, a substantial profit.

Miss Lupino portrays the cruel head matron of an unnamed penitentiary where Duff is the prison doctor and Kelley, the warden. Principal among several story threads is the one pertaining to Stevens, a 10-to-life prisoner, and Miss Totter, his wife, in for a shorter term, whom he manages to visit in the women's side of the prison without immediate discovery. Later, when the wife is discovered to be pregnant, Miss Lupino, whose job is endangered by this development, beats her into unconsciousness which eventuates in death. While these events have been moving forward, the women prisoners have successfully rioted, taking control of the feminine section of the jail, and the husband, again visiting that side, stalks Miss Lupino to kill her. In a blazing finish the picture shows Miss Lupino to be mentally unbalanced, and Duff states he's going to see that the state board fires the warden. Other similar story threads are interwoven.

It's a grim, cruel, plain-spoken and nevertheless impressive melodrama, manifestly not conceived as entertainment for the little folks.

Running time 80 minutes. Adult audience classification. Release date not set.

W. R. W.

SWG Dinner Feb. 28

HOLLYWOOD, Jan. 24. — The seventh annual Screen Writers Guild awards dinner will be held Feb. 28, the organization's headquarters here announced. The affair had previously been scheduled for March 7.

Memphis Bans 'Tuesday'

MEMPHIS, Jan. 24. — "Black Tuesday," United Artists film has been banned from Memphis screens by the City Censor Board. It has opened in the Sunset Drive-in Theatre in West Memphis, Ark.

Mass. Bills

(Continued from page 1)

John B. Hynes of Boston, which would require special licenses for operators of motion picture machines in churches, schools and public institutions upon application of a fee of three dollars.

Bill No. 1204, petitioned by Eileen M. Hogan for legislation to prohibit the storage or distribution of nitrate motion picture film for public exhibition. If this bill were passed, it would outlaw any nitrate film entering the Commonwealth.

Bill No. 1692, petitioned by Edward Lider, asking to have the age limit lowered for licensed projectionists from 21 years to 18 years.

Bill No. 1701, petitioned by Frank C. Lydon, asking for an amendment to the cinematograph law which would strike out the existing regulations regarding the use of nitrate film, to apply only to cellulose acetate or slow-burning film.

New Haven Rejects

(Continued from page 1)

by Martin J. Griffin, president of the St. Francis Holy Name Society of that city.

The committee turned down the ordinance proposal because it has been declared unconstitutional by New Haven Corporation Counsel George W. Crawford.

A public hearing on the measure, held some months ago, took on sizable importance in the Connecticut film world, with attorney Herman M. Levy, general counsel of TOA, and executive secretary, MPTO of Connecticut, among those appearing to strongly protest the proposal.

Legalized-Bingo Bill Prepared in Ohio

COLUMBUS, Jan. 24.—A bill to legalize bingo in Ohio, prepared by Rep. Anthony O. Calabrese, Cuyahoga County Democrat, would amend the state constitution to permit the playing of bingo for charitable, religious or fraternal purposes.

In order to become law the resolution must be passed by a three-fifths majority of both House and Senate and then must be voted on by the citizens of the state.

The bill provides that no part of the gross proceeds could be kept by any person or any organization other than those named. This provision has been written with the intention of keeping professional gamblers out of the picture.

Baltimore Premiere For 'Battle Cry'

BALTIMORE, Jan. 24.—Warner Bros. has announced that "Battle Cry" will have a full-scale Hollywood-style world premiere here at the Stanley Theatre on the evening of Feb. 1.

Baltimore's Mayor Thomas D'Alesandro has volunteered his complete cooperation and the full help of his administration in connection with the extensive premiere plans presently being arranged. The mayor, in a special ceremony at his City Hall office today, honored the Baltimore-born author Leon Uris, who also wrote the screenplay for the multi-million dollar Warner Bros. production.

The brilliant young stars of "Magnificent Obsession" bringing to the screen all the drama and passion of W. R. Burnett's best-seller!



Universal-International presents

**ROCK HUDSON
BARBARA RUSH
JEFF MORROW**



PRINT BY *Technicolor*

CAPTAIN

KATHLEEN DYAN FINLAY GIBBIE DENIO OLIVERA GEORGEY TOONE

PRE-SELLING in the
Universal manner

again powerfully
directs its
National Advertising
to the pages of
17 leading
'Woman-Appeal' magazines
...with a guaranteed
circulation of
30,976,492...representing
a reading audience of
more than
77,000,000!

LIGHTFOOT

IN **CINEMASCOPE**



Universal's
PRE-SOLD
Product

Oklahoma

(Continued from page 1)

admission into the bill. However, this may not be the end of this matter. I have seen these things take a different course because of circumstances which produced pressure on the committee; for instance, others who want to be specifically exempt could come into a hearing and make such demands that all specific exemptions were thrown out. We hope this does not happen."

The original draft included exemptions from ad valorem, consumer sales, inheritance, estate, or gift taxes. It was here that the revised version included the exemption of admission tax.

Former Text Amplified

The new version of the bill further states, and did not previously, that "such laws shall not impose and levy any tax on any subject or person now taxable under State statute which declares that state tax thereon is exclusive or in lieu of other taxes."

The revised bill also states that "no income or occupation tax shall exceed 1%."

Another important change in the proposed bill, as pointed out by Akers to the exhibitors, was: "Section 2 of the bill provides that 25 percent of such taxes shall be credited to the Sinking Fund as long as the city has sinking fund requirements."

Akers mailed all exhibitors a copy of the original draft of the bill.

Senator George Miskovsky, Oklahoma City, is the bill's author. J. D. McCarthy, Oklahoma City, is chairman of the committee that will handle the bill in the House.

Argue Code Regard

Hissong, Wile Debate Film Censorship on Radio-TV

Special to THE DAILY

COLUMBUS, O., Jan. 24.—"Strike it rich" producers and distributors who make and sell pictures "abnormally emphasizing sex and crimes without regard to the accepted code" make it necessary that Ohio have censorship, said Dr. Clyde Hissong, former chief state film censor, in a debate aired here over WBNS and WBNS-TV on "Columbus Town Meeting."

"Just as the State Highway Patrol has no trouble with most citizens who travel the highways," said Hissong, "censorship has little trouble with the vast majority of motion picture producers and distributors. Producers with concern for the making of fine pictures and the maintenance of their legitimate profit look to existing laws and make movies with the legal limitations in mind."

Wile in Audience

Robert Wile, secretary of Independent Theatre Owners of Ohio, speaking from the studio audience, challenged Dr. Hissong's statement, pointing out that the Ohio censor board has banned such code-approved films as "The Outlaw," "Kiss Tomorrow Goodbye," "M" and "Born to Kill" in a 10-year period. He also cited the fact that cuts had been ordered by the censors in approximately 400 code-approved features.

Sen. Charles Mosher, Republican of Oberlin, Dr. Hissong's opponent in the debate, claimed there is a certain falsity in relying upon the "protec-

tion" of bureaucratic control in "a field so largely concerned with ideas and ideals." He said this attitude is cause for "grave concern." He added: "Where freedom of expression is curbed on one point, it is seriously threatened at all points. I believe that the motion picture is, in fact, a medium of expression in the same degree as are newspapers, magazines, books, radio and television. And all are certainly entitled to the same degree of freedom from prior restraint. The constitutional guarantees apply to all of them equally."

Mosher Introduced Bill

Mosher, who led the successful fight in the last legislative session to abolish newsreel censorship, has introduced a bill to repeal all censorship. He is chairman of the Senate Education committee, which considers censorship.

Editorial Warns of New O. Censorship

COLUMBUS, O., Jan. 24.—Showing of Howard Hughes' "The French Line" in Ohio theatres since the virtual end of state censorship is an example of the "unrestrained showing of unsuitable films" which will lead to "calls for an even more stringent brand of censorship," said the Columbus "Dispatch" editorially.

The newspaper did not name the picture, but its reference came during the first run showing of "The French Line" at eight local neighborhood houses. Downtown houses had passed up the picture since it lacks the Production Code seal. Business up to five times greater than normal was registered in the eight theatres.

Sees New Censorship Certain

Said the "Dispatch" about the picture: "It has been condemned by the Legion of Decency. It had shocked even the most broad-minded and tolerant people who had the opportunity to see it. A more specific censorship law to replace the one declared illegal by the higher courts would prevent the showing of this sort of picture. And sooner or later, if the unrestrained showing of unsuitable films becomes more general, and the temptation for theatre operators to do this is almost irresistible, there are certain to be calls for an even more stringent brand of censorship."

The "Dispatch" called for a "moderate" law which can continue to "protect the Ohio public from objectionable films—and worse. And it will serve to stave off the ironclad type of censorship of the kind that no one wants to see established," the editorial said.

'Gobette' to Open

"Mademoiselle Gobette," IFE's comedy starring Silvana Pampanini, will open at the World Theatre in New York on Feb. 4, and at the Ziegfeld Theatre, Chicago, on Feb. 5.

Product

(Continued from page 1)

an "orderly" release of quality pictures regardless of seasons, said that most companies received his overtures regarding May and June cordially and furnished indications of cooperation.

In his communications with distributors, Hyman said he pointed out that many of the top radio and television programs begin their summer hiatus at that time, offering another incentive for the release of quality product.

In making the forecast, Hyman reiterated his contention that there are no "seasons" in exhibition, that good, quality product will draw at any time during the year. The May and June period, usually slow at the box-office, could be more profitable both for exhibition and distribution, with the release of quality pictures during that period, he stated. The "bunching" of quality releases during the summer months, beginning in July, creates a condition of "feast or famine," Hyman maintained, that should be corrected.

Moral Tone of Mex. Films Hit by Legion

MEXICO CITY, Jan. 24.—Announcing that the Legion of Decency, Mexican counterpart of the American organization, had officially honored Universal-International's "Magnificent Obsession," Metro's "Scandal at Scourie" and the German "Heidi" and "Dr. Holl," Jorge Munoz, Legion president, declared, "Mexican pictures of 1954 had a very low moral tone. Their themes were too many of saloons, drunks and street walkers. That put Mexico in a very bad moral light abroad. We judge pictures entirely upon their moral lesson, without any consideration of their artistic or box office value."

All the honored foreign pictures were good box office here. "Obsession" is now in its sixth straight week at the swanky Real Cinema here. Of "Obsession" Munoz said, "This picture exalts the value of true charity."

Castle Authors Book On U.S. Propaganda

Eugene Castle, founder of Castle Films and throughout World War II distributor of U. S. Government defense training films to non-theatre audiences, is the author of "Billions, Blunders and Baloney," just published by the Davin-Adair Co. of New York.

The book is a story of the government's propaganda film program all over the world, in an effort—which Castle feels has not borne sufficient fruit—to make friends for the U. S. A. "The well-meaning but pathetically unqualified policy makers abroad," says Castle, "are to blame for the 'Yankees Go Home' signs that are painted on walls and fences all over the world."

The book is illustrated with photos of the ornate buildings, even palaces in some cases, which have been taken over abroad to house American publicists.

THE FIFTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 6. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the 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. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)

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Postmen in Germany TV-Fee Collectors

One of the duties of letter-carriers in Germany is to collect from all owners of TV sets a monthly fee of five marks per set. Telecasting is on a two-hour-a-day basis. These facts were revealed last week by Dr. Hans Christoph Wohlrab, German scientist, at a meeting here of the Society of Motion Picture and Television Engineers at Carl Fischer Concert Hall.

Ohio Gets Daylight, TV Sports Bills

COLUMBUS, O., Jan. 24.—Bills to establish state-wide daylight saving time in spring and summer months and to limit theatre telecasts of athletic games played by state-supported schools have been introduced in the Ohio Legislature.

The daylight saving vs. standard time issue has been argued pro and con before the legislature for the past several sessions. The new bill was introduced in the House of Representatives by Rep. Ray T. Miller, Jr., Democrat, Cleveland. Each time the issue has been raised it has been voted down. Lawmakers from northern Ohio cities, which use fast time during summer months, have been for it.

Bill introduced by Reps. Thomas J. Barrett, Democrat, Youngstown; G. D. Tablack, Democrat, Youngstown and Francis D. Sullivan, Democrat, Cleveland, would forbid theatre showings of games which are played by tax-supported schools unless they are televised for the home viewer. The bill seeks to promote home viewing of Ohio State University football games through a provision which would require the university board of trustees to enter into contracts with TV stations for such telecasts. Permission would have to be obtained from Ohio State's opponents. This bill would nullify NCAA control of football telecasts, as far as Ohio State and its rivals are concerned.

TOA Seeking Field Representatives

In order to broaden the scope of its activities throughout the country and to enlist more exhibitors in the national and regional organizations, the Theatre Owners of America is seeking field representatives with industry backgrounds, according to Herman Levy, TOA's general counsel.

TOA has inserted a paid advertisement in the industry trade press which reads: "Wanted: Field Representative. Must have complete understanding of exhibitor's problems and desire to work for their solution. This job will require constant travel. It offers unlimited opportunity to meet and serve the world's nicest people—theatre men and women."

Reopen Miami House

MIAMI, Jan. 24.—Harry Botwick district supervisor of Florida State Theatres, announced that the Olympia, which closed on Nov. 9, will reopen on Feb. 11 with Warner Brothers' "Battle Cry" and continue as a first run house. James Barnett will again be manager.

Television -- Radio

with Pinky Herman

IN line with ABC-TV's expansion of its night programs, the Wednesday 9:30-10:00 slot, beginning Feb. 2 will be filled by a quizzer, "Who Said That?" emceed by John Daly with Pat Carroll and Bob Considine, permanent panelists. Guest panelists for the tee-off program will be Wally Cox and James C. Hagerty, Press Secretary to President Eisenhower. . . . Charles Wick, head of Telefilm Enterprises, Inc., has named William F. Schnaudt, Milt Olin and William K. Ermeling to the sales staff and will plane to Hollywood later this week for conferences on further production properties. Firm's "Fabian of Scotland Yard" is currently TVied in 60 markets. . . . Prexy Jack Ellis of Ellis Films, whose novelty ditty, "I Could Get It For You Wholesale" hit the jackpot for Santly-Joy Music about a decade or so ago, has another tune, "Lost Sheep" which can go places. . . . Jack Webb will emcee the first telecast of the Motion Picture Academy Awards nominations Saturday (9:00-10:30 p.m. EST) Feb. 12 over RCA-TV from the net's Burbank Studios.

★ ★ ★

Max Liebman's "spectacular" production of "Babes In Toyland" recently proved nothing else but the show's Nielsen rating of 50.5 was the spectacular result. . . . For happy Friday nite listenin' (11:00-11:30 p.m.) tune in to Jack Feeney's thrilling trilling via his MBSongs of Erin. Mac Perrin gives with the ivory-tickling while producer Maurice Barrett rounds out the All-Lambs trio. . . . The George M. Cohan Music Co., which controls practically all of the Yankee Doodle Boy's immortal songs (except "Over There") is being reactivated with Harold Lee, professional manager. The patriotic motif of the songs has been carried out even to the address, 1776 Broadway and the telephone number—Judson 6-1776. . . . Formal presentation of Redbook Magazine's 16th annual award for "most distinguished contribution to the motion picture industry" will be made by host-narrator James Mason on "Lux Video Theatre" Thursday with Don Hartman receiving the Silver Cup. . . . Robert Wechsler, formerly with Benton & Bowles has joined Screen Gems, Inc., as Sales Promotion Manager. . . . Something's CBStirring with Martha Stewart. Net has flown the nightingale into town to make a special kine.

★ ★ ★

Dennis Day, currently headlining the Copa show in New York, brought east with him the Ork Pilot of his TV series, composer-arranger George Wyle, who is one of the ablest batoneers in the biz. . . . Lever Bros. signing of Mark Stevens to a three-way pact (director-producer-star) of their "Big Town" TVehicle, is one of the biggest deals of 1955. . . . Maggi McNellis will move her program from ABC and starting Monday, February 7 will be seen on WABDaily. . . . Pat Weaver has named Sol Hurok a TV NBC consultant and the international impresario left yesterday on a four-week talent hunt of European capitals for presentation on "Producers' Showcase" Monday Nite NBCColor specatulars. . . . 23-year-old Jacqueline Holt, who'll star in the preem of Brillo's live ABC-TV series, "Star Tonight," is the daughter of Nat Holt, one of the most successful producers of "Westerns." . . . Bishop Fulton J. Sheen is one TV luminary who'll never have trouble with his writers. In preparing his Tuesday Night Du Mont scripts, His Excellency gives all credit to Matthew, Mark, Luke and John.



Dennis Day

never have trouble with his writers. In preparing his Tuesday Night Du Mont scripts, His Excellency gives all credit to Matthew, Mark, Luke and John.

★ ★ ★

According to Michael Sillerman, executive veepee of TPA (Television Programs of America), 77% of the nation's video markets, (212 of 275 markets) carry their telefilms which include "Lassie," "The Halls of Ivy," "Ramar of the Jungle," "Adventures of Ellery Queen," "Your Star Showcase" and "Edward Small Features."

★ ★ ★

DOTS ALL. . . The newly-formed National Closed Circuit System, Inc. with Allan D. R. Stern, president, has been signed by Du Mont as sales representative of that net's closed circuit dep't. . . . The 1929 Stock Market Crash forced a 15-year-old Wall Street runner to spend more time at the Brooklyn Theatre Mart. That's how Frank Lovejoy got his start in Show Business. . . . Dick Summers, young baritone who'll guestrill next Monday on Jack Paar's "Morning CBSHow" was formerly a mail boy at CBS-TV.

In the THEATRE Equipment

& Refreshment

World . . .

• • with RAY GALLO

J. F. (Jack) O'BRIEN, who has become widely known in the theatre and industrial fields throughout his 24-year sales career with RCA, has now been appointed manager of the company's Theatre and Industrial Marketing Department, Engineering Products Division. The announcement was made by Theodore A. Smith, vice-president and general manager of the Division. O'Brien succeeds George L. McKenna, who resigned. Having been manager of RCA Theatre Equipment for the past several years, O'Brien now has assumed responsibility for the product planning, marketing and sales of RCA theatre products, industrial and scientific film-recording apparatus, sound equipment and "TV Eye" closed-circuit industrial television systems.



J. F. O'Brien

Motigraph, Inc., Chicago, has developed a new water-cooled gate device for its "AA" and "AAA" projector mechanisms. The company previously supplied an air blower to cool the film but points out that the "steady increase in the use of high amperage arc lamps has made it desirable to offer a further device."

Heyer-Shultz, Inc., Cedar Grove, N. J. has released a new folder describing its all-metal reflectors. They include the "H-S Rhodium," recommended by the company for all average projection requirements and the "H-S Aluminized," which is for installations "where maximum screen illumination is required." Included in the new literature is a specification chart giving for each reflector model the diameter, working distance and focus and the lamps with which they may be used.

A number of territorial changes for salesmen in the Bulk Sales Division of the Nestle Co., Inc., White Plains, N. Y., has been announced by Thomas F. Corrigan, manager of the company's Chocolate Coating and Cocoa Division. They include the transfer of John F. Conley to Los Angeles with James J. Flynn succeeding him in the covering of Ohio, western Pennsylvania and western New York, northern Kentucky and West Virginia. James J. McGrath, who has been associated with Nestle's general line sales division for several years, has been named to succeed Mr. Flynn in upstate New York and New Jersey.

PARAMOUNT HITS AGAIN!
"THE BRIDGES AT TOKO-RI"
BIGGER THAN "SHANE" IN
ALL FIRST ENGAGEMENTS!
ITS "THRILLING ACTION" (N. Y. Daily News)
WILL SWEEP THE COUNTRY
AND "SHOULD STIR PRIDE
IN HOLLYWOOD!" (N. Y. Post)



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VOL. 77. NO. 18

NEW YORK, U. S. A., WEDNESDAY, JANUARY 26, 1955

TEN CENTS

Commons Told

New UK Firm To Take Over British Lion

British Lion Pacts with Exhibitors to Continue

By PETER BURNUP

LONDON, Jan. 25.—Approval by the British Government of National Film Finance Corp.'s proposals for the formation of a new distribution organization to succeed British Lion was announced here today in the House of Commons.

The new distribution organization, it was stated, will continue British Lion's films and service contracts with exhibitors. The new company, it was explained, acquires the goodwill and assets of British Lion, including a shareholding majority interest in Shepperton Studio, property owned by British Lion Studio, Ltd.

NFFC, it was pointed out, holds £3,000,000 in debentures in the old British Lion, and has agreed to ex-
(Continued on page 6)

Canada May Lower Admissions Tax

TORONTO, Jan. 25.—Reports are that the Ontario government has realized the financial predicament of many exhibitors throughout the province and is preparing to grant some form of reduction in the amusement tax which will be made public on the floor of the Provincial Legislature which opens here on Feb. 8.

The special Exhibitors Committee for Amusement Tax Relief, headed by Lionel Lester, Toronto independent exhibitor, has not relented, however, in its pressure campaign for substantial tax modification. Theatre owners in many localities have made individual appeals to local members of the Ontario Parliament. It is pointed out that many small theatres have been hard hit by television since the introduction of TV in Canada in 1952.

"The tax will be cut—how much, I don't know," was the intimation from a semi-official source. But the exhibitors are still campaigning.

Paramount-Siegel Pact Terminated

HOLLYWOOD, Jan. 25. — Paramount studios today issued the following statement:

"Y. Frank Freeman, vice-president in charge of the studio, and Sol Siegel, producer, jointly announced today that at Mr. Siegel's request, the contract between Mr. Siegel and Paramount Pictures, providing for the production of 10 pictures over a period of five years, had been terminated."

Siegel cited 'complexity of clauses' in the contract as reason for termination.

Branson Predicts Most Active Year For RKO Pictures

With the release of "Underwater!" RKO Radio Pictures embarks on one of the most active years in its history, according to an announcement yesterday by Walter Branson, world wide sales manager. Scheduled for release at this time by RKO are 21 independently made films plus four top-budgeted pictures made by RKO, he said.

Among the independents set to release through this company's facilities are Edmund Grainger's Ram Productions, Benedict Bogeaus, David Butler Productions, the King Brothers, Nat Holt Productions.

The first two films to be made under the aegis of Ram Productions are "Treasure of Pancho Villa" to be
(Continued on page 4)

In Hillside Case

To Test Robinson-Patman Act on Films In March

Application of the Robinson-Patman Act to film terms will be argued here the first week in March in the suit brought by the Hillside Amusement Co., Hillside, N. J., against Warner Theatres. The case will be heard in the N. Y. Circuit Court of Appeals.

The action was dismissed in a lower court last year and the plaintiffs filed an appeal. It was charged that the Mayfair Theatre in Hillside was forced to pay higher rentals for product than those asked of Warner and other competitive theatres. The Rob-

In Gov't 16mm. Action

ALLIED WEIGHS BID TO BE DEFENDANT

As Co-Conspirators, Theatres Could Take No Part in Trial of the Government Suit

Allied States Association officials are weighing whether it would be wise to ask the Los Angeles District Court to make Allied a defendant in the government's 16mm. anti-trust suit, rather than a co-conspirator as sought by the government.

Test Mass. Censor Law

BOSTON, Jan. 25.—An appeal was filed today by the Brattle Theatre, Cambridge, from a ruling of the Middlesex Superior Court upholding the validity of the existing Sunday licensing law. The Brattle is contesting the right of the Commissioner of Public Safety to deny a license to show the Swedish film, "Miss Julie," on Sunday on the ground that the law is unconstitutional. Judge Cahill of the Middlesex Superior Court upheld the present regulation of the Department of Public Safety.

Under the present law, all motion pictures which are to be shown on Sundays must be licensed by the city or town and by the Department of Public Safety. The department refused the application of Brattle to
(Continued on page 6)

This was confirmed by a top Allied official, who said the question is whether it would be worth the "time, money and risk" for Allied to seek to intervene. He indicated there probably wouldn't be a decision for several months.

As alleged co-conspirators, Allied and other theatre owner groups named by the Justice Department can't take any part in the trial of the suit. They can't call witnesses, cross-examine witnesses or address the judge or jury. The most they could probably do would be to submit a "friend of the court" brief at the end of the trial. On the other hand, as co-conspirators, they wouldn't be bound by any findings or judgment ultimately entered by the court. The government's idea in making the exhibitor groups co-conspirators is to broaden the field of evidence which the government can introduce in the case.

If Allied and other exhibitors became defendants, they could present their own evidence to refute the government's charges.

However, the risk involved in seeking to become defendants—in addition
(Continued on page 6)

UA to Distribute New Crown Product

Formation of Crown Productions, a new independent film-producing organization to release through United Artists, was announced yesterday.

The four principals involved in the new company are Robert L. Jacks, Robert Goldstein, Spyros S. Skouras and Plato Skouras. Jacks and Goldstein were both executives associated with the late Leonard Goldstein's Independent Productions. This venture,
(Continued on page 6)

HERBERT J. YATES
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A REPUBLIC PICTURE IN TRUCOLOR

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WORLD PREMIERE
in 45 MONTANA TOWNS
starting FEB. 4th

Personal Mention

W. C. GEHRING, 20th Century-Fox assistant general sales manager, and **GLENN NORRIS**, Eastern sales manager, are in Detroit from New York.

WALTER J. KIRBY, son of **JOHN F. KIRBY**, Warner Brothers Southern division sales manager, was married in Winchester, Va., to **PEGGY LOIS STROTHER**.

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, will arrive in Cincinnati today from Dallas.

RALPH WIGHT, manager of the Westrex Corp. Hollywood division, has arrived in New York from the Coast.

JOSEPH LISS, Stanley Warner district manager for Massachusetts, was in Albany, Troy and Utica, N. Y., from Boston.

CHARLES A. SMAKWITZ, Stanley Warner Newark zone manager, was in Albany, N. Y., from there.

MORI KRUSHEN, United Artists exploitation manager, will leave here today for Cleveland and Detroit.

ABRAHAM SOFAER, Burmese actor, has left here for London via B.O.A.C. Monarch.

JACK BUCHANAN and **MRS. BUCHANAN** will leave here today aboard the "Queen Mary" for London.

AILEEN BRENON, of Brenon and Morgan Associates, is in Hollywood from New York.

STANLEY CORTEZ, cinematography director, arrived here yesterday from the Coast.

Columbia Declares Three Dividends

The board of directors of Columbia Pictures, meeting here yesterday, declared a cash dividend of 50 cents per share on the common stock and a 50 cents dividend on the voting trust certificate of common, payable on Feb. 25 to stockholders of record on Feb. 9. The Columbia board also declared a five per cent stock dividend payable on March 31 to stockholders of record on Feb. 9.

Mrs. McEvoy Dead

BOSTON, Jan. 25. — Funeral services were held here for **Mrs. Rosina M. McEvoy**, 85, veteran theatre owner and exhibitor and mother of the late **Edward McEvoy**, former Eastern sales manager for RKO and short subjects sales manager for Universal. She is the grandmother of **Earl McEvoy**, producer and director in Hollywood and is survived by two sons, nine grandchildren and 14 great-grandchildren. Burial was in Leominster, Mass., where she made her home for many years.

Blaustein-Taradash New Phoenix Corp. In Warner Deal

BURBANK, Calif., Jan. 25.—**Jack L. Warner**, executive producer, today announced a deal with a new production company, **Phoenix Corp.**, headed by producer **Julian Blaustein** and screenwriter **Daniel Taradash** who will function as a writer-director.

The first picture to be produced by the Blaustein-Taradash combination under the Phoenix aegis will be "Guard of Honor," whose screenplay is based on the **James Gould Cozzens** novel of the same name.

The new company will move its offices to Warner Brothers lot in the near future.

Cubans Host to RKO Officials in Havana

HAVANA, Jan. 25.—More than 200 exhibitors, newspaper men and broadcasting executives of Cuba played host here to **J. R. Grainger**, president of RKO Radio; **Walter Branson**, worldwide sales manager; **Michael Havas**, South America general manager, and **Francisco Rossi**, Cuban representative for the company, at a cocktail party held in the **Creon Hotel**.

Some of the leading exhibitors in Cuba were present, including **Glia Rodriguez**, owner of the **Americano Circuit**; **Omar Vaillant**, the **El Centro Circuit**; **Raoul Trelles**, the **Cienfuegos Circuit**; **Dr. Luis Botta**, the **Society of Cuba Circuit**, and **Manuel Rodriguez**, president of **El Mundo Circuit**.

Name Greenberg to WB Far East Post

Wolfe Cohen, president of Warner International, announces the promotion of **Berry Greenberg** from Far Eastern sales representative to the post of field division manager, with headquarters in Sydney, Australia. In his new post, Greenberg will have jurisdiction over the following Warner offices: Australia, New Zealand, Indonesia, Singapore, India, Afghanistan, Ceylon, Thailand, Burma and Pakistan. Promotion takes effect February 13.

At the same time, Cohen announces that **Jack Dagal**, Warner general manager for Japan, will also assume full supervision of the company's offices in Formosa, HongKong and Indo-China.

Col. Opens Houston Branch on Monday

A. Montague, general sales manager, and **Rube Jackter**, assistant general sales manager, will attend the opening of Columbia Pictures' 33rd domestic branch office in Houston on Monday. Also present from the home office will be **H. C. Kaufman**, manager of exchange operations.

The new Houston exchange will be managed by **John Winberry**, formerly a salesman in the New Orleans office, and will operate in the Southwestern division, headed by division manager **Jack Underwood**.

Claims 9,500,000

Cinerama Attendance

More than 10 per cent of "This Is Cinerama's" record attendance of 9,500,000 has been from ticket sales through outlets other than purchase at the box-office, **S. H. Fabian** of **Stanley Warner Corp.** announced.

No motion picture in the history of the entertainment business has had so great and so consistent a mail order sale, he stated. For months, the advance sale at many of Cinerama's theatres has exceeded \$50,000, **Fabian** explained, adding that mail orders often exceed 500 in one day. Special facilities were organized to handle this business.

As TV Dips, N.O. Business Climbs

Despite the product shortage, theatre business in the New Orleans area was described as good here yesterday by **Bernard Woolner**, owner of four drive-in theatres in that section of the country.

Woolner attributed the rise at the box-office to the decline of the popularity of home television in the area, where TV stations began operating about a year-and-a-half ago.

Regarding new media, **Woolner** said he has installed **CinemaScope** screens in his four drive-in theatres. He maintained however, that the patrons are more interested in the content of the picture than they are in the media. He does need **CinemaScope**, **Woolner** continued, to insure product for his theatres, pointing to the many producers other than 20th Century-Fox utilizing **CinemaScope**.

The New Orleans exhibitor claimed that there is a good deal of resistance among owners of sub-run theatres to play pictures selling at over 35 per cent.

While here, **Woolner** negotiated a deal for the foreign rights of "Naughty New Orleans" which he produced. He said he plans to make another picture, "Thunder in the Swamp."

I.F.E. Names Shiffman

Irving Shiffman has been engaged as sales representative for I.F.E. Releasing Corp., covering the Philadelphia and Washington territories, it has been disclosed by **Bernard Jacan**, I.F.E. vice-president in charge of sales. He replaces **Arthur Levy**, who has resigned.

Shiffman, formerly on the staff of the I.F.E. Boston office, will make his headquarters in Washington.

Yates Adds to Holdings

WASHINGTON, Jan. 25.—**Herbert J. Yates**, president of Republic Pictures Corp. bought in the name of Republic Pictures International, of which he is a director, 10,000 shares of common stock, increasing his indirect holdings to 26,600 shares, the Securities and Exchange Commission reported.

News Roundup

Columbia Music Firm

Columbia Pictures, which previously announced that it would enter the music publishing field, has registered the name, **Columbia Pictures Music Corp.**, and a certificate to conduct a music publishing business, in Albany.

Leases Rochester Drive-in

The North Park Drive-in, which was built last spring and opened in July in Rochester, N. Y., has been leased for 10 years to the **M & L Amusement Corp.**, headed by **Charles V. Martina** of Albany. The outdoor theatre is the second in Rochester to be under **Martina's** management.

65th Anniversary

Hamrick's Music Box, formerly the Tacoma Theatre in Tacoma, Wash., is celebrating its 65th anniversary. During the period, the city has grown from a population of 30,000 to 185,000.

To 'Toast' Columbia

Ed Sullivan's "Toast of the Town" on TV will salute Columbia Pictures, with special emphasis on its "The Long Gray Line," on Feb. 6. Scenes from past Columbia hits will be presented.

Re-release 'Camille'

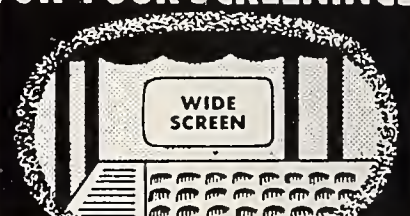
M-G-M's "Camille," starring **Greta Garbo** and produced in 1936, will have a special engagement at the **Normandie Theatre** here on Feb. 1.

See \$155,000 for 'Toko'

Paramount's "The Bridges at Toko-Ri," now playing at the **Radio City Music Hall** here, grossed \$102,000 in its first four days and is expected to pull \$155,000 for its first full week at the house, according to estimates of the distributor released yesterday.

The picture is reported to be doing smash business at the eight key cities where it has opened.

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ARE BULGING
WITH
CONTRACTS
FOR M-G-M's
WASHINGTON's
BIRTHDAY HIT!
"JUPITER'S
DARLING"
PERFECT FOR
THE HOLIDAY
CROWDS!**



**ENTERTAINMENT ON A
BIG SCALE!**

Spectacular splendor. Singing glory. Sights to see: Hannibal's Army and elephant cavalry; the Barbarian and the Beauty; amazing underwater dance spectacle; statues come to life; dance of the Painted Elephants; clash of armies at gates of Rome!

**PROMOTION REACHES
270,073,553!**

270,073,553 persons reached by advertising and TV. Twenty-one million viewers with Esther Williams on "What's My Line"; 42 million reached by Ed Sullivan's "Toast of the Town" (scenes from the picture, interview with Esther); 8,370,000 with Ed Murrow's "Person to Person" Feb. 11th visit to Esther's home; 198,703,553 readership of magazine ads and the 4 big national Sunday Supplements. Countless more millions will see the Baby Elephant in M-G-M's touring "Jupiter's Darling" truck, with visits to editors, TV and radio stations, hospitals, etc.

THE "BIG SHOW"
of

CINEMASCOPE

COLOR MUSICALS!

With A Cast of Thousands Starring

**ESTHER WILLIAMS
HOWARD KEEL**

**MARGE and
GOWER CHAMPION**

GEORGE SANDERS

with **RICHARD HAYDN • WILLIAM DEMAREST**

Screen Play by **DOROTHY KINGSLEY**

Based on the Play "Road to Rome" by

ROBERT E. SHERWOOD • BURTON LANE and HAROLD ADAMSON

Choreography by **HERMES PAN • Photographed in EASTMAN COLOR**

Directed by **GEORGE SIDNEY • Produced by GEORGE WELLS**

(Available in Magnetic Stereophonic or
Perspecta Stereophonic Optical 1-Channel Sound)



People

James Hogan, booker at the Toronto office of RKO Distributing Corp., has resigned to join the head office booking department of Odeon Theatres, Ltd., from which William Foreman severed his lengthy connection to become sales manager of Alliance Films, recently appointed Canadian franchise-holder of Distributors Corp. of America.

□

Charles S. Chaplin, general manager of United Artists Corp., Toronto, is celebrating his 25th year with the Canadian film exchange which he joined in 1930 as an office boy. The man who hired him is the general manager of another company, Haskell M. Masters, for 15 years with Warner Brothers in Toronto.

□

Alan V. Iselin, owner of the Auto-Vision in East Greenbush, N. Y., is serving as chairman of the Albany film industry's participation in the March of Dimes drive. **Norman Weitman**, Universal branch manager, is directing film row collections, while **Irwin Ullman** of Fabian Theatres has charge of theatre personnel solicitations.

□

Edward J. Mapel, owner of the Gem and Colorado Theatres in Denver, a City Councilman for the last 12 years, has decided to run again for that office. He has been elected twice as president of the body during the dozen years.

□

John T. Murphy has been appointed director of television for Sound Masters, Inc., here. He formerly was with the Kudner Agency and with Benton & Bowles.

□

Robert Hayman of the Cataract Theatre Corp. in Niagara Falls is president of the newly-formed company that has purchased the Clifton Hotel, one of the oldest hotels at the Falls.

□

Robert Lotito, 29-year-old manager of the Denham Theatre in Denver, has been awarded the 1954 distinguished service medal of the Junior Chamber of Commerce for his "outstanding contributions to the community and state, civic and charity drives."

□

Robert Lester, partner in the Studio Cinema in Toronto, has taken over the operation of the Continental Cinema, which is owned by Mrs. J. A. McCulloch.

□

John P. Buchan has been appointed controller of Bell & Howell in Chicago and **John N. Latter** has been named assistant controller.

□

Bill Kneip is the new owner of the Ruskin Theatre, Ruskin, Fla., having purchased it from Hal Wills.

Branson Expects Active Year

(Continued from page 1)

filmed in Northern Mexico with an all-star cast, and James Street's novel, "Oh, Promised Land," starring Alan Ladd. Both pictures will be filmed with color in Technicolor and Super-scope.

"Escape to Burma," from Benedict Bogeaus, will be released March 26, starring Barbara Stanwyck, Robert Ryan and David Farrar. Another Bogeaus picture, also starring Barbara Stanwyck, is scheduled to go before the cameras in the near future. As yet untitled, this too will boast an all-star supporting cast for Miss Stanwyck, Branson said.

David Butler will guide the production and direction of three pictures to be released this year through RKO. The first, "Miracle At Santa Anita," will have that race track as its background when shooting begins in Technicolor next month. Two others, as yet untitled, will also be under the production and direction of Butler.

The King Brothers, currently preparing their picture, "The Boy and the Bull," budgeted at over \$2,000,000, will begin shooting in March. This story will be filmed in CinemaScope and Technicolor. In June they journey to England to start work on "Two-headed Spy."

Three for Nat Holt

Nat Holt has three pictures lined up on his schedule. The first is a Superscope - Technicolor production, "Rage at Dawn," starring Randolph Scott, Mala Powers and Forrest Tucker, which goes into release on April 19. Slated for future production by Holt are "Louisiana Lottery" and "Texas Lady."

"Quest for the Lost City" and "Tarzan's Hidden Jungle" are two Sol Lesser products that will shortly go

into release. Another production, as yet untitled, is also on the Lesser agenda for 1955.

With a cast headed by Glenn Ford, Ursula Thiess, Frank Lovejoy and Cesar Romero, Robert Stillman has made "The Americano," currently in general release. His further plans will be announced shortly. Allan Dowling Productions has two films on its calendar, "People Like Us" and "The Sea is a Woman."

Winding up the list of independents is a list of three pictures, all untitled, to be filmed under the banner of Prize Pictures. The RKO pictures to go into release this year are "The Conqueror," starring John Wayne, Susan Hayward and Pedro Armendariz; "Jet Pilot," starring Wayne with Janet Leigh, and "Son of Sinbad," with Dale Robertson and Sally Forrest, Branson concluded.

U. S. Films Shown On Germany's TV

HOLLYWOOD, Jan. 25.—Schulz Vorberg, German commentator, visiting Hollywood as a guest of the State Department, disclosed that a half-hour period on Germany's expanding television programming is devoted, fortnightly, to telecasting excerpts from American films. No charge to distributors is made.

On alternate weeks clips from other non-German films are telecast.

Pettebone to C & C

HOLLYWOOD, Jan. 25. — Independent publicist Jean Pettebone has joined Compton & Cornell, public relations firm, as an associate, it was disclosed here today.

Review

"Animal Farm"

(de Rochemont)

LOUIS DE ROCHEMONT'S presentation of "Animal Farm" is a daring innovation for motion pictures and this film, which is in color by Technicolor and based on George Orwell's best selling satire, is the first feature cartoon to utilize an adult theme with intelligence, wit and understanding. This is a faithful translation of Orwell's novel and, as such, is hardly suitable for the very young film fans who usually comprise the major portion of cartoon audiences. "Animal Farm" depiction about a totalitarian state doesn't pull its punches although the inhabitants are four-footed rather than human.

The story tells of the inhuman treatment Farmer Jones inflicts upon his animals. Unable to tolerate it any longer, they revolt and drive their torturer away. The animals feel they can run the farm themselves, keep the produce for themselves and be governed equally under their own fair rules. Slowly but surely, though, they realize they are being taken over by their shrewdest cohorts, the pigs, led by a menacing fellow named Napoleon. He has trained a group of dogs since infancy to become his murderous aides. The other pigs, not unwittingly, become his stooges. The rest of the animals, helpless to fight back, discover they are under another form of tyranny, perhaps more oppressive than the last.

The various rules which the community had established for itself were expediently altered as the pigs' rule became more and more overt. Thus while it had been forbidden for an animal to kill another animal, the phrase "without cause" was appended. And the famous slogan, "All animals are equal" had affixed to it, "— but some animals are more equal than others." When the enslaved animals once more reach the breaking point, they again revolt and the caustic commentary on the human race ends.

There are many tender and comic moments in the film which relieve the generally grim atmosphere. It may take a great deal of extra selling to convince the public that this isn't a kiddie show. Some of the more "realistic" scenes are rather chilling and certainly effective.

"Animal Farm" was produced and directed in England by John Halas and Joy Batchelor. The narration is spoken by Gordon Heath and the animal voices belong to Maurice Denham. Story development was by Lothar Wolff, Borden Mace, Phillip Stapp, Halas and Miss Batchelor.

Running time, 75 minutes. Adult classification. Release, in January.

National Pre-Selling

STANLEY KRAMER, producer-director of "Not As a Stranger" wrote an informative and interesting article for the current issue of "Collier's." He tells how the cast, script writers, and himself witnessed 35 operations and several autopsies to prepare themselves to make this story of a dedicated doctor.

Photos taken in the operating rooms of four Los Angeles hospitals illustrate the story. Olivia de Havilland, Robert Mitchum, Broderick Crawford and Kramer, dressed in conventional operating room garb, are shown learning, first hand, the problems that confront doctors and nurses during an operation.

"Romeo and Juliet" is one of the most beautiful movies ever made," reports Phil Hartung in the Companion Family Approved Movies department in the February issue of "Woman's Home Companion."

A striking full color page ad on "Underwater!", the Howard Hughes production starring Jane Russell, appears in the current issue of "Life." The magazine also has a two page pictorial story and review of 20th Century-Fox's new film, "Prince of Players."

Part three of "The Greta Garbo Story" appears here also. It seems that the "Garbo" story has helped to pre-sell some of her pictures made years ago. "Camille" is scheduled to be shown starting on Feb. 1 at the Normandie Theatre here, a first run house.

"Redbook" recommends to its 4,063,500 readers "Green Fire," "So This Is Paris," and "Romeo and Juliet" in the February issue. Florence Somers reviewed these pictures, which are illustrated by photos made on the production scenes.

Two eye-catching full color ads will appear in the Jan. 30 issue of "American Weekly" of RKO's "Underwater!", starring Jane Russell, and UI's "The Far Country," starring James Stewart.

Grace Kelly, star of "The Country Girl" and "The Bridges at Toko-Ri" is the cover girl on "Time" magazine, on the newsstands tomorrow. The issue also has a five-page personality story of this new star.

"Deep in My Heart," "The Country Girl," and "Three for the Show" are some of the films reviewed by Ed Miller for the February issue of "Seventeen."

"Parade's" issue, on the newsstands next Sunday, will have a full page color photo of Terry Moore, star of "Daddy Long Legs." Facing the photo is a story written by Miss Moore's mother titled "Don't Raise Your Girl to Be an Actress." Also in this issue is a striking full page color ad of "Underwater!"

Two pages in the current issue of "Look" are devoted to a review and pictorial story of "The Bridges at Toko-Ri." In the same issue is a six-page personality story of Gary Cooper, who is starring in "Vera Cruz," now in release.

WALTER HAAS

Here is the crawl!

A list of credits of those responsible
for the unanimous praise
from the press:

"It would be difficult to gather a cast on Broadway today as outstanding as the one in this 'spectacular'. Patrice Munsel, equipped with a piquant Franco-Italian accent, made a charming heroine. Not only was her singing a joy but her acting ingratiating. Alfred Drake, as the stalwart Captain Warrington, swashbuckled all over the premises with a fine touch of bravado and vocally, of course, he too was tops. John Conte, portraying the dandy and villainous governor, also contributed a highlight performance, both in speech and song, and so did Gale Sherwood as his jilted loved one. Bambi Linn and Rod Alexander's dancing, especially in the 'Puppet Ballet', made one wish for more. In fact, Rod's choreography throughout the show reflected the grace and the beauty of the period ... All those who worked on this production deserve credit."

—BEN GROSS, N. Y. DAILY NEWS

"'Naughty Marietta' colorful and gay ... It was a splendid production ... Max Liebman assembled a first-rate company for this spectacular ... The old familiar songs were sung in style by professionals who knew their business. Who could ask for more?"

—HARRIET VAN HORNE, N. Y. WORLD TELEGRAM

"At week's end, NBC scored again with the Max Liebman production of that tune-ful old light opera, Victor Herbert's 'Naughty Marietta', beautifully sung by Alfred Drake and Patrice Munsel and with dances of fine Latin fervor devised by Choreographer Rod Alexander."

—TIME MAGAZINE

"Skillful editing and a highly professional production job made Max Liebman's 'Naughty Marietta' one of the very best TV musicals seen in recent months."

—JACK HARRISON, HOLLYWOOD REPORTER

MAX LIEBMAN

presents

VICTOR HERBERT'S "NAUGHTY MARIETTA"

BOOK AND LYRICS BY
RIDA JOHNSON YOUNG

CAST

MARIETTA PATRICE MUNSEL
CAPT. WARRINGTON ALFRED DRAKE
ETIENNE JOHN CONTE
YVONNE GALE SHERWOOD
PIERRETTE BAMBI LINN
PIERROT ROD ALEXANDER

ADAPTATION BY

WILLIAM NEIL FRED BILL
FRIEDBERG SIMON SAIDY JACOBSON

BOOK STAGED BY
MILTON LYON

DANCES AND MUSICAL NUMBERS BY
ROD ALEXANDER

MUSICAL CONDUCTOR
CHARLES SANFORD

MUSICAL ADAPTATION BY
CLAY WARNICK AND MEL PAHL

ARRANGEMENTS BY
IRWIN KOSTAL

CHORAL DIRECTOR
CLAY WARNICK

SETTINGS AND ART DIRECTION BY
FREDERICK FOX

COSTUMES BY
PAUL DUPONT

PRODUCTION STAGE MANAGER
STERLING MACE

GRAPHIC ART
FRANK WILSON

TECHNICAL DIRECTOR
HEINO RIPP

LIGHTING DIRECTORS
FRED MCKINNON • HERB GREELEY

AUDIO ENGINEER
FRED CHRISTIE

ASSISTANT TO THE PRODUCER
MAX SIEGEL

SUPERVISOR FOR NBC
HAL JANIS

ASSOCIATE PRODUCER DIRECTOR

BILL HOBIN

PRODUCED AND DIRECTED BY

MR. LIEBMAN

"'Naughty Marietta' was distinguished for its production numbers ... in color the waltz scenes in the gambling casino were almost like a lovely moving bouquet."

—JACK GOULD, N. Y. TIMES

"'Naughty Marietta' has a lovely score and it was given an eye-filling production. I saw it on a 21-inch color set and some of the production numbers, especially choral dance numbers in the village square, were a riot of color harmony, the like of which I have never before seen on television and rarely anywhere else."

—JOHN CROSBY, N. Y. HERALD TRIBUNE

"Victor Herbert would have been mighty proud ... It's nearly half a century (45 years to be exact) since Herbert's operetta first tread the Broadway boards, but Saturday night's vid-tint production gave it a spark and a verve that belied its 1910 vintage. In practically every facet (acting, singing, dancing, camera work, choreography, sets, the costuming and musical direction), 'Marietta' enjoyed an updated tempo and vivacity designed to strike a universal appeal ... All in all a real Saturday night treat."

—ROSE, VARIETY

"Superlatively integrated showmanship in color presentation ... everybody concerned seemed touched with genius ... scripting battery was extremely successful."

—BOB FRANCIS, BILLBOARD

"It was the best tinted show we have caught and the first duel we have seen on live TV ... Victor Herbert would have liked it."

—NICK KENNY, N. Y. DAILY MIRROR

"Superior production and exceptionally fine talent ... all production hands rate a good deal of credit for the impressive presentation."

—DAKU, DAILY VARIETY



NBC Television Sat. Jan. 15th

SPONSORED BY YOUR OLDSMOBILE DEALER



PRODUCTIONS REPRESENTED BY WILLIAM MORRIS AGENCY

Mass. Law

(Continued from page 1)

show "Miss Julie" on two Sundays in the spring of 1954, and has refused a similar application for a future Sunday. Attorneys for the theatre contended in the lower court that the licensing law is invalid under both the United States Constitution and the Massachusetts constitution.

By its appeal, the Brattle Theatre has placed before the Massachusetts Supreme Judicial Court the question of constitutionality. It is expected the case will be argued before the Supreme Court early in 1955. Attorneys for the Brattle Theatre are Peabody, Koufman and Brewer of Boston, who cited a recent case in the Supreme Court of the United States striking down a New York licensing law which prohibited the showing of "sacriligious pictures as binding upon the Massachusetts court." Judge Cahill, however, upheld a demurrer filed by the Attorney General which alleged that the statute was constitutional.

New UK Firm

(Continued from page 1)

pend £160,000 to satisfy British Lion Studio's debt. The net result of the operation will result in an expenditure of £356,900 by NFFC, against which it holds 600 shares, of £1 each, which represents the whole capital of the new company.

The government approval was viewed as a means of maintaining British Lion production and distribution facilities, in addition to sustaining a third force against J. Arthur Rank and the ABC organization. The question, however, being asked is whether the governmentally rescued British Lion will fill the bill.

20 Regional Bows For 'Black Tuesday'

United Artists' "Black Tuesday," has been set for 20 regional premieres that will kick off on Thursday, it was announced by William J. Heineman, vice president in charge of distribution for UA.

Key cities unveiling the picture are Seattle, Chicago, Kansas City, Cleveland, Columbus, Akron, Toledo, Reading, Baltimore, Washington, Richmond, Wilmington, Nashville, New Orleans, Harrisburg, Syracuse, Bridgeport, Providence, Stamford and Boston.

Ampex Cutting Work On Drive-in Stereo

Efforts of the Ampex Magnetic Recording Corp. to promote the use of multiple-track magnetic stereophonic sound at drive-in theatres has "more or less fallen by the wayside" due to a general apathy on the outdoor exhibitors' part, it was learned yesterday from an Ampex representative.

The high cost of installing additional wiring equipment, speakers, etc., plus the 20th Century-Fox policy change in selling CinemaScope with optical and magnetic sound, has caused Ampex to drop a vast majority of the work on drive-in stereophonic sound, the equipment official said.

Ampex, in March, had announced plans to market a stereophonic sound speaker which weighed 12 ounces and

Hollywood

By Samuel D. Berns

INCIDENTALLY: American Cinema Editors Society is making plans to acquaint the industry with its importance. George Amy, editing Schlitz Playhouse of Stars, compared TV problems of matching footage to meet program time requirements, between courses at Lucey's, with ACE's new prez, Dick Cahoon, who spoke of the headaches which were aspired by editors for the wide-screen innovation. They're about even. . . . Shavelson-Rose's deal with Hecht-Lancaster became a mutual cancellation when the producer-director team of Bob Hope's "Seven Little Foys" signed a multiple deal with Paramount. . . . Al Burrs and Dave Robbins are listening to offers for their ownership rights to the Kling Studios. . . . Director John Sturges told 150 UCLA students all about the production of "Bad Day At Black Rock." . . . Ben Cooper's star is rising. Finished playing sailor-love of Marissa Pavan in Hal Wallis' "The Rose Tattoo" in time to launch the Davy Crockett role in Republic's tentatively titled "Frontiersman." . . . Dick Powell is being plagued with offers to m.c. local industry affairs. . . . When Phil Waxman puts the Jack Palance "Pistolero" package into production he'll have Ed (Si's son) Fabian's money betting it's a winner. . . . Hollywood Foreign Correspondents Association and Foreign Press Association (Montagues and Capulets) had to join hands for the annual Golden Globe and Film Favorites of the Year awards next month at the Ambassador. (Dick Powell can't make this one.)

□ □ □

FRANK O. PINYONS: Now that Dorothy Dandridge and Harry Bellafonte are a smash team in 20th's "Carmen Jones," M-G-M could get out from under with a reissue of the pair's debut in "Bright Road." A darn good picture, anytime. . . . Smart "Show Business" casting: Paramount's signing of Mitzi Gaynor to team with Donald O'Connor again in a co-starring role for Bing's next musical "Anything Goes." . . . Bob Mitchum's "he-man-globin" was okay for RKO's "Blood on the Moon," but Batjac changed its mind on the type for Warner's "Blood Alley."

□ □ □

DRUM BEATERS: Hazel Flynn, former flack for Radio City Music Hall, and before that a Hearst film editor in Chicago, is back on the other side of the fence again as amusement editor and film critic for Beverly Hills Daily NewsLife. . . . NBC gets Bob Hope for free with Sheila Graham's showings of "Seven Little Foys" film clips for five days in a row on her new net show. . . . Johnny Flynn added two more field exploiters for Allied Artists "Tonight's the Night." . . . John Del Valle, now managing Mayer & O'Brien's Western public relations offices, will be briefing the press on Academy Awards presentations. . . . Bill Williams and the Mrs., Barbara Hale, are on a tub-thumping tour Bill for his "Kit Carson" video viewers, and Barbara for Warner's "Unchained." . . . Esther Williams scored a television double header for "Jupiter's Darling" on "What's My Line" and Ed Sullivan's "Toast of the Town."

□ □ □

THE BIG "SHORT" MEDIUM: That tall good-natured Carl Dudley, who got his schoolin' a few years back in M-G-M's short subjects writing department, has become the town's most prolific independent short subjects producer. His ability to produce quality shorts at a price has made him a "successful dependent" of the majors who trimmed their own shorts department. Paramount is buying six 2-reel "VistaVision Visits" from him. He supplies Republic with its "This World of Ours" series; Warners with six one and two-reelers; a group for U-I; and a couple of two-reel CinemaScopers for 20th. . . . Now that he has the backing of a \$2 millions revolving fund, he formed Dudley Pictures International in England to make 25 features in the next five years, with "Nine Billion Names of God," "King of Diamonds" and "Doomsday" set as the titles for the first three. . . . In addition to all this he still finds time to make deals with independent producers for the use of his Vistarama camera lens, an anamorphic photographic lens attachment, similar to the CinemaScope production lens, prominent among the items of equipment responsible for the success of the industry's new media.



Carl Dudley

cost \$12 each for outdoor theatres. Jim Mahon, sales manager for Ampex who demonstrated the new speaker at the 20th-Fox office, then stated that no price had yet been set for the installation of the speakers in the various size drive-ins. "Not counting labor, it will run about \$25,000 for a 500 to 750-car outdoor theatre with the pres-

ent wiring being utilized, Mahon said in March.

The introducers of CinemaScope and stereophonic sound, 20th-Fox, had changed its sales policy in allowing product filmed in the medium to be sold for either one-track optical, one-track magnetic or four-track magnetic sound.

Allied Weighs

(Continued from page 1)

to the amount of time and money that would have to be spent on the case then by the exhibitor groups—would be that the case might be decided in the government's favor and the court might bind the exhibitors in the final findings and judgment. In that event, the theatre owner groups and quite possibly the individual theatre members might be liable for damages in any private anti-trust suit brought by an individual television station owner, who could use the government-won verdict and judgment as prima facie evidence in his own suit.

Some Allied officials feel that even if Allied became a defendant and the government won the case, the final court order would apply only to the distributors and not to the exhibitors. That, however, is the type of thing that must be weighed before any decision is made, according to one Allied official.

UA to Distribute

(Continued from page 1)

however, marks the first time either of the Skouras brothers have been connected with film production.

Duties of the new partners already have been defined. Jacks, who produced five of the 10 pictures for Panoramic Productions last year, will function as producer of the films to be made by the new organization. Goldstein will handle the West Coast financing and other executive matters. Plato Skouras, currently employed at 20th Century-Fox studio, will work with Jacks on the production end, while Spyros S. Skouras will continue his executive duties as president of Skouras Theaters in New York and will confine his activities with the new company to Eastern financing and distribution problems.

Crown Productions already has purchased "The Killer Is Loose" and has assigned writer Danny Fuchs to do the screenplay. Jacks plans to put this first United Artists release before the cameras early in March at RKO-Pathe Studio.

Portland Maintains Fast New Year Clip

PORTLAND, Ore., Jan. 25.—The heavy increase in attendance at all of Portland's downtown theatres in the first week of the new year, was not just a "flash" but has continued each succeeding week, to be from 10 to 20 per cent ahead of the same weeks of 1954, managers say.

Outstanding features were "Show Business" in a fourth week at New Fox Theatre, and "Twenty Thousand Leagues Under the Sea" also in a fourth week. Both features will now be continued at Evergreen's subsequent run houses.

Big 'Underwater!' Sign

What is said to be the most elaborate motion picture sign to be built on Broadway in a decade will be erected above the Mayfair Theatre for "Underwater!", it has been disclosed by Walter Branson, RKO Radio worldwide sales manager. The film will open at the theatre on Feb. 9.

A 50-foot-high color transparency of Jané Russell in a bathing suit will be projected from a colored background of the ocean.

FAME

23rd ANNUAL AUDIT OF PERSONALITIES OF SCREEN, TELEVISION AND RADIO

The reasons for the extraordinarily widespread influence of *FAME* are perfectly clear. *FAME* has never been successfully copied, although it has various imitators. Its standing has never been approached in any of the twenty-two years that it has presented the *Top Ten Money-Making Stars*—which was originated by Quigley Publications.

Likewise unique in the extent of their recognition are the innovations which have been added in *FAME* throughout the years, expanding its usefulness and value as a record for reference throughout the motion picture and television industries and for writers of the public press. The title of one of those innovations, "Looking Forward", which is now an annual feature of *FAME*, might also be used to describe the editorial spirit of the book itself. The "Stars of Tomorrow" feature also was originated in that spirit.

The 1955 edition of *FAME* is now in an advanced stage of preparation, for distribution soon.



EDITED BY JAMES D. IVERS

Assistant editors: Charles S. Aaronson, Pinky Herman,
Peter Burnup, W. R. Weaver, Hannah Pellen, Jay Remer.

QUIGLEY PUBLISHING COMPANY

NEW YORK

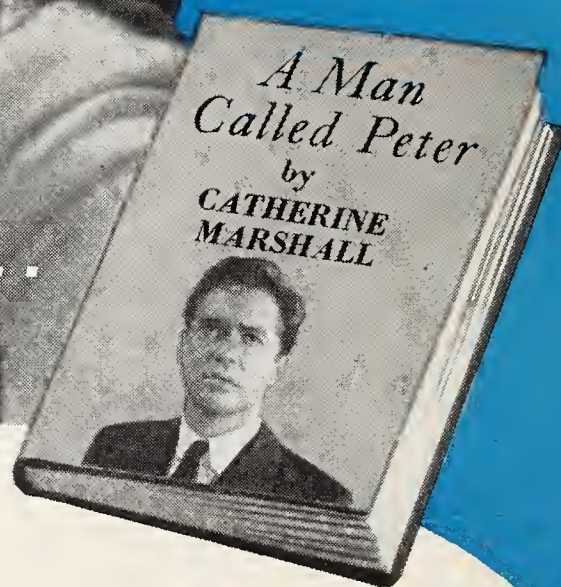
HOLLYWOOD

LONDON

For 128 weeks the nation's top
best-seller! It will be your
greatest Easter
attraction!



written by the woman
who loved him! . . .



20TH CENTURY-FOX presents

A Man Called Peter

IN

CINEMASCOPE

STARRING

RICHARD TODD • JEAN PETERS

PRODUCED BY
SAMUEL G. ENGEL • HENRY KOSTER • ELEANORE GRIFFIN

COLOR BY
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"It'll be a pleasure
to celebrate Easter
with 20th!"

YOU'LL FEEL BETTER AND PROUDER FOR PLAYING IT!

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 19

NEW YORK, U. S. A., THURSDAY, JANUARY 27, 1955

TEN CENTS

Fines Up to \$300

File Ohio Bill For Licensing Of Pictures

Would Replace Censors; Permit Exhibitor Appeal

COLUMBUS, O., Jan. 26.—A bill to license films rather than censor them was introduced in the Ohio legislature by Reps. John J. Conway and James P. Kilbane, Cleveland Democrats, and Jesse Yoder, Democrat of Dayton. The measure is reported to have Governor Lausch's approval. The bill defines "obscenity" and "tending to incite to crime."

Under the proposed law, exhibitors would be subject to a fine ranging from \$25 to \$300 if they showed unlicensed films and distributors would be liable for the same fines if they refused to delete objectionable sections of pictures.

License fees would be set at \$5 per reel for the first print. This would
(Continued on page 4)

Bryson Says Sales Taxes Real Problem

From THE DAILY Bureau

WASHINGTON, Jan. 26.—Proposed city and state sales taxes, applying to theatre admissions as well as to other items, will be the real problem for the film industry this year, according to Jack Bryson, legislative representative of the Motion Picture Association.

Bryson said 39 state legislatures are
(Continued on page 5)

Memphis' Suburbans Go Single-Feature

MEMPHIS, Jan. 26.—Most of Memphis' suburban theaters will soon cut out double features in favor of a single feature policy.

Members of the Neighborhood Theater Owners Association have agreed on the change.

The shortage of pictures occasioned by Hollywood production cuts, and the rising film terms are the main reason for the change at this time, the members said.

In Serving Papers

Need Court OK For New 16mm Defendants

Serving of papers against the additional alleged co-conspirators in the government's 16mm. anti-trust suit depends upon court approval of the government motion to expand the list of co-conspirators, it was explained here yesterday by Stanley N. Barnes, assistant United States Attorney General.

Barnes, who is head of the anti-trust division in the Department of Justice, was here yesterday from Washington to address the New York Bar Association.

Barnes, in response to a question following his address, pointed out that the procedure in amending a complaint is different than when an original complaint is filed. The gov-
(Continued on page 4)

For Commission Guidance

VIEWS ON TOLL TV TO BE ASKED BY FCC

Answers to Questionnaire May Be Key to Decision on Holding of Public Hearings

By J. A. OTTEN

WASHINGTON, Jan. 26.—After several hours of intense and secret discussion, the Federal Communications Commission today ordered its staff to work up a detailed request for written public comments on various aspects of subscription television.

Interested parties will be asked to submit their views on such matters as to whether it would be in public interest to authorize subscription television, whether it would be legal, whether it should be considered a broadcasting service or a common carrier, and the like. It is estimated that the staff will be working at least for the next two weeks preparing the required order, and that it will therefore be at least that long before the commission makes any public announcement on this point.

The FCC has before it a petition from Zenith Radio Corp. asking immediate authorization of subscription television. Motion picture exhibitors have indicated their intention to fight toll-TV.

One question is whether the commission will announce that it is seeking these written public comments now and will decide after it gets them
(Continued on page 5)

'Oklahoma!' Policy Set

"Oklahoma!" in the Todd-AO process will have its initial showings in New York, Chicago and Los Angeles and will be followed by engagements in approximately 25 U. S. cities, Henry S. Woodbridge, Todd-AO Corp., said here yesterday. After a brief period, the picture will open in 25 additional cities, he explained.

Installation at the Rivoli Theatre, which will present the premiere of "Oklahoma!" will get under way in the next few weeks. Whether the theatre will have to close down during the installation period has not been determined.

Woodbridge said that the delivery of equipment for the first picture would start in March and that sufficient equipment to cover "Oklahoma's" needs for the first year of distribution already is being manufactured and assembled. Additional equipment has been ordered to take care of the needs of the second Todd-AO picture.
(Continued on page 5)

Gov't to Complete Schine Case Tues.

BUFFALO, Jan. 26.—Government expects to complete its case next Tuesday in the Federal Court contempt trial of Schine Chain Theatres, Inc., and alleged associated corporations and individuals, Justice Department attorney Joseph E. McDowell has told the court. Judge John Knight has agreed to a week's adjournment after the government rests, before the defense starts its case.

Meanwhile, Judge Knight adjourned the trial until Monday because of the
(Continued on page 5)

Celler Appoints Self House Probers' Head

WASHINGTON, Jan. 26.—House Judiciary Committee chairman Emanuel Celler (D., N. Y.) today named himself as chairman of a special subcommittee to investigate monopolistic practices. He also named Representatives Rodgers of Colorado and Fine of New York as the other Democratic
(Continued on page 5)

Denies Resistance to UK Films

By MURRAY HOROWITZ

British films made in terms acceptable to the American market find no resistance from U. S. exhibitors, British producer-distributor Nathan Cohen maintained here yesterday.

Cohen, here from London to set a number of co-production deals, contended that he has found American exhibitors "quite cooperative." His sentiments were in sharp contrast to the charges leveled by John Davis, managing director of the J. Arthur Rank organization, who claimed that British films were not given fair consideration on U. S. screens.

Cohen, director of Anglo Amalgamated, said that the acceptability of

British films in the American market hinges upon the utilization of American talent in pictures made in Britain, both production and star talent, if possible. Blending the two together, he continued, has proven a "good formula" for his company.

In order to get "the American flavor," Cohen says he strives to make co-production deals with independent American producers and participation deals with U. S. stars. He pointed to the completion of "Little Red Monkey," co-produced with Tony Owen. American producer Owen, he continued, has just left for England in another co-production venture, "Time Slip," starring Gene Nelson. Both co-

productions will be distributed in the U. S. by Allied Artists, he added.

Anglo Amalgamated, which regularly produces 10 a year, Cohen continued, hopes to have American artists participate in all of its productions this year. "When we employ an American star," he stated, "we get more money out of the American market." The Rank Organization, he contended, uses British talent, pointing out that only a few British stars are popular in America.

Until British stars come over here and play leading roles in American films, they are unknown to U. S. audiences, he went on, indicating that there
(Continued on page 5)

Personal Mention

NAT ROSEN, 20th Century-Fox branch manager in Albany, has arrived in New York from there.

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, returned to New York yesterday following a tour of Latin-American offices.

DAN S. TERRELL, M-G-M publicity manager, and **ARTHUR CANTON**, Eastern division press representative, will return here tomorrow from Boston and New Haven.

JONAS ROSENFELD, JR., I.F.E. Releasing Corp. vice-president in charge of advertising-publicity, is in Detroit from New York.

JAMES J. LARKIN, B.O.A.C. theatrical sales representative, and **MRS. LARKIN** will leave here at the weekend for Chicago.

SEYMOUR SCHUSSEL, I.F.E. Releasing Corp. Eastern division manager, will return to New York tomorrow from Washington.

PETER MYERS, 20th Century-Fox Canadian division manager, is in New York from Toronto.

ARTHUR LUBIN, director, is scheduled to arrive here today from Hollywood.

FRANK P. ROSENBERG, producer, and **RUDOLPH MATE**, director, have returned to Hollywood from New York.

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

GEORGE E. LANDERS, E. M. Loew's Theatres division manager in Hartford, has returned there from Boston.

SAM SPIEGEL, producer, will leave here today via B.O.A.C. Monarch for London.

Laurentiis-Para. in 'War and Peace' Deal

HOLLYWOOD, Jan. 26. — Dino de Laurentiis, producing head of Ponti de Laurentiis Productions, Rome, disclosed in an interview at the Paramount studio today that a distribution agreement has been consummated for Paramount to distribute his forthcoming VistaVision production of Tolstoy's "War and Peace" in all countries except Italy, Germany, France, Scandinavia and the Balkans.

De Laurentiis left by plane tonight for Paramount home office discussions on approval of a director and three stars to be announced within the next three days before he departs for Rome.

An American screen writer will be employed to adapt the script prepared by French and Italian writers.

SIDNEY ADVOCATES LONGER RUNS FOR 'FEWER BUT BETTER' FILMS

Hollywood's "fewer, but better pictures" should be given longer and better runs by exhibitors to warrant the efforts put into a production from all departments, according to M-G-M director George Sidney, president of the Screen Directors Guild, who is currently visiting New York.

Sidney, who recently completed directorial chores on Metro's CinemaScope production of "Jupiter's Darling," declared here yesterday that "a number of good films which have been released while exhibitors were talking about a product shortage, were never given a chance at the box office."

Hollywood the 'Mirror'

Hollywood is the mirror which reflects the public's tastes in entertainment, the industry veteran of 23 years stated. "Give the public what it wants in entertainment because they dictate to us," he said.

Revealing that his next CinemaScope production work will be on Columbia's "The Eddie Duchin Story," Sidney reiterated the opinions of other Hollywood creators who said that "good material is always scarce when you want to make a good picture." After completing this Jerry Wald production, Sidney will direct Frank Sinatra and Ava Gardner in

M-G-M's CinemaScope film, "The St. Louis Woman," starting in July.

Commenting on the new innovations in film techniques, Sidney was firm in stating that "the story is primary and a medium must be fitted to the story. It is possible an improved 3-D may return for the right type of story."

In his capacity as president of the SDG, Sidney said that about 62 to 70 per cent of the Guild's membership is now employed by television or with independent film producers, with the remainder of the membership engaged in work at the major studios. "SDG is also building a 450-seat motion picture theatre which will be equipped with the most up-to-date equipment and for all media," Sidney said.

Sees No Toll TV Threat

In reply to a question concerning subscription television, Sidney said that toll-TV will be a medium of the distant future. It is still a long way off—mechanically and technically, he said.

"The marriage of motion pictures and television will never come about until television has proved that it is self-supporting and before a theatre will be affected by toll-TV, the medium must show that it has a box office value," Sidney said.

Daylight Saving Bill Effect Studied in N.Y. 3 UA Branches Top Benjamin Sales Drive

ALBANY, Jan. 26.—Exhibitor and distributor circles here are discussing the possible effect on motion picture theatres of the Williamson-Brook bill which proposes changes in the General Municipal Law and the General Construction law, to make mandatory the annual one-hour advancing of clocks from the last Sunday in April to the last Sunday in October. For many years, the final Sunday of September has marked the end of daylight saving.

New York's Mayor Robert F. Wagner has announced his support of the measure, sponsored by Senator Pliny W. Williamson, Westchester County Republican, and Assemblyman Robert R. Brook, Manhattan Republican. Mayor Wagner, a former member of the Legislature, in taking a stand for the bill, spoke of possible parallel action in extending daylight saving time in the adjoining states of Massachusetts and New Jersey.

Ask Trade Act to Protect 'Skills'

WASHINGTON, Jan. 26.—L. B. McKinley, vice-president of Bausch and Lomb Optical Co., urged the House Ways and Means Committee to include in any reciprocal trade act extension a provision to protect the optical industry and other industries whose skills might be needed for wartime production.

He said the extension bill should include a provision giving the Presidential authority to do whatever is necessary to maintain a reserve of skilled manpower in such industries.

As United Artists' Bob Benjamin Drive rolls into the final eight-week stretch, the New York, Cleveland and New Haven exchanges have taken the lead in the overall standings, it was jointly announced by co-captains William J. Heineman, vice president in charge of distribution, and B. G. Kranze, general sales manager.

The Benjamin Drive supporting UA's releasing program will award a grand total of \$50,000 in prizes to winners among the company's 32 branches in the United States and Canada, which are competing in three groups of equal grossing potential.

In the current overall ratings, runner-up to New York in the first group is the Washington exchange, with the Chicago branch in third place. Second place in the second group is held by the Kansas City branch while Buffalo has captured the number three spot. The Minneapolis office is in second place in the third group with Milwaukee third.

DCA Starts 'John' Campaign in N. E.

A saturation promotion campaign designed to back up the saturation booking of DCA's "Long John Silver" in 30 New England first runs, beginning on Feb. 16, has started in Boston. The New England territory has been split into three areas. With Phil Knapp supervising, field men will work out of Boston, Providence, and New Haven tying up schools, newspapers, department stores, TV and radio outlets for the promotions.

N.Y. Court Dismisses 'Holder' Complaint Against Trans-Lux

A minority stockholders' action which charged the directors of Trans-Lux Corp. with a wide variety of malfeasance was dismissed yesterday in New York Supreme Court by Justice S. Samuel DiFalco who, in his opinion, "found no evidence of wrong doing or negligence on the part of the defendants."

Justice DiFalco, in his ruling, concluded that "all through this record we are confronted and impressed with the diligent application of management and the board to their work, with the thorough investigations, analysis and reports of management to the board and the board's comprehensive studies, considerations and determinations in respect thereof."

Brandt Cleared

Concerning the charges which plaintiffs made against Harry Brandt with respect to his purchasing of film for Trans-Lux, the court rejected all such charges and found that "Brandt rendered exceptionally competent service to Trans-Lux in his purchase of films for its account."

Commenting on the decision, Percival E. Furber, chairman of the board of directors of Trans-Lux, made the following statement: "This has been a long and laborious, trying and expensive lawsuit. The directors' actions, which have been attacked by the plaintiffs, have been examined with a microscope by the Court, and it is gratifying to know that we have been completely exonerated."

26 Defendants

Plaintiffs in the lawsuit were Jerome B. Ross, George C. Mason and Walter Siemers, stockholders of Trans-Lux. Defendants were Harry Brandt, Milton C. Weisman, William M. Girden, Percival E. Furber, Herbert E. Herrman, Jacob Starr, J. Whitney Peterson, Jay Emanuel, the late Lee Shubert, Robert Daine, Joseph Viertel, Ralph Weiner, Percy N. Furber, Philip G. Whitman, Allan Fromme, the late Daniel Greenfield, Ismena Greenfield, Vivian Gruder, Bernard Klein, Louis Mazze, Flora Mazze, Harry Eisenstein, Joseph Ingber, Arthur Sommer and Bert Fromme. Shubert died during the trial and Greenfield after the commencement of the action.

Services Today for Frank Storty in D.C.

WASHINGTON, Jan. 26.—Funeral services will be held tomorrow for Frank Jerry Storty, for the past 26 years a Washington theatre owner.

Storty, who was 58, died Monday after a long illness. He started his theatre career 30 years ago as a projectionist and theatre manager, eventually becoming chief projectionist for Loew's Theatres here. In 1929 he joined the late Louis B. Bernheimer and William C. Ricks in ownership of the Alamo Theatre, and in 1943 built the Jewel Theatre. More recently he acquired an interest in the Best Theatres. He was a member of the Variety Club of Washington.

MGM Campaign to Boost Perspecta In U.K. Launched

From THE DAILY Bureau

LONDON, Jan. 26. — M-G-M's Sam Eckman, Jr. has announced here a further step in his company's campaign for the selling of Perspecta sound.

He named six films included in what he called PEP—the Perspecta Exhibitor Plan—and said that if an exhibitor is agreeable to doubling his normal advertising and publicity allocation for any of the six, Metro will double that exhibitor's amplified publicity and advertising budget.

"It is the simplest and biggest scheme of its kind the industry has known," said Eckman. "There are no complications, no involved rules, no mathematical problems for the exhibitors. If, for example, £20 (\$56) is the normal expense and the exhibitor agrees to extend that to £40 (\$112), we will double the amount for the campaign."

To Have a Hand in Spending

Metro will insist on mutual discussion and agreement with the exhibitors concerned on how the money is spent; but for the sake of simplicity it will confine the PEP budget to three main categories: newspaper advertising, radio and TV propaganda where applicable and to posters and other M-G-M accessories.

Eckman emphasized that the PEP scheme is available equally to circuits and independent exhibitors alike.

The Metro chief announced also the adoption of the name Metroscope as the standard description of all M-G-M panoramic screen pictures, including wide-screen versions of CinemaScope productions.

Okla. V. C. Installs New Officers, Crew

OKLAHOMA CITY, Jan. 26.—Crew and officers of both Variety Tent No. 22 and its Ladies auxiliary were formally installed tonight with George Hoover, Variety international chief barker, and C. A. ("Pappy") Dolsen of Dallas, Variety international representative, participating in the festivities.

Held in connection with the installation ceremony were a dinner dance and party. Dave Hunt, chief barker, and Charles Hudgens, a former chief barker, directed arrangements.

Variety crew and officers installed were: Hunt, chief barker; Don Tullius, first assistant; Claude Motley, second assistant; Paul Rice, property master; George Fisher, dough guy; Ed Thorne, Jess Bollman, Paul Townsend, C. R. Guthrie, R. Lewis Barton, all of Oklahoma City, and Ralph Drewry, Tulsa, crewmen.

Also installed were the new crew members, elected to serve in an advisory capacity as representatives of the associate membership. They are Fred Sanders, Leonard Kilfoy, W. H. Lewis and Johnny Wilkinson.

Ladies auxiliary crew and officers installed were Mrs. Gibbs, president; Mrs. Morris Loewenstein, vice president; Mrs. Michael Comer, recording secretary; Mrs. Milton Kamber, treasurer; Mrs. Hunt, Mrs. Motley, Mrs. Hudgens, Mrs. Fisher, Mrs. George LeBlanc, Mrs. Thorne, all of Oklahoma City, and Mrs. Drewry of Tulsa.

Westrex Chiefs in London

Gregg Warns Industry Vs. New Era of Complacency

By PETER BURNUP

LONDON, Jan. 26.—Here with vice-president R. E. Warn on a tour of Westrex branches, Eugene S. Gregg had some pertinent things to say on the development of new techniques and what he called the "tremendous upsurge" in business occasioned thereby.

Audiences, he said, had been brought back to the theatres in the first instance by the novelty appeal, but had remained by virtue of the new zest and eagerness which had arisen in every branch of the business.

The new developments had spurred on improvements in every department, the Westrex chief declared. We now have better lamps, lenses and screens. It would be a tragic thing if the industry ever again became self-satisfied and refused to look at a new thing, however revolutionary, he said.

Likes Todd-AO

Gregg claimed, for example, that the Todd-AO process will give another salutary kick to the industry.

Gregg agreed that the tumult and wide divergence in new processes was apt—in his own words—to "bedevil us" but he felt that the time had not yet arrived to talk of standardisation. We must have more time to consider the new ratios, he said.

Gregg pointed out that the tendency among American exhibitors was to

install the biggest screens their houses could accept and then mask down to the required ratio.

He paid tribute to Spyros P. Skouras, 20th Century-Fox president, for holding on as long as he could to his insistence on stereophonic sound and pointed out that practically all the major companies had their films available in stereophony.

Sees Perspecta Gaining

He agreed, however, that whereas the cost of stereophonic sound equipment in American theatres had been reduced by as much as 50 per cent, the price reduction here was 30 per cent only. He admitted, too, that Perspecta, as opposed to the magnetic track system, "seemed to be gaining wide acceptance and is still growing."

Gregg and Warn leave here shortly for Brussels and Paris and then for a conference in Zurich with Westrex people. Gregg plans returning to the U. S. around February 3. Warn will continue on to Rome, Barcelona and Madrid.

6th 'Workshop' In Memphis Today

MEMPHIS, Jan. 26.—More than 300 exhibitors and affiliated interests are scheduled to attend M-G-M's sixth "Ticket Selling Workshop," to be held here tomorrow at the Peabody Hotel with the same panel that guided the discussions at yesterday's Workshop at the Heidelberg Hotel in Jackson, Miss. The Jackson Workshop was held in connection with the Mississippi Theatre Owners Association meeting and was attended by 203 persons, by far the largest group of exhibitors attending a function conducted by a film company in the Mississippi capitol city, according to M-G-M.

Three on Panel

The panel spotlighted both the Jackson and local meeting consisting of Ivan D. Anderson, Liberty Theatre, North Wilkesboro, N. C.; William T. Powell, Smith Management Corp. division manager from St. Louis, and Jack Bruno, city manager for Cooper Foundation Theatres, Pueblo, Colo. Each of the men discussed different phases of the motion picture industry, one devoting his topic to drive-in theatres, another, small town theatre operations, and the last, circuit operations.

Edward Roskelly, former radio and television announcer who turned to the motion picture field with his innovations in tape recorded intermission messages toward drive-in theatres, introduced some examples of the type of institutional selling which he has injected into the motion picture theatre-to-patron communication.

With the Jackson meeting, M-G-M Workshops have been attended by a total of 1,433 exhibitors and affiliated interests. Coca Cola, yesterday sponsored the luncheon in Jackson and will do likewise tomorrow here.

Delinquency Study To Be Continued

From THE DAILY Bureau

WASHINGTON, Jan. 26. — The Senate Judiciary Committee has voted to continue for the coming year its special subcommittee to study juvenile delinquency.

The subcommittee was slated to expire Jan. 31. There has been consideration of the possibility of a study of the effect of films on delinquency if the activities of the committee were extended.

The committee also voted to continue a special subcommittee to study plans for disposing of the government's stock in General Aniline and Film Corp. and other alien property.

No action was taken at today's session on picking a chairman for the special monopoly subcommittee, which full committee Chairman Kilgore (D., W. Va.) says, will undertake an investigation of the television industry.

'Photoplay' Awards Set for Feb. 10

HOLLYWOOD, Jan. 26. — The 11th annual Gold Medal Award banquet of "Photoplay" Magazine will be held at the Chrystal Room of the Beverly Hills Hotel here on Feb. 10 honoring the most popular actor, actress and motion picture of the past year.

14,000 'Players' Cards

Fourteen thousand cards recommending 20th Century-Fox's CinemaScope production of "Prince of Players" to New York City's citizens as the "Go See Picture of the Month" for January-February have been posted throughout the city-operated subway and bus system.

People

Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, will address civic groups in Missouri and Illinois in February and in Hot Springs, Ark., on March 10, in line with TEDA's program designed to help exhibitors "bring back the lost audience."

□

E. K. (Ted) O'Shea, Paramount vice-president, and Dore Schary, M-G-M production chief, are among the former Buffalonians who will be honored tonight at the "Celebrity Home Coming" dinner in Buffalo's Hotel Statler.

□

George H. Wilkinson, Jr., president of the Motion Picture Theatre Owners of Connecticut, has been named to the committee to recommend a permanent study commission for the proposed consolidation of the Wallingford Town and Borough governments.

□

George A. Snyder is the new office manager of Eastman Kodak's distribution center in Rochester, succeeding Robert E. Schellberg, who was appointed administrative executive of the company's newly-formed international division.

□

Elmer Lux, head of Elmart theatres and president of the Buffalo Common Council, has been elected a director of the Greater Buffalo Advertising Club.

□

Jack J. Bruckner, Columbia salesman in Cleveland for the last five years, has resigned. Martin Grassgreen has been promoted from booker-office manager to succeed Bruckner. Anne Walker of the booking department takes Grassgreen's former duties.

□

Mrs. Margaret Hames, wife of Bill Hames, former UA manager in Dallas, has been appointed secretary to Gov. Marvin Griffin of Georgia. She formerly was with Warner Brothers and United Artists in Atlanta.

□

Hugh Becket, Seattle theatre man, has taken a 10-year lease on Seattle's Moore Theatre and, after the house is remodeled, will start operations on June 1.

'Battle' Stars Here

Immediately following the world premiere of "Battle Cry" in Baltimore next Tuesday night, Warner Brothers' stars Mona Freeman, Tab Hunter and Dorothy Malone will board a plane for New York to attend the CinemaScope and WarnerColor picture's opening on Wednesday at the Paramount Theatre. Nancy Olson, who co-stars with Miss Freeman, Hunter and Miss Malone, will join them on the Paramount stage for in-person appearances.

Will Help Find 3-D Glasses for 'Revenge'

COLUMBUS, O., Jan. 26.—I.T.O. of Ohio will act as a clearing house for 3-D glasses for member theatres that plan to play Universal's "Revenge of the Creature" in that version.

Exhibitors who have glasses on hand and do not plan to play the film in 3-D are asked to notify Robert Wile, I.T.O. executive secretary, who will tell those who want 3-D glasses where they may be obtained.

16mm. Suit

(Continued from page 1)

ernment's motion to include as co-conspirators the Council of Motion Picture Organizations, Allied States Association, Metropolitan Motion Picture Theatre Owners Association, Independent Theatre Owners Association and Pacific Coast Conference of Independent Theatre Owners, has been set for a hearing on Feb. 7 before Federal Judge Harry C. Westover in Los Angeles Federal Court.

Barnes, asked if subscription television interests had made any complaints against the industry to the Justice Department, replied in the affirmative, adding that the complaints have been made over a period of time and he did not know how recent some of them may have been.

Reiterates Government Position

He repeated the sentiments of Department of Justice officials in Washington regarding the government's position in allowing divorced theatres to engage in production or the financing of production. "Naturally," he said, the department has "considerable doubt about approving such a procedure." The anti-trust official went on to say such a move would seem to contravene existing decrees. He raised the question of whether economic justification for modifying the decrees exists today, indicating that although the department is willing to sit down and talk with those seeking modification in this area, the department retains a good deal of "respect" for the decrees containing production and distribution limitations.

"I know the problems," Barnes continued, "and we're having several conferences with various interested parties." He declined to name the parties, but Theatre Owners of America has announced plans to meet with Justice officials in Washington sometime in mid-February on TOA's proposal to modify the decrees to allow divorced theatres to engage in the production or financing of production.

'Women's' Bow Set

Columbia's "Women's Prison" will have its premiere at the Palace Theatre here on Feb. 2, the film company announced.

Kaufman Says

Industry's Merchandising Inadequate; Needs 'Push'

By LESTER DINOFF

The entire motion picture industry's mode of merchandising product has become too standardized and a rejuvenation is necessary so that films can secure the proper handling to insure worthwhile grosses, Joseph Kaufman, producer of "Long John Silver" declared here yesterday.

The present methods of selling and merchandising top-notch films are wholly inadequate as the industry seems to have forgotten that each area and territory needs a different approach in building the public's desire to seek entertainment at theatres, Kaufman said in a Hotel Delmonico trade press conference.

The former exhibitor and distributor, revealing a program of four pictures to be made under his aegis in the next two years in Australia, was also highly critical of the Theatreman's approach in presenting product to an audience.

'Exhibitor's Responsibility'

"Films are the responsibility of an exhibitor, also, not just the producer and distributor," Kaufman asserted. "An exhibitor doesn't avail himself sufficiently of all the merchandising material, pressbooks, etc., with which he is furnished so that he can sell a picture properly," he said. Usually, the merchandising material is furnished way in advance of the film's opening and the exhibitor, instead of reading it, just glances at it and files or throws it away, he said.

If an exhibitor utilizes some of the merchandising material afforded him properly, everyone, theatre, producer and distributor, will make money, Kaufman said.

The proper approach by all industry factions in building up the public's desire to see a picture is currently taking place in the New England area, according to Kaufman, where the Distributors Corp. of America,

which is releasing "Long John Silver" domestically, is setting up a saturation opening covering 83 theatres of the production on Feb. 16.

Prior to completing "Long John Silver" in Australia, Kaufman revealed that he shot a 12-minute black and white "featurette" for free presentation in schools, auditoriums and on television. Also, a six-minute "John" trailer is being supplied to theatres in advance of the film's opening, he said. Kaufman also said that he has started to sell and give away one-half hour radio shows on "John" which were also produced in Australia.

Another factor which will help "John" in the money-making department was the television presentation of Walt Disney's "Treasure Island" on "Disneyland," an hour-long American Broadcasting Co. television network show, Kaufman said.

Kaufman disclosed that "Long John Silver" has accumulated rentals in Australia of about \$200,000 and that the CinemaScope production, currently in release in England, is second in grossing power to 20th Century-Fox's "The Robe." Kaufman's picture is being distributed in certain foreign markets by 20th-Fox.

Four in Work

On his future production plans, Kaufman listed four screenplays which are currently being worked on by his organization. The four films, to be made in Australia under the Eady plan, are "Medicine Whip," a Sioux Indian plains story, "Sundowners," "Come Away, Pearlys" and "Spanish Main." Kaufman was not certain which of the new film media he would utilize in these productions.

Local 171 in 2-Year Pact With Pa. Allied

PITTSBURGH, Jan. 26.—The Allied Motion Picture Theatre Owners of Western Pennsylvania and the Moving Picture Machine Operators, Local 171, IATSE, have agreed upon a new two-year contract.

The exhibitor negotiating committee was represented in the negotiations, which commenced last August, by Harry Hendel, Norman Nervis, Paul Bronder, Morris Finkel and George Tice, representing about 46 theatres in this area. Negotiating for the Local was James V. Sipe.

Terms of the new two year contract were not revealed here.

To Sponsor 'Holiday'

PITTSBURGH, Jan. 26. — The Pittsburgh Junior Chamber of Commerce will sponsor the Pittsburgh premiere of "Cinerama Holiday" the night of Feb. 16 in the Warner Theatre. Proceeds will go to the 14 youth welfare programs supported by the Jaycees here.

Ohio I.T.O. Will Oppose Two Bills

COLUMBUS, O., Jan. 26.—The I.T.O. of Ohio will oppose bills now before the state legislature providing for continuation for daylight saving time every summer and requiring all Ohio State University football games to be televised, but not in theatres unless such telecasts also are available to homes.

The exhibitor organization points out this would require the University to get a sponsor, yet, even if theatres bid more for the games than a sponsor, the University would have to reject the bid.

Ohio Censors

(Continued from page 1)

produce approximately \$65,000 per year, or \$200,000 less than the figure obtained under the old law.

The bill provides that exhibitors can appeal to the Ohio Supreme Court if licenses should be refused.

Sen. Elizabeth F. Gorman, Cleveland Democrat, also introduced a Lausche-approved bill which would control comic books.

Offenses Outlined

A film may be found to be obscene if it portrays explicitly or in detail an act of adultery, fornication, rape, sodomy or seduction or if either theme or manner of presentation, or both, present sex relations as desirable, acceptable, or proper patterns of behavior between persons not married to each other, or the dominant purpose or effect of which is erotic or pornographic, or if it portrays nudity or a simulation thereof, partial nudity offensive to public decency, sexual relations of any kind, sex organs, abortion, or methods of contraception or if it contains vile or profane language.

A film may be found to incite to crime if the theme or manner of presentation is of such character as to present the commission of criminal acts or contempt for law as constitutional, profitable, desirable or acceptable behavior, or if it teaches use of or methods of use of narcotics or habit forming drugs, or if it presents explicit methods for commission of crime.

Service Fee of \$5

The bill provides for a service fee of \$5 for each additional copy of film or fraction thereof to which license is granted.

The bill exempts scientific and educational films, trailers and newsreels.

Robert Wile, Independent Theatre Owners of Ohio secretary said the \$5 fee will raise about \$100,000 per year rather than the administration's \$65,000 estimate.

Wile said the bill is an attempt to get around the word "censorship," but the license system is "just as unconstitutional as any other form of prior restraint."

Busch Joins Grainger

HOLLYWOOD, Jan. 26.—Niven Busch, novelist and screenwriter, will join Edmund Grainger Productions, Inc., at RKO immediately to work on two assignments, it was announced by Grainger.

YOU CAN ALWAYS DEPEND ON

FILMACK

1327 S. WABASH CHICAGO 5, ILL. **FOR THE BEST SPECIAL TRAILERS** 630 NINTH NEW YORK 36, N. Y.

Toll TV

(Continued from page 1)

whether or not to hold public hearings, or will say right now that it is seeking these comments preparatory for public hearings at a later date. Commission members said that on the basis of today's secret discussion, they would guess that the commission will take the former course, but that it is still possible that the commission will decide otherwise when it takes another look at the question in two or three weeks.

Might Go Back to Congress

One commissioner said he could not see what could be served by public hearings at this time. He indicated that after the commission digests the written comments, it might decide that it has no authority to permit subscription television and that it must return the question to Congress. Or, he said, it might decide that there really is no case against it and that it should be authorized at once. He stated that most commission members seemed to feel that the written comments would provide good guidance for the commission to decide what to do next, and that it would be futile for the commission to lay out any hard and fast procedures for later action even before getting the written comments.

Staff to Work Out Details

At today's long session on the problem, the commissioners thrashed out all the questions they'd like to get the public's views on, and then ordered the staff to work out the proper legal language to do this. This is what will be put before the commission in two or three weeks, at which time there'll be another commission discussion.

Denies Resistance

(Continued from page 1)

are exceptions such as Alec Guinness. Many American stars, in turn, do not enjoy the same popularity they hold in the U. S., a factor which weighs in the grossing experience of their pictures in the British market.

Cohen said he plans to leave for the Coast on Saturday, staying there about two weeks negotiating with producers and talent. One of his projects will be acquiring two stars for "Mark of the Leopard," which Anglo Amalgamated plans to do in CinemaScope and in Technicolor, he added. While on the Coast, he said he also will confer with the American Releasing Corp. officials on co-production deals.

'Oklahoma!'

(Continued from page 1)

"Around the World in 80 Days."

Beyond this, Woodbridge added, in anticipation of future demands, "additional equipment is being readied for the production lines so as to create an inventory of available equipment."

In order to clear up misunderstandings, Woodbridge said that the Todd-AO Corp. is the sole and exclusive distributor of the Todd-AO "all purpose" projectors, which can handle 70mm. film, standard 35mm. CinemaScope and Vista-Vision and the special lenses and screens. The licenses that will go with this equipment will be issued only by the Todd-AO Corp. and prices will be published shortly, he said.

Veto Zenith Film, Ohio T.O. Advises

COLUMBUS, O., Jan. 26.—The I.T.O. of Ohio notes in a current membership bulletin that Ideal Pictures, Chicago, is offering to Kiwanis Clubs free showings of a 15-minute, 16mm. picture on Phonevision, sponsored by Zenith Radio.

"If you are program chairman of a service club," the bulletin advises its members, "or have anything to say about the programs, this is a good one to veto."

SMPTE Sees Color TV Test

ROCHESTER, Jan. 26.—The first technical meeting of the Western New York Subsection of the Society of Motion Picture and Television Engineers, was held here today in the WHAM-TV studios and featured an experiment in color television reception.

John G. Scott acted as chairman of the subsection, which is a newly formed group centered in Rochester.

A triple showing of a color television program from New York City was the highlight of the evening. A color telecast of the "Norby" show as it comes to Rochester via New York, St. Louis, Chicago, Detroit, Cleveland, Erie and Buffalo, was shown on one screen; a black and white version of the same program on the next screen; and a color film copy of the program was screened from a projector in the auditorium. The purpose was to gauge the quality of reception of the color telecast, according to Scott.

Film Inspection Bill Again Filed in N. Y.

ALBANY, Jan. 26.—Reintroduction of a bill which amends the New York City Administrative Code by requiring that motion picture film brought into the projection booth of a motion picture theatre be inspected and, if necessary, be repaired, with indication thereof, "immediately" prior to shipment for projection purposes has been made. Assemblyman Bertram L. Poddell, a first-year legislator from Brooklyn, is the sponsor.

Last year, Senator Mario M. De Optatis, of Brooklyn, and Assemblyman Irving Kirschenbaum, of New York, put in the measure. It was advocated by the New York film inspectors and shippers' local, IATSE, and was supported by the State Federation of Labor. The union contended the plan would safeguard the public in metropolitan theatres. Other industry sources vigorously opposed the proposal, as being both unnecessary and expensive.

Taxes Proposed on Port-Owned Property

ALBANY, Jan. 26.—A bill requiring that real property of the New York Port Authority not used exclusively for airport or other port purposes and which is leased to theatres, concessionaires and for other uses, shall be subject to city, county and state taxes, has been introduced by Senator James G. Sweeney and Assemblyman Bernard Dubin, of Queens County.

British Quota to Remain Unchanged For Another Year

From THE DAILY Bureau

LONDON, Jan. 26.—The Board of Trade's Films Council recommended at its last meeting that there should be no change in Quota for the year commencing October 1 next.

The Quota accordingly remains at 30 per cent for first features and 25 per cent for "supporting program," subject to reliefs granted by the Board of Trade under the Act of Parliament.

The Producers' Association had previously informed the Council that its members anticipate delivering the same number of films as last year, namely 120, of which 75 are likely to be booked as first features.

The Council also discussed representations from the trade union members in regard to the alleged shortage of studio-space arising out of the disposal of plants to organizations serving the new Independent Television Authority, but no statement was issued in this connection.

TV Takes Two More British Studios

From THE DAILY Bureau

LONDON, Jan. 26.—Two more of the industry's dwindling number of smaller studios went over to television in the course of last week. They are the old 20th Century-Fox plant with its three small stages at Wembley, and the Shipman and King Studio at Southall, with two floors covering nearly 9,000 square feet.

The former has been sold to a concern known as Associated Rediffusion which will handle Monday to Friday diffusions on the Independent Authority's first London transmitter. But 20th-Fox is retaining a part of the plant for the use of its dispatch department.

Associated Rediffusion represents the interests of Associated Newspapers, owners of the *Daily Mail* and other newspapers, and of Broadcast Relay Services which already operates radio rediffusion services in Britain and abroad.

Taken by Ad Agency

Southall has been acquired by the screen advertising firm of Pearl and Dean, formerly associated with the Rank Organisation but now servicing ABC and a large number of independent exhibitors.

Ernest Pearl, chairman of the company, anticipates that the London commercial TV station will start operations in early September. He foresees a great demand for commercial filmlets of which he believes a minimum of 200 will be used every week once the new service gets into its stride. The Authority, Pearl states, will permit six minutes advertising in every programme hour.

Byron Lloyd, who is appointed head of the Pearl and Dean filmlet production, has lately returned from a survey of the American TV market. He emphasises that his Company is interested only in making "commercials." He will not enter the entertainment film production field. He has, he declares, already received orders from American advertising firms and has entered into arrangements with advertising TV studios in Paris and Amsterdam.

Schine Case

(Continued from page 1)

State Bar Association meeting in New York.

Government witnesses have testified to the alleged difficulty of independent theatres in getting enough satisfactory pictures in towns where Schine circuit theatres operate.

Milton A. Mooney, president and general manager of Cooperative Theatres of Ohio, film buyers and bookers for many independent theatres, testified that since 1949 he had been unable to get enough satisfactory pictures for the New Ohio theatre in Van Wert, O. He said that the 267-seat theatre gets all product of Columbia, Monogram and Republic, but little he can use from other large distributors. The latter, he said, generally offer films not suitable for small towns. Action pictures do better than drama in small towns, he added.

Mooney said he hadn't been in the theatre, but knew that sanitary facilities were installed, after which, he said, the theatre's old name, the Ohio, was changed to the New Ohio.

WB Salesman Heard

Herbert L. Gaines, salesman in the Buffalo office of Warner Brothers, testified that during 1953, after Schine's divestiture of its Lake Theatre in Canandaigua, he was able to offer that house only pictures not chosen by Schine for its Playhouse Theatre in that community.

James J. Mirras, who acquired the Lake Theatre from the Schine circuit in February, 1952, testified that he converted it to a commercial property last fall after difficulty in obtaining pictures.

Evidence showed that the equipment was sold to Hildemart, Inc., which the government alleges is a Schine instrumentality.

Bryson Says

(Continued from page 1)

already in session, and five more are expected to convene in the next few months. He said he was not worried so much about the possibility of new special admissions taxes as he was over general sales taxes which would cover admissions along with other sales.

Only four state legislatures are not scheduled to meet this year—Mississippi, Louisiana, Kentucky and Virginia.

Celler Names Self

(Continued from page 1)

members of the subcommittee. Republican subcommittee members may be named tomorrow.

Celler has said that this subcommittee might look into complaints against motion picture distributors. His New York law firm is counsel for the Independent Theatre Owners' Association of New York.

'Time Slip' to A. A.

Tony Owen has announced that his independent company, Tondon Productions, had concluded a deal with Steve Broidy, president of Allied Artists, for release in the Western Hemisphere of his forthcoming picture, "Time Slip" by A. A.

Gene Nelson and Faith Domergue will be starred in the picture which starts shooting in London on Monday.

'Scope Screens on S.S. 'United States'

The S.S. "United States" of the United States Lines has installed two CinemaScope screens, one in its first-cabin theatre and the other in the tourist class. The screens are 18 feet wide and nine feet high. The first 'Scope pictures to be shown on its current round trip are "There's No Business Like Show Business" and "Bad Day at Black Rock." The installations are said to be the first on any ship in the North Atlantic service.

230 Military Theatres Are Now Equipped With CinemaScope

WASHINGTON, Jan. 26. — The Army and Air Force Motion Picture Service has 230 of its 363 theatres in the U. S. equipped to show CinemaScope films, according to director Fred Bund.

Bund said that of the 230 theatres, 101 also have facilities to use stereophonic sound. He added that he hopes to have 300 of the 363 theatres equipped to show CinemaScope films by the end of June.

'Battle Cry' to Push Heart Fund in Balt.

BALTIMORE, Jan. 26.—The annual American Heart Association Fund drive will be launched officially next Tuesday when Warner Bros. stars Mona Freeman, Tab Hunter, Dorothy Malone and director Raoul Walsh and Baltimore-born author Leon Uris arrive here for the world premiere of the motion picture, "Battle Cry."

In ceremonies at Baltimore's City Hall, Dr. E. Cowles Andrus, president of the American Heart Association, will accept the first contributions for the 1955 Heart Fund campaign from the Hollywood celebrities. The ceremonies will be attended by Maryland's Governor Theodore McKeldin and Baltimore's Mayor Thomas D'Alesandro.

Later that evening, Governor McKeldin, his staff and civic officials will attend the world premiere showing of "Battle Cry," in CinemaScope and WarnerColor, at the Stanley Theatre. Miss Freeman, Hunter and Miss Malone, who co-star in "Battle Cry" with Van Heflin, Aldo Ray, Nancy Olson and Raymond Massey, will make personal onstage appearances at the opening. Raoul Walsh, who directed the picture, will also attend.

Set Music Campaign On Fox's 'Racers'

An advance recording and sheet music campaign for 20th Century-Fox's "The Racers," paralleling the drives for "Three Coins In The Fountain" and "Woman's World," is in motion surrounding the love theme from the CinemaScope drama.

The new ballad, "I Belong To You," has been published by the Robbins Music Company and recorded by Peggy Lee for Decca Records; while RCA-Victor is bringing out the song in a performance by Ralph Flanagan and his orchestra.

Reviews

"Unchained"

(Hall Bartlett-Warner Brothers)

A PLEASANTLY unhackneyed yarn concerning an off-beat prison has here been written, produced and directed by Hall Bartlett, whose penchant for making good films inexpensively has been well known and welcomed by exhibitors, who should be able to turn this film into a money-maker for themselves. They have the precedents of "Navajo" and "Crazylegs," also made by Bartlett.

The story is set in California's Chino, an experimental prison-without-bars, with the events based on personally-observed detail as well as on the life and work of Kenyon J. Scudder, out of whose dreams and faith Chino came into existence.

Prison life, and various aspects of it, have long been staples of the dramatic screen, which makes the freshness of "Unchained" even more apparent and welcome. Bartlett's narrative centers around one bull-headed prisoner who has been sentenced for nearly killing a man suspected of stealing from him. How this prisoner learns to accept the laws of society, its occasional mistakes along with its virtues, forms the drama of the picture, told in a series of vivid scenes, alternately violent, tense, warmly appealing and sometimes extremely funny.

The excellent cast is headed by Elroy ("Crazylegs") Hirsch, as the hard-to-convince prisoner; Barbara Hale, as his pretty and intelligent wife, and Chester Morris, as Warden Scudder. Supporting them in sharply defined portrayals are Todd Duncan (the long-time "Porgy" of "Porgy and Bess"), as a murderer who learned society's lesson the hard way; Johnny Johnston, as a bespectacled jazz pianist-turned-to-crime; Jerry Paris, as a smooth-talking ex-bookie; Henry Nakamura, as a little Oriental with some amusing capsule comments on life in general, and many others.

With most of the exteriors filmed at Chino, the film has a fine aura of authenticity which Bartlett also has managed to capture in the dialogue and in the emotional twists of the plot, especially in those scenes between Hirsch and Miss Rush. Note also should be made of the film editor, Cotton Warburton, who has put the film together in a laudably spare fashion to heighten both the internal drama and the general pace. Although the cast is not necessarily strong on box office names, the film is packed with exploitation potential that can pay off proportionately considerably more than some bigger productions.

Running time, 75 minutes. General audience classification. Release date, Feb. 26.

"Long John Silver"

(Kaufman-DCA)

ROBERT LOUIS STEVENSON, whose "Treasure Island" has become virtually a classic in the field of fine literature for boys, would be pleased were he able to view this "sequel" to his immortal tale, concocted, to be sure, by Joseph Kaufman, director Byron Haskin and writer Martin Rackin, but concocted in a manner to bring delight to the lover of adventure, young or old.

Kaufman, in producing the film, has recreated every broad hue and minor nuance of the Spanish Main, which Stevenson so loved and knew so well, and has filled lusty scene after scene, with the bluster and bravado of the men who lived by fire and sword, and of whom Long John Silver, of "Treasure Island" is one of the outstanding examples.

Robert Newton, in the title role, can and does dress up an act with words and phrases archaic but attractively poetical, while Connie Gilchrist, as Purity Pinker, the tavern keeper trying always to reform Long John and marry him, provides basic, and even slapstick, comedy with a rather Brooklynese accent which provides amusing contrast with the declamatory outpourings of Long John.

The boy in the picture is Kit Taylor, as Jim Hawkins, prototype of boys the world over, and he is excellent. He is Long John's little but good and loyal comrade, often used by him, but also loved by him; a comrade who saves him, and is saved by him. He represents a necessary point of identification for all the youngsters who will see this and dream about adventures in which they (and he) are the major characters.

The story roughly is about Long John's complicated attempts to find and hold 900,000 pounds of gold left on Treasure Island. To do this, he first must outwit the savage, sly and crude enemy pirate Mendoza (Lloyd Burrell); also, the governor of the domain, Harvey Adams; and certainly Purity, whose tavern he uses, but who has a preacher on hand, and even little Jim Hawkins. Jim has around his neck a locket which shows the treasure location.

Long John finally reaches Treasure Island and hell descends on his band. For Israel Hands, abandoned, blind but fearfully wrathful, has set a trap. What happens then is a wild siege of Long John's stockade, and ambush of Hands' band by the recurring Mendoza; a sortie and slaughter of the ill-fated Mendoza and his own band, the discovery of the fantastic cave of treasure, and the long and fearful chase of young Jim by the bearded and blinded and savage Hands, who wants to maim and kill the boy.

The sets are realistic and give the air of expensive production; and the actors, from portly officers of Britain to grizzled, unwashed scavenger, all are excellent.

Others in the cast include Rodney Taylor, Henry Gilbert, Harvey Adams, Muriel Steinbeck, John Brunskill, Harry Hambleton and Eric Reiman.

Running time, 109 minutes. General audience classification. For February release.

TV and Radio in HOLLYWOOD

By SAMUEL D. BERNIS

THE WORRIER: Over at Desilu, where his latest creation, "December Bride" is being filmed, Parke Levy is known as "the worrier." During rehearsal everyone connected with the company watches Parke. When he looks worried, they know everything is okay. When he looks happy, then they start worrying. Parke, with 23 years of credits as a writer dating from Baron ("Vass you dere Sharlie?") Munchausen and Joe Penner through the area of radio's "Duffy's Tavern," and more recently "My Friend Irma," has reached his goal with the formation of his own producing unit. His first package, partnered with Abby Greshler, will introduce Senor Wences in a children's novelty TV series for NBC. In addition to being the world's greatest worrier, Levy is also known as the most absent-minded in the business. To uphold this reputation, the writing groom of "December Bride" made us feel like an April Fool when he concluded the interview with a kiss, shouting, "All right, darling, you've got the part!"

TOMORROW'S TV TYCOONS: When Desi Arnaz got wind of a deal cooking on the purchase of Motion Picture Center Studios, where



Desi Arnaz

Desilu Productions has been making TV film production history, he and Lucy rushed back from a Palm Springs weekend and snagged the deal for themselves. This move not only prevented their produc-

tion organization from falling apart, but protected all their future plans and ideas with the kind of stage space that other producing organizations will find difficult to obtain. The three-camera technique, which made it possible to film TV shows with live audiences to supply genuine laugh reactions, set the pattern for Desilu to film TV shows for all of the networks. Latest to test Desilu's technique is Jimmy Durante, with George Gobel scheduling his first try in February, and Goodson-Todman heading West to pilot film "The Web."

Gail "Annie Oakley" Davis will hit the targets in a shooting act for her first p.a. with Gene Autry at the Houston Fat Stock Show. . . . Johnny Weissmuller's new "Jungle Jim" series will be filmed for Columbia as a Screen Gem, and will be shot at his old Tarzan hunting grounds. They'll be out of the jungle and into the clear with 52 by the end of the year.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

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TEN CENTS

EDITORIAL

Aid and Comfort To Censorship

By Sherwin Kane

FOLLOWING the recent invalidation of film censorship in Ohio, a number of films long banned by the state censor made their appearance in Ohio theatres. Among them were films frankly characterized by their makers as "sex hygiene, exploitation films."

To advertise this "sucker-bait" the producers, who are not identified in any way with the responsible, organized motion picture industry, plastered large Ohio cities with tabloid-type newspaper throw-aways, plugging the sex hygiene films in the most lurid manner possible, in both text and photos, that could have been employed without patently leaving those associated with them open to arrest for impairing public morals.

Regrettably, just as there are fast-buck artists among producers, so are there among exhibitors. The "sex hygiene" films did not lack for dates in Ohio theatres.

Unless and until irresponsible elements can be restrained or controlled, it appears inevitable that official restraints will continue to be imposed in one form or another on all in the industry.

There can be no doubt in the mind of anyone who gives the sex hygiene films' lurid exploitation so much as a quick glance that it contributed to the film licensing bill introduced in the Ohio Legislature this week as a substitute for the former censorship measure.

Surely the exploitation material for the films will be preserved by proponents of censorship for further...
(Continued on page 2)

Two Members in Favor

FCC Edict on Toll TV May Be Made Without Hearings

By J. A. OTTEN

WASHINGTON, Jan. 27.—At least two members of the Federal Communications Commission favor a commission decision on subscription television without public hearings. Asking that their names be withheld the two said they feared that any public hearing would drag on interminably, and that they felt the commission could decide the matter on the basis of written comments submitted to it.

N.Y. Showing Set

Eidophor Use In 1½-2 Years, Says Skouras

By SAMUEL D. BERNIS

HOLLYWOOD, Jan. 27.—Eidophor will become available within one and one half to two years to again revolutionize the industry, Spyros Skouras, president of 20th Century-Fox, today told the trade press on a visit to the studio. Private demonstrations will be held next week at the home office when he returns, Skouras further disclosed.



Spyros Skouras

The company will continue its dedication...
(Continued on page 3)

Danny Kaye 'Short' To Get UN Salute

Leaders of the United Nations and of the motion picture industry will gather at the UN headquarters in New York on Feb. 9 for the world premiere showing of "Assignment Children," Danny Kaye's 20-minute Technicolor feature highlighting his recent overseas trip on behalf of the United Nations Children's Fund.

Speeches by Dag Hammarskjöld, Secretary-General of the UN; Henry...
(Continued on page 4)

Confirming the MOTION PICTURE DAILY story of yesterday to the effect that the commission had ordered its staff to draw up a detailed list of questions on which written public comments will be sought, the two commissioners said they felt the commission will ask for these public comments without indicating any intention to hold hearings later. Rather, they said, the comments will be sought on the basis that the commission will decide after it receives the comments whether or not to hold public hearings or whether to pass without hearings on Zenith Radio's request for authorization of subscription television.

Decision Seen in 3 Weeks

A final decision on this point will be made when the commission goes over the staff's list of questions, probably in two or three weeks.

If, after receiving and analyzing the written comments on these questions, the commission should decide to authorize subscription television without public hearings, the commission would presumably issue a proposed order setting out the terms on which the new service would be run. It would then again invite public written comments on this specific order.

See Toll TV Study By Senate Group

From THE DAILY Bureau

WASHINGTON, Jan. 27.—Senate Commerce Committee chairman Magnuson (D., Wash.) said his committee would undoubtedly study subscription television this year.

At the same time, he revealed that some professional baseball clubs are studying the possibility of using toll television.

Magnuson made the comments in seeking funds for the Commerce com-
(Continued on page 4)

\$3.58 Per Share

Universal Net In '54 Climbs To \$3,797,688

\$77,887,688 in Sales Said To Be Record for Firm

Consolidated net earnings of \$3,797,688 for the fiscal year ended Oct. 30, 1954, for Universal Pictures Co., as compared with \$2,616,356 for the preceding fiscal year, was reported here yesterday by the company in the annual report mailed to stockholders.

The \$3,797,688 net earnings amounted to \$3.58 per share on the 995,289 shares of common stock in the hands of the public on Oct. 30, 1954, after dividends on the preferred stock.

For the fiscal year just closed, stockholders were informed, the company achieved the highest sales volume in its history, \$77,887,688 as compared with \$70,490,254 for the previous fiscal year.

In the fiscal year ended Oct. 30, 1954, deductions of \$5,600,000 for Federal taxes on income of \$500,000 for contingent liabilities and of \$414,812 for a write-down of investments, were noted. For the preceding fiscal year,
(Continued on page 4)

'U' Directors Up For Reelection

The reelection of 11 directors to Universal's board of directors was proposed here yesterday in the company's proxy statement, mailed to stockholders in preparation for the company's annual meeting, which will be held on March 9 here at the home office.

The proxy also listed the remuneration of top officers for the fiscal year ended Oct. 30, 1954. It was stated that Nate J. Blumberg, board chairman, received \$78,000; Milton R. Rackmil, president, \$80,002; Alfred E. Daff, executive vice-president, \$74,520; and John J. O'Connor, vice-president, \$52,000. Directors and officers as a group, it was noted, earned \$748,389 for the fiscal year.

Nominated to the board were the
(Continued on page 4)

HERBERT J. YATES
presents

TIMBERJACK

A REPUBLIC PICTURE IN TRUCOLOR

GALA
WORLD PREMIERE
in 45 MONTANA TOWNS
starting FEB. 4th

Personal Mention

JAMES E. PERKINS, managing director for Paramount in the British Isles, will leave here tomorrow for London via B.O.A.C. Monarch.

ED LACHMAN, president of Carbons, Inc., Boonton, N. J.; **JEAN SUQUET**, director of Societe Le Carbone-Lorraine, and **PIERRE DEMOREUILLE**, Western Hemisphere representative of the company, will leave this week on a Coast-to-Coast business trip.

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, will return to New York by plane today from Seattle.

ROY E. HEFFNER, New England distributor, is the father of a daughter born to **MRS. HEFFNER** in Boston this week.

WILLIAM PINE and **WILLIAM THOMAS**, producers, will return to Hollywood over the weekend from New York.

GLENN NORRIS, 20th Century-Fox Eastern sales manager, will return to New York today from Detroit.

JULES LEVEY, producer, will leave New York by plane this week for the Coast.

ALEX HARRISON, 20th Century-Fox Western sales manager, is in Des Moines from New York.

J. M. CONNOLLY, 20th Century-Fox North-East division sales head, is in New York from Boston.

LEONARD BERNSTEIN, composer, will leave here tomorrow for London via B.O.A.C. Monarch.

WALTER WANGER, producer, has returned to the Coast from New York.

Rickard Consultant To the MPEA

Eric Johnston, president of the Motion Picture Export Association, has announced the designation of **Joaquin D. Rickard** as a special consultant to the association.

Rickard served as the association's Latin American representative until early 1953. As the result of an injury sustained in an automobile accident in South America that year, he requested an indefinite leave of absence.

He is regarded as an expert on Spanish and Latin American affairs and in his new consultant capacity the association will call upon him for advice as circumstances necessitate.

Joseph Ellison, 79

PORTLAND, Ore., Jan. 27. — **Joseph Roy Ellison**, 79, pioneer theaterman and civic leader, died at his home following a long illness. He was also co-founder of the Ellison-White theatrical bureau and a native of Friend, Nebr.

Editorial

(Continued from page 1)

ther use in legislative debates and at public hearings. It lends itself perfectly to the purposes of those who, justifiably in this instance, will be saying: "Look at what happens as soon as the bars are let down!"

The industry's fight for a censor-free status is made a thousand times more difficult—if it is not actually defeated—by those irresponsible in both production and exhibition who, trading on the basest instincts in human nature, acknowledge no obligation to anything but the quick dollar.

What laws may not do, outraged public opinion can do. Then a whole industry will be made to suffer for the transgressions of a few outlaws who deal in another kind of film, unless means can be found to control them.

Academy Tells Plans For Nominations-TV

From THE DAILY Bureau

HOLLYWOOD, Jan. 28.—The 90-minute radio-telecast of the Academy Awards nominations on Feb. 12th today began to take definite shape, as to format, with the Academy's disclosure that the event will emanate from three Hollywood nightspots — **Cocoanut Grove**, **Ciro's** and **Romanoff's** — as well as from NBC's Burbank studio where, according to the plan, "the actual announcement of the nominations will be made on camera in the presence of a large press contingent."

Past award winners will act as hosts and hostesses, with **Jack Webb** enceeding, and television cameras stationed at all four points of origination will be linked by monitor-viewers so that the program can be switched from one place to another without any break in continuity of information.

Green and Handley in Charge

The plan, still being worked over by Academy's **Johnny Green** and NBC's **Alan Handley**, calls for "nominations night parties" to be going on at all three restaurants, at which "most or all personalities eligible for nominations are expected to be present."

The Academy spokesman told **MOTION PICTURE DAILY** on inquiry, that this planning does not indicate a break in the long-standing Academy rule of secrecy on balloting until actual national deadline for the story. The spokesman said personalities invited to be in attendance at indicated restaurants will be "those whose chances for nomination have been extolled by columnists, critics, commentators generally, and who happen to be in town at the time."

The restaurants named were chosen, the spokesman said, due to their long identification with the Hollywood pro-

Compo Industry Adv. Asks Papers to Give More Space to Films

Under the headline, "Bigger Audiences Mean More Readers," the 36th COMPO advertisement to be published in the issue of "Editor & Publisher" out tomorrow urges newspapers to give more space to news about motion picture activities.

"Managing editors, it seems to us," says the ad, "should have a special interest in the resurgence of the movie business. For the more people go to the movies the more they will be interested in reading about pictures and picture people. Several papers, we are happy to note, have become aware of this. At any rate, they have rearranged their entertainment sections to give greater space to movies."

Some Improvement Noted

"Naturally, we are pleased. For a while there, a year or so ago, it looked as if newspapers had lost their faith in their movie pages. But no more. Now the tendency is the other way—more space, brighter layouts, fresh, alert news and comment. The reason for this reversal is fairly obvious. Better pictures, technological advances that give greater scope to theatre screens, reduction in the federal admission tax—all these and other factors have wrought a noticeable change in the people's attitude toward movies."

The ad points out that the industry has never lost its high regard for the movie editor, even when attendance was way down and the going was tough. Now with weekly attendance greatly increased, the ad declares, "we know, from our readership checks, that the movie page is one of the most popular in the paper."

In conclusion, the ad cautions editors not to underrate their movie editor. "If you'll only give him a reasonable amount of space," it says, "he will get you new readers and at the same time will make the movie pages one of the most-read departments in your paper."

Add 2 Members to Celler Committee

WASHINGTON, Jan. 27.—Representatives **Keating** of New York and **McCulloch** of Ohio were named as Republican members of the House Judiciary Subcommittee studying anti-trust and monopoly problems.

This completes the membership of the group. Democratic members are Representatives **Rogers** of Colorado and **Fine** of New York, with Rep. **Celler** of New York as chairman. **Celler** said it would be some weeks before the subcommittee is ready for hearings, and that the first hearings would probably be on "general trends, such as the current merger trend."

He added that the Academy contract with NBC contemplates this year's nominations program as exploratory and does not make an annual repetition mandatory.

The program will run from 6-7:30 P.M. PST.

News Roundup

To Intiate Pioneers

The Canadian Picture Pioneers will initiate a class of 21 at the 14th annual meeting and "fun night" on Thursday at the King Edward Hotel in Toronto. **Dan Krendel** of Famous Players will be the ceremonial director.

Alabama House Destroyed

The Joy Theatre, **Fyffe, Ala.**, was destroyed by a fire which caused damage estimated at \$50,000.

Buy Two Ohio Theatres

The Park Theatre in **Mansfield, O.**, and the Lorain Drive-in, **Lorain, O.**, have been purchased by **Nate Schultz**, president of Selected Theatres, and **Sam Schultz**. The circuit now operates 11 indoor and four outdoor theatres.

Fewer K. C. Licenses

Fifty-six theatres obtained licenses in **Jackson County, Mo.**, in 1954. The previous year, 64 licenses were issued.

CBS Earnings High; Stock Split Proposed

A preliminary estimate of the sales and profits of **Columbia Broadcasting System, Inc.** for the fiscal year ended January 1, 1955, points toward the largest earning picture in the history of the corporation, it has been disclosed by **William S. Paley**, chairman of the board of directors, who also announced that the board has voted to propose to stockholders a three-for-one stock split-up.

The proposal, which will be submitted to stockholders at the annual meeting to be held April 20, will be to change each of the issued and outstanding shares of Class A stock, \$2.50 par value, into three shares of Class A stock, \$2.50 par value, and to change each of the issued and outstanding shares of Class B stock, \$2.50 par value, into three shares of Class B stock, \$2.50 par value.

No change will be made in the respective rights of the two classes of stock.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"The Bridges at Toko-Ri"

in color by TECHNICOLOR starring

William HOLDEN • Grace KELLY
Fredric MARCH • Mickey ROONEY

A Paramount Picture

and SPECTACULAR STAGE PRESENTATION

Skouras

(Continued from page 1)

icated policy to the presentation of CinemaScope's 2.55 to 1 ratio in all types of theatres and seating capacities, including rank and file, throughout the world, Skouras said, indicating however, that the company will also have a system under the possible label of "SuperCinemaScope" which will have its place in special road-show theatres to parallel the importance of other media, such as Cinerama or Todd-AO.

Special Research Organized

Fox also is engaged in a special research and development program, developing new camera techniques as well as the use of a special size negative to be processed for 35mm. projection, with an aim toward effecting greater audience participation and closer illusion of 3-D. In describing these changes, Skouras said, "we have gone from 58-degree-angle lenses, used in shooting 'The Robe,' to 90-degree-angle for 'There's No Business Like Show Business,' and we expect to have a 145-degree-angle lens shortly to achieve the drawing of attention to the ultimate in CinemaScope perfection exemplified by the size and scope of the legitimate stage."

Skouras further disclosed plans for a world tour in March, to inspire interest by foreign producers to film future product in CinemaScope, citing the success of American films being achieved in that medium abroad.

Sees 25,000 Installations

Skouras also predicted that world-wide CinemaScope installations would reach 25,000 by the year's end. Domestic installations, he said, are being made on an average of 200 monthly with close to 11,000 already operating, while 4,000 theatres abroad are already equipped, with 6,000 more on order.

Sees 5,000,000 Class Audience

DETROIT, Jan. 27.—There is a class mass audience of 5,000,000 people in America today, ready and eager to support properly produced and presented opera films such as S. Hurok's "Aida," it was contended here today by Jonas Rosenfield, Jr., IFE Releasing Corp. vice-president in charge of advertising, publicity and exploitation.

Rosenfield, basing his 5,000,000 figure on a national survey being conducted by IFE, said that Italian producers, watching the success of "Aida" very closely, are now readying other world-famous musical dramas for the American screen.

Surveyed Six Cities

Addressing the film critics of Detroit, he said the survey covered an audience of more than 250,000 theatre patrons in New York, Chicago, Philadelphia, Baltimore, Cleveland and New Orleans, during the first 12 weeks of the release of "Aida." This is the greatest number of Americans in history, he declared, to see a classical musical presentation in such a short period of time. Rosenfield went on to say the survey also indicated that 56 per cent of the entire audience had never before seen an opera, and 27½ per cent had not been in a motion picture theatre for three years.

Arnold Picker Says

UA's Latin American Gross To 'Nearly Double' in 1955

By LESTER DINOFF

United Artists' business in Latin America during 1955, substantially ahead of last year at present, will nearly double the 1954 gross of \$3,000,000, according to Arnold M. Picker, vice-president in charge of foreign distribution, who optimistically based his viewpoints on the current good business and the "more and better pictures" being distributed overseas.



Arnold Picker

While forecasting higher grosses in Central and South America, Picker, who returned late Wednesday from a 23-day tour, said that the net return will not be up because of the inflated operating costs in many countries and the low admission prices being charged in a number of countries. "Latin America contributes about 20 per cent of the over-all UA foreign business," the top film official said.

In Brazil and Chile especially, the general rising costs of living, the increased costs of business operation and devaluation of currency, have not helped the industry at all, Picker said. "It is true that many Latin American countries are going through boom periods resulting in theatres having high grosses," he said, "but the high operating costs allow little or no profits."

Admission Prices Low

The admission prices are still very low in Latin America and in many instances are the same as one or two years ago, Picker said. "Unless the ticket prices are generally boosted, not only for the new processes for which the governments have allowed advanced prices, Latin American business, dollarwise, will not be on a par with the rest of the world," he asserted.

While citing the industry's problems in Latin America, Picker was quite enthused about the stronger economy and excellent business in Europe. "Germany especially is booming and the theatre building is resurging at the rate of 300 new houses every six months," he said.

Getting back to his recent trip and

Drive-in Field Fertile in L.A.

The Latin America market is fertile for the building of drive-in theatres as more people are purchasing automobiles and the standards of living are generally rising in many countries, Arnold M. Picker, UA vice-president, said here yesterday upon his return from that area.

At present, the UA official said, there are four outdoor theatres located in Latin America and a number of prominent exhibitors are considering the building of more.

his experiences, Picker laughed off a question about a "product shortage" in Latin America. "There is no such thing as a shortage of product in Latin America; American, Italian, French, Mexican, Argentine or Brazilian pictures are all doing fine business and always are available to exhibitors," he said. It was noted at this point of the trade press conference by Picker that the Italian and French films have made big inroads into the playing time available.

Praises Festival

Picker also said that the International Film Festival at Punta del Este, Uruguay, is creating a lot of good will. "This is one of the few film festivals which are honestly judged because no local politics interferes in the judging. That country hasn't a film production industry," he said.

Commenting on foreign production, Picker said that the product of main or "big three" Latin America film makers, Brazil, Mexico and Argentina, has not as yet reached a level which will satisfy U.S. film distributors. He revealed that UA has acquired the Mexican production of "Rebellion of the Hanged" for distribution in some foreign markets.

Discourses on TV

Replying to a question on television, Picker declared that "television has not had the same penetrating effect in Latin America that the medium has had in the United States." This could be attributed to a number of things, among which are, he pointed out, poor programming, the high cost of buying a set.

Jack Jackter to Col. Panama City Office

Jack Jackter, an employee of Columbia Pictures for six years and a salesman in Washington prior to his transfer to the home offices two months ago, will assume an executive sales position in the company's Panama City offices, effective Feb. 2. A former Army sergeant with overseas service, he started as a booker in Detroit, Milwaukee and Indianapolis were other service points.

Jackter is a younger brother of Norman Jackter, Columbia manager in Albany, and is a nephew of Rube Jackter, Columbia sales executive.

M-G-M Signs Lewis To Producer Pact

HOLLYWOOD, Jan. 27.—David Lewis, who recently produced "End of the Affair," today was signed by M-G-M to a producer contract, it was disclosed by Dore Schary, vice-president in charge of production. Lewis will report to the studio on Monday.

Set 'Affair' Debut

LONDON, Jan. 27.—The world premiere of Columbia Pictures' David E. Rose production, "The End of the Affair," will take place at the Empire Theatre, Leicester Square, on Feb. 24.

Brewer Reorganizing Domestic Branch Methods of A.A.

The Allied Artists exchange operations in domestic market currently are being reorganized along lines similar to the pattern in existence in other top film companies, according to Roy Brewer, manager of AA branch operations.



Roy Brewer

Brewer, who had shifted his headquarters from the West Coast to New York, is in the process of setting up his office to completely supervise the activities of the 17 AA owned branches and the 14 franchised distributors which handle AA product in the U. S. and Canada.

17 Offices Involved

Company-owned exchanges, Brewer revealed, are located in Chicago, Cincinnati, Dallas, Denver, Des Moines, Detroit, Indianapolis, Kansas City, Minneapolis, New York, Oklahoma City, Omaha, Philadelphia, St. Louis, Salt Lake City, Pittsburgh and Washington. Franchise operated exchanges are located in Atlanta, Charlotte, Memphis, New Orleans, Albany, Buffalo, Boston, New Haven, Los Angeles, San Francisco, Portland, Seattle, Cleveland, and Milwaukee, the film officials said.

Ascap Unit to Tour European Posts

Stanley Adams, president of the American Society of Composers, Authors and Publishers, announced the formation of the first ASCAP Overseas Unit which will tour European defense installations next month to entertain American troops. The group was organized by Paul Cunningham, member of the ASCAP board.

In cooperation with USO Camp Shows, Inc., ASCAP has made available some of its top writers who, assisted by professional entertainers, will perform their own compositions before servicemen and women stationed overseas.

Mack Gordon Emcee

Master of ceremonies will be Mack Gordon, Hollywood writer of numerous stage and screen hits. Other authors who will make the tour are Abel Baer, pianist and composer of many song-hits; Rube Bloom, composer, pianist, radio and recording artist; Gerald Marks, composer and pianist; Johnny Redmond, composer, author, publisher and singer; Lou Handman, composer and pianist who with his wife, Florrie LeVere, made many vaudeville tours; and Bee Walker, composer and pianist.

The ASCAP composers and authors will be assisted by the radio-TV singers and recording artists, Fran Russell, Gogi Grant and Marion Spellman. Army Transport Service will fly the group to Europe on Feb. 15 from Washington for a tour of three weeks.

UN Salute

(Continued from page 1)

Cabot Lodge, Jr., U.S. Ambassador to the UN; Balachandra Rajan, India's UN representative, and a message from Kaye via radio-telephone hookup from Hollywood will precede the showing of the film made in co-operation with Paramount Pictures. The film will be shown in the General Assembly Hall.

The premiere will be followed by a reception for press, motion picture industry spokesmen and delegates of the United Nations.

"Assignment Children" grew out of Danny Kaye's tour of Asia as UNICEF Ambassador-at-large. It "co-stars" Danny with the children of six Asian countries—Burma, India, Korea, Japan, Thailand and the Island of Hong Kong.

Photographed by Paramount cameramen, "Assignment Children" will be released on a non-profit basis throughout the world by Paramount's distribution staff. The narration is being translated from English into all languages.

The first prints will be released in the United States and Canada about the middle of March, simultaneous with their release in Australia and New Zealand to help back UN appeals on behalf of the Children's Fund.

Toll TV Story

(Continued from page 1)

mittee's operations from the Senate rules committee. The Senate Judiciary Committee has also indicated interest in studying subscription television.

Magnuson wrote that many people are suggesting that the present system of financing television stations solely from advertising revenues is a poor one. Indicating some friendliness toward subscription television, he added that it "is already clear that many hundreds of American towns and cities will never have their own stations" under the present arrangements. As a result, he said, many solutions are advanced, including toll TV.

"This toll television," he declared, "will require some study by this committee, since it is pertinent to the UHF problem in particular and since the economic health of the entire television industry is involved."

Magnuson said his committee would also continue the investigations started

Review

"Abbott & Costello Meet the Keystone Kops"

(Universal-International)

HERE the title certainly tells the story, and what a story it is, one that should draw to the theatres the army of Bud Abbott and Lou Costello fans as well as a legion of others who will feel a nostalgic urge to enjoy once again the zany antics of that unique Hollywood gendarmerie of a generation ago which established itself in the hearts, and even in the language, of America as The Keystone Kops.

Abbott and Costello, returning to the screen after an absence of 18 months, play the parts of frustrated Eastern film producers back in the flicker days who decide to go West in accordance with the general trend of the industry at that time. Needless to say, the Coast industry barely survives the impact of their arrival. Their meeting with the Keystone Kops is amusing and exciting.

The usual amount of tomfoolery prevails, including the inevitable chase, pratfalls, doubletakes and general mishaps. Costello even plays straight man for his partner once or twice, but the results are still pure, though well-planned slapstick.

The boys have invested money in an eastern studio only to learn they have been swindled by Fred Clark and his girl friend, Lynn Bari. They decide to try their luck in California. After a most eventful trip they become embroiled in a wild film chase which results in their being signed as stuntmen. The foreign director turns out to be a disguised Clark and he and Miss Bari do their utmost to dispose of the two suckers.

The various methods used to kill off our heroes all boomerang, and in the end the villains are vanquished after one of the wildest chase sequences ever seen on celluloid. Involved in this free-for-all are a carload of Keystone Kops and a deliciously wild, old-fashioned ride that lets out all the well-known stops.

Clark, Miss Bari and Maxie Rosenbloom, as Clark's henchmen, provide good support for the funnymen and such venerable screen personalities as Mack Sennett, Heinie Conklin and Hank Mann put in all-too-brief appearances. "Keystone Kops" is typical Abbott & Costello from beginning to end, but their fans should welcome them back with laughs galore.

Howard Christie produced, Charles Lamont directed and John Grant wrote the screenplay from a story by Lee Loeb.

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

Toll-TV Report Ready Next Week

A complete report of the two-day meeting of the joint exhibitor committee opposing toll-TV activities and discussions at the Hotel Sheraton-Astor here last week is being reviewed by top committee members prior to mailing the information to all exhibitor groups' memberships.

The toll-TV report, which has been drawn up in letter form, is expected to be ready for mailing by next week.

last year of problems of UHF broadcasters and of television networks. The rules committee approved \$200,000 for the work outlined by the commerce committee, and this still must be approved by the Senate.

Hakim in London on 'Man' Filming Plans

LONDON, Jan. 27.—Andre Hakim has arrived here in connection with his plans to make a film in CinemaScope and colour of Ewen Montagu's novel "The Man Who Never Was," an authenticated account of the ditching from a submarine of a dead man with phony World War II invasion plans on his body.

The story had been acquired by 20th Century-Fox, which sold the rights to Hakim.

Purpose of the latter's visit here is to seek the cooperation of the Admiralty in the project. He is also looking for a studio, a top-flight British director and an internationally known cast.

'U' Report

(Continued from page 1)

it was reported, consolidated net earnings were \$2,616,356 after provision of \$3,863,000 for Federal taxes on income and \$500,000 for contingent liabilities. These consolidated net earnings, it was stated, were equivalent to \$2.35 per share on the 1,010,411 shares of common stock then outstanding at Oct. 31, 1953, after dividends on the preferred stock.

Six Films in CinemaScope

The annual report, signed by Milton R. Rackmil, president, and Nate J. Blumberg, chairman of the board, pointed out that at the present time Universal has completed six CinemaScope productions, which are also available in the conventional or standard ratio. "We anticipate that ultimately there will be a unification and simplification of technical advances," the report continued, "but until that point is reached we shall continue a production policy which will insure our attaining all sales potentials."

Underlining the company's feeling of optimism, the report stated that "the motion picture has scope and dimension which cannot be approached by any other medium and therefore the competition from other media can no longer be regarded as foreboding the decline of the motion picture industry."

"As a matter of fact," the report declared, "the effect of this competition has been as a stimulus to the industry, which has and will continue to attain greater heights."

Television was called "an excellent medium to create interest" in Universal product and greater use of the medium for that purpose was forecast.

Calculations in Dollars Only

Stockholders were informed that the company continued the practice of reflecting in its accounts the operations of subsidiaries operating in foreign countries having exchange restrictions only to the extent that net earnings from such operations were realized in U. S. dollars, regardless of the periods in which such net earnings accrued.

The report also noted that during the calendar year 1954, regular quarterly dividends of 25 cents per share and an extra dividend of 25 cents per share were paid on the common stock.

'U' Directors

(Continued from page 1)

following: Blumberg, Rackmil, Daff, O'Connor, Preston Davie, Albert A. Garthwaite, R. W. Lea, Budd Rogers, Daniel M. Sheaffer, Harold I. Thorp and Samuel H. Vallance.

As of Dec. 31, 1954, it was stated, Decca Records was the owner of record and beneficially of 718,585 shares of Universal common, constituting approximately 68.1 per cent of the voting securities outstanding in the hands of the public on that date.

To Film Goya Story

Titanus Films has secured special permits from the government of Spain for the filming of its production based on the life of Goya and will begin actual filming in that country in June or July of this year, it was announced from Rome by Goffredo Lombardo, president of the company. Permission has also been granted to Titanus for the use of the original Goya paintings in the production.

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Red China Seeking To Stimulate Its Picture Industry

By A. C. PINDER

TOKYO, Jan. 22 (by air mail).—Plans to stimulate production and exhibition activities in Red China are being formulated, according to reports reaching here. It was said that Red China's film industry leaders were "somewhat displeased" because a picture from a capitalistic country Italy's "The Bicycle Thief," outdrew all home product at the box office.

Cinema attendance in Red China in 1954 was reported at 870,000,000, an increase of seven per cent over that of 1953, according to Wang Lan-hsi, director of the Cinema Bureau of the Ministry of Culture. Fourteen feature films were produced in China during the year, along with 15 educational films, 37 documentaries and four cartoons. Chinese films were exported to 30 countries, while 40 features and 25 educational pictures were imported, principally from Russia.

New Theatres Planned

Plans call for increasing the number of pictures to be produced in 1955 and an additional number of theatres are planned for construction.

During this year, 800 film teams will travel to remote areas to give shows. The Red Chinese government also has announced that construction of a "big modern film laboratory" has started in Peiping.

AA Claims Star Power As 25th Year Launched

HOLLYWOOD, Jan. 27.—Declaring Allied Artists is entering its Silver Anniversary year with the greatest lineup of "top calibre star, producer and director talent in its history," executive producer Walter Mirisch enumerated the following players in recently completed and contemplated films:

Jose Ferrer, Gary Cooper, Joel McCrea, Errol Flynn, Fred MacMurray, David Niven, Yvonne De Carlo, Barry Fitzgerald, Debra Paget, Raymond Massey, Mark Stevens, Diana Lynn, Cornel Wilde, John Derek, Sterling Hayden, Joan Bennett and Richard Conte.

Among producers and directors upcoming on product are Ferrer, John Huston, William Wyler, Billy Wilder, Walter Wanger, Sam Bischoff, Mike Frankovich, Scott R. Dunlap, Richard Heermance, Vincent M. Fennelly, Hayes Goetz, Henry Levin, Jacques Tourneur, Don Siegel and Charles Marquis Warren.

Mirisch also mentioned AA's joining AMPSP in 1954 as signalling, technically, the company's already demonstrated status as a major studio.

Mrs. Eisenhower to Head 'Gray Line' Premiere

Mrs. Dwight Eisenhower will be honorary chairman of the committee arranging the world premiere showing of Columbia's "The Long Gray Line," at RKO Keith's Theatre, Washington, on Feb. 9.

Wives of officers of the Technical Services of the Army are sponsoring the affair, which will take on the air of a Hollywood-style premiere, with high government officials, diplomats, and representatives of society and the military in the nation's capital attending, Columbia announced.

Mrs. Charles E. Wilson is general chairman of the invitational benefit showing, proceeds from which will go to the Soldiers', Sailors', Marines' and Airmen's Club of Washington. Mrs. Robert T. Stevens, Mrs. Matthew B. Ridgeway, and Mrs. Paul F. Yount are vice-chairmen, serving with Mrs. Wilson.

Japan Active in 1954 In 'Scope Equipment

TOKIO, Jan. 22 (by air mail).—Japan last year produced \$21,000,000 worth of special equipment for CinemaScope, it was announced here by William W. Sullivan, manager for 20th Century-Fox, on the occasion of CinemaScope's first anniversary in Japan.

Sullivan said he expected that by the end of 1955, this production figure would be doubled. Some Japanese manufacturers already have exported this type of equipment, although most of it is earmarked for local use. The equipment produced consisted of anamorphic lenses, wide screens, projectors and four-track high fidelity magnetic stereophonic sound.

Texas Drive-in Assn. To Convene March 9-11 With Metro Workshop

DALLAS, Jan. 27.—The Texas Drive-In Theatre Owners Association will hold a three-day convention at the Hotel Adolphus here on March 9-11, it was announced by Jack Farr, president. The convention will be held in conjunction with M-G-M's "Ticket-Selling Workshop."

Tim Ferguson, A. Reynolds and Charles Weisenberg have been appointed to head committees which will handle planning and arrangements for the event.

At a meeting of the association's board, Ed Green proposed an organization which would screen pictures for its members. He stated that if only 80 per cent of the members cooperated, the venture would be a success.

New Bridgeport Theatre Files Conn. Certificate

HARTFORD, Jan. 27.—The Bridgeport Drive-In Theatre, Inc., a new Connecticut corporation, has filed a certificate of incorporation with the Secretary of State's office, listing subscribed capital, \$12,000; paid in cash, \$12,000; Arthur H. Lockwood, president; Louis M. Gordon, treasurer; Max I. Mydans, assistant treasurer; Sam Weber, first vice-president; Seymour B. Levine, vice-president; directors, Lockwood, Gordon, Rosen, Levine and Mydans.

Burton Bonoff to Erect 2,000-Seat Theatre in R.I.

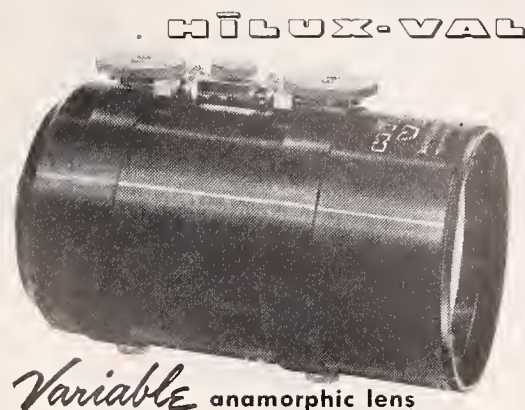
HARTFORD, Jan. 27.—Burton Bonoff of the Court Sq. Theatre, Springfield, Mass., has filed plans for erection of a 2,000-seat theatre on about seven acres of land on Route 2 at Warwick, R. I.

Bonoff would stage a 10-week season of popular musical comedies and operettas on the Rhode Island site. The Court Sq., it was learned yesterday, no longer will exist after the lease expires Apr. 1. The owners of the building in which the theatre is located said it will have to make room for other types of business owing to lack of good attendance.

Disney Foreign Heads in London for Conferences

LONDON, Jan. 27.—Ned Clarke, Walt Disney's foreign sales executive, has arrived here for discussions with Cyril Edgar and Cyril James concerning the new set-up of the recently established Disney distribution organization.

In the next few weeks Clarke will also have extensive conferences with European exhibitors regarding Disney's forthcoming releases. He hopes to attend the Dublin premiere of "The Living Desert" in early February.



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also starring

**CESAR ROMERO
LEE J. COBB
KATY JURADO**

with

Charles Goldner
George Dolenz

Produced by

JULIAN BLAUSTEIN

Directed by

HENRY HATHAWAY

Screen Play by

CHARLES KAUFMAN

COLOR BY

DE LUXE



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need a woman
when death is
your mistress
every afternoon!"**



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your
way!**

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That
Is News

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TEN CENTS

COMPO Survey

Reports Better Press Relations With Industry

Mandel Says Missionary Work Now Is Paying Off

The motion picture industry's press relations have shown marked improvement in the last year, it was revealed yesterday by Harry Mandel of RKO Theatres, chairman of the Council of Motion Picture Organizations press relations committee, in releasing results of a nation-wide press survey conducted by COMPO regional press relations groups.

A tabulation of press relations reports covering 102 cities and towns showed that the attitude of the nation's newspaper editors toward the industry is generally sympathetic, Mandel said.

"The intensive missionary work done by COMPO regional press groups during the successful tax campaign," Mandel asserted, "made many newspaper editors realize that there

(Continued on page 5)

Wm. Goldman Leases Erlanger in Phila.

William Goldman, Philadelphia circuit operator, and Lawrence Shubert Lawrence, head of a chain of Shubert theatres under the direction of J. J. Shubert, announced the completion of negotiations for a long term lease on the Erlanger Theatre, Philadelphia. This house was the focal point of the anti-trust proceedings by Goldman against the major film companies and Warner Brothers Theatres.

The theatre has been spasmodically presenting legitimate shows over the past several years and under the

(Continued on page 4)

N. Y. Film Producers Talk New SAG Pact

John Wheeler, attorney for the Film Producers Association of New York, will leave here today for Los Angeles to open negotiations with the Screen Actors Guild for a new contract concerning the production and use of filmed TV commercials.

The current contract, signed some two years ago, expires on March 1. It was in the current pact that the principle of "repayment for re-use" was introduced and, as one of its

(Continued on page 4)

To Honor Paramount Feb. 10

'Fame' Achievement Award To Freeman for V'Vision

From THE DAILY Bureau

HOLLYWOOD, Jan. 30.—Paramount Pictures Corp., in the person of Y. Frank Freeman, vice-president in charge of studio, has been selected by the editors of FAME magazine to be the recipient of the 1955 FAME Achievement Award, in recognition of the development of VistaVision.

Martin Quigley will present the Award to Freeman at a luncheon to be held in the Paramount Studio Commissary on Feb. 10. Members of the Hollywood press corps, studio officials, stars and others have been invited to attend.

The inscription on the award to Freeman states that he is being presented with "This Achievement Award in recognition of the notable contribution of VistaVision to the art and industry of motion pictures; and for the enthusiasm and leadership which made possible this enrichment of the potentialities of the screen."

The 1955 FAME Achievement Award is the second to be made; the annual recognition having been inaugurated only last year. Spyros P. Skouras, 20th Century-Fox president, was the recipient of the 1954 Award for the development and introduction of CinemaScope; "and for the widening of mankind's horizons of knowledge, inspiration and entertainment realized by this new technique."

With Paramount's first release in

(Continued on page 4)



Frank Freeman

20th Sets 17 Through Sept.

In line with its goal of 24 CinemaScope productions for release this year, 20th Century-Fox has announced an eight-month, program of 17 CinemaScope attractions covering the period of February through September. The entire line-up will be in color.

An average of two CinemaScope pictures will be released each month during the eight-month span, designed to be pre-sold by promotional campaigns employing all media of contact with the public, the company said.

CinemaScope productions featured in the release roster are:

"The Racers," "White Feather," both in February; "Untamed," in

(Continued on page 4)

Cite \$30,000,000 'Carry' for RKO

The estimated \$30,000,000 capital-loss-carry-forward figure for RKO Pictures was repeated in the year-end financial statement of the company, released at the weekend.

The statement, signed by president James R. Grainger, said that the company had been advised that, under the new Federal tax code, its substantial capital tax loss presently continues to be a capital-loss-carry-forward available under appropriate circumstances as a set-off against capital gains, if

(Continued on page 4)

Uruguay Festival Ends Officially Today

PUNTA DEL ESTE, Uruguay, Jan. 30.—Final showing of the 80 full length and short films from the U.S., Britain, France, Germany, Mexico, Italy, Sweden, Spain, the Argentine and Brazil, competing for prizes in Uruguay's giant Film Festival here were run off over the weekend. The Festival's winners—films, players and

(Continued on page 4)

Survey Reveals

Good Off-Hour Year Predicted In Theatre TV

Color Does Not Loom As A Possibility in 1955

By MURRAY HOROWITZ

The programming accent in the theatre TV field for 1955 appears to be in the off-hour commercial area, according to a MOTION PICTURE DAILY survey of theatre TV interests.

Programming possibilities also loom for top-notch outdoor boxing matches, the opera and perhaps the telecasting of a legitimate Broadway stage show.

Interviewed in the survey were Nathan Halpern, president of Theatre Network Television; William Rosensohn, vice-president of Box Office Television, and representatives of television-equipped circuits.

Present in the background of many of those interviewed, especially exhibitors, were the possibilities of color theatre television, now being pioneered by 20th Century-Fox, Radio

(Continued on page 5)

NARTB Denies It's Anti-Toll TV

WASHINGTON, Jan. 30.—The National Association of Radio and Television Broadcasters has officially denied Zenith Radio's charges that an NARTB statement to the Federal Communications Commission amounted to opposition to subscription television.

NARTB president Harold Fellows early this month urged the FCC not to approve Zenith's request for immediate authorization of subscription television without a hearing, declar-

(Continued on page 4)

Toll TV Committee And Counsel Confer

Additional moves in the joint exhibitor committee opposing subscription television program were discussed when attorney Marcus Cohn of the Washington law firm of Cohn & Marks conferred here at the weekend with top committee members.

The exhibitor committee opposing toll-TV had retained Cohn & Marks as counsel in filing an opposition brief to the Zenith Radio Corp. petition now pending before the Federal

(Continued on page 4)

Personal Mention

ROBERT M. WEITMAN, vice-president of American Broadcasting-Paramount Theatres, has arrived in Las Vegas from Hollywood.

JACQUES GAUTHIER, *Entreprise Generale Cinematographique*, Paris, is now in New York from France, and will leave here this week for Hollywood.

LEE KATZ, executive of Allied Artists in Great Britain, has returned to London from New York via B.O.A.C. Monarch.

MIKE SIMONS, M-G-M customer relations director, has returned to New York from Jackson, Miss., and Memphis.

GEORGE CUKOR, director, arrived in New York from the Coast on Friday, and left here shortly thereafter for Pakistan.

JOE FRIEDMAN, of the Warner Brothers home office exploitation department, will leave here today for Buffalo.

KENNETH HYMAN, vice-president of Associated Artists Productions, has left New York for Hollywood.

IRVING SHIFFRIN, of the Allied Artists exploitation department, is in Washington from New York.

G. RALPH BRANTON, Allied Artists vice-president, will return to the Coast today from New York.

ANNA MAGNANI will arrive here from Hollywood tomorrow.

Martin Quigley Is En Route to Coast

Martin Quigley has left New York for Hollywood by train. He is due to arrive on the Coast Wednesday and will remain in Hollywood for a visit of several weeks.

Einfeld Returning

Following a series of studio conferences at which plans for the international promotion of forthcoming 20th Century-Fox CinemaScope attractions were set, vice-president Charles Einfeld will return to New York today from Hollywood. In meetings with production head Darryl F. Zanuck and studio publicity chief Harry Brand, long-range plans were developed for five CinemaScope and one standard film which are scheduled for release between February and April.

Roxy Dividend

HOLLYWOOD, Jan. 30. — Roxy Theatre, Inc., declared a quarterly cash dividend of 37½ cents on outstanding preferred stock, payable March 1 to holders of record on Feb. 15.

Arthur Lubin Says

Low U.K. Production Costs Enticing U.S. Film Makers

By **LESTER DINOFF**

Despite the difficulties encountered in making pictures in Britain, the English government's Eady Plan benefits, the lower production costs and the utilization of frozen funds, are enticing more and more U.S. producers to make pictures there, according to director Arthur Lubin, who recently completed "Rebound" for Columbia Pictures release.

Lubin, a contract Universal-International director, noted for his "Francis" films, reported here at the weekend that with all the advantages of English production, "film producers are hampered by the labor union members who tend to stretch out the job as long as possible, and take morning and afternoon breaks for tea."

The English workers are very slow-moving and like to take their time, Lubin said. "In Hollywood, it takes only one day to get Technicolor rushes, but in England, it takes three days," the veteran director asserted.

Lubin recently finished "Rebound"

for producer Mike Frankovich who is making four films for Columbia. Under this package, Lubin said he will direct "The Ghost of Drury Lane," possibly after he completes "Francis Weighs Anchor" for Universal. The other two Columbia releases by Frankovich are "Fire Over Africa," currently in distribution, and "Mata-dor," the director said.

Sees Profit for 'Rebound'

The director reported that "Rebound" will afford a profit in England to the producer, in addition to the Eady Fund benefits, of about \$600,000. This film, which stars Jean Simmons and Stewart Grainger, will be domestically released in July, he said.

Stations' 'Yes or No' On TV Films Sought

From *THE DAILY Bureau*

WASHINGTON, Jan. 30.—Most television stations will soon be asking film producers and distributors to include in any contracts selling films for TV a clause giving the stations the right to "alter or reject" films that don't measure up to television code standards.

This is the outcome of a meeting of the television code review board of the National Association of Radio and Television Broadcasters. It sets the "good standards" code for television stations and networks to follow in their programming.

According to NARTB officials, many TV stations have been buying films sight unseen, and as a result, find later some portions which don't measure up to the standards of the TV code, but are unable to do anything about it.

The code review board, and also the television board of the NARTB, meeting in Florida last week, approved a recommendation that all stations and networks subscribing to the code include in future contracts with companies which produce and distribute films for television a clause giving the station the right to "reject or alter" any film the station decides doesn't measure up to the code's criteria.

The two boards also agreed to conduct an informal campaign among TV film producers and distributors to educate them in the television code's standards.

Republic Dividend

A dividend of 25 cents per share on its preferred stock, payable April 1, to stockholders of record on March 10, was declared by the board of directors of Republic Pictures Corp.

Memphis Censors Ban 'Bamboo'

MEMPHIS, Jan. 30. — Memphis Board of Censors has banned "Bamboo Prison," a Columbia Picture.

Lloyd T. Binford, 88-year-old board chairman, announced the banning but said he did not vote. He said the three women members of the board, Mrs. B. F. Edwards, Mrs. St. Elmo Newton, Sr., and Mrs. Walter Gray had voted to ban the picture.

"We found it inimicable to public welfare," Mrs. Edwards said. "That is a provision of the censor law. It's a picture about an American who was captured by the Chinese Reds in the Korean war. He seemed to be working undercover for us for awhile, but he was a progressive," she contended.

"At the end," she continued, "the star, Robert Francis, denounced the United States. They tried to win him back by a shortwave broadcast from his mother, but he refused. It was most unpatriotic. He said he didn't believe in democracy. I do not think it would be a good picture for our young people to see."

Wm. Balaban Heads ABC Closed Circuit

The American Broadcasting Co., an affiliate of American Broadcasting-Paramount Theatres, which has been active in pioneering closed circuit theatre television, has announced the formation of a closed circuit program department to be headed by William Balaban, assistant program manager for WABC-TV in New York.

The move to establish a further expansion of ABC service to clients by setting up the closed circuit program department was announced here at the weekend by John H. Mitchell, vice-president of the ABC-TV network.

News Roundup

Favor Seattle Sales Tax

A proposed one per cent sales tax in Seattle has the approval of local exhibitors. Theatremen say the levy would get rid of the business and occupational tax and the city amusement tax which, they feel, are more trouble to collect than they are worth.

Norway Complains

Reports from Oslo claim that the exhibitors association there is protesting film terms on some American pictures. The showmen say that the distributors are asking terms that are five per cent higher than the base agreement between the Norwegian industry and the MPAA.

Charter to N.O. Tent

A dinner dance at the Jung Hotel on Feb. 7 will spark New Orleans' Variety Club Tent No. 45. The presentation of its charter will be the major event which is expected to draw approximately 200 guests from Louisiana, Mississippi, Alabama and Florida. Among the guests will be Gov. Robert Kennon and Mayor "Chep" Morrison. International officers also are expected to attend.

Back Garage Bill

A bill to provide Boston with an underground parking area has the backing of Hub exhibitors. Downtown theatre managers consider the completion of the \$15,000,000 project will be a definite business booster.

Famous Lab to Go

The Oyster Bay, L. I., indoor tennis court where Cinerama was developed is to be restored to its original purposes by the new owner, William Woodward.

Reed, Canham Again On USIA Committee

WASHINGTON, Jan. 30.—President Eisenhower has nominated Philip D. Reed, chairman of General Electric Co., and Erwin Canham, editor of the "Christian Science Monitor," for additional three-year terms as members of the advisory commission in the government's overseas information program. Both have been members since the advisory group was set up some years ago.

Nebraska Pioneer Dies

CRETE, Nebr., Jan. 30.—A. James Burrell, 79, theatre owner here since 1920, died suddenly on Friday. He is survived by his widow, two sons and a daughter.



S ARE YOU ~~TELLING~~ YOUR AUDIENCE?

If you're not . . . you're overlooking the opportunity to exploit a great advertising medium...your screen! It's the one medium that captures 100% audience attention.

Your patrons are ready for your pitch... so tell 'em and sell 'em! Yes, sell all your shows, all your special events, services and promotions from your screen—with trailers!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

'Fame' Award

(Continued from page 1)

VistaVision, "White Christmas," already having proven itself an outstanding boxoffice attraction, the company now has in readiness a succession of VistaVision releases for 1955. The initial VistaVision subject was first shown to the public late last year. A 20-minute subject presenting excerpts from a number of those productions has been completed by the company and is being made available to theatres starting in the near future.

Uruguay Festival

(Continued from page 1)

technicians—are to be announced tomorrow.

The last of the three Hollywood films competing for honors, "The Caine Matiny," had its showing Saturday night, last official showing of the Festival. Other United States entries were "Sabrina" and "The Living Desert."

All competing countries sent delegations which included from four to 20 stars in each to take part in Festival activities, one of these being the celebration held in Montevideo's Centenario Stadium, where more than 60,000 crowded in last Thursday to see and hear the stars who were introduced, to watch folk dancing and hear Uruguayan music. President Peron of Argentina had previously conveniently lowered the restriction on Argentinians crossing the River Plate, Jan. 14, the day the Festival in Punta del Este opened.

Many U. S. Stars Attend

Among well known international stars attending the Festival were Italy's Silvana Pampanini; the U.S.'s Mercedes McCambridge, Dean Jagger, John Lund, Dorothy McGuire, Wayne Morris, Pat O'Brien, Walter Pidgeon, Elaine Stewart; the Argentine's Luis Sandrini and Tilda Thamar; Spain's Mairo Cabre; Mexico's Rosita Quintana; France's Jean Claude Pascale and Collette Reper; Britain's Richard Attenborough, Sheila Sims and Kathlyn Ryan.

NARTB

(Continued from page 1)

ing that the public should have a chance to be heard on such an important issue. Zenith president Eugene McDonald then charged that Fellows' statement lined the NARTB up with those seeking to kill subscription TV and that Fellows had acted without the authorization of the NARTB board.

Clair R. McCollough, chairman of the NARTB's television board, in a letter to McDonald Friday, said that these charges were not true. Declaring that the entire board was approving his letter, McCollough said that it has always been NARTB's policy to "encourage appropriate regulatory procedures" by the FCC on all broadcasting subjects of major public interest, and that Fellows' earlier stand had been "entirely consistent with this long-established policy."

Nebr. Tax Bill Advances

LINCOLN, Nebr., Jan. 30. — The Nebraska legislature has advanced by a voice vote the bill to increase from five to 10 per cent the state tax which is levied on boxing and wrestling matches.

Review

"Many Rivers to Cross"

(M-G-M)

(CinemaScope)

DESPITE the perilous frontier period of this CinemaScope production, M-G-M has concentrated on comedy and it is a good job all around.

The romance of a backwoods girl and a trapper is all the more amusing because of the period depicted and it's aided considerably by the fine performance of Eleanor Parker as the girl determined to get her man by any means. Robert Taylor is the unwilling object of her affections and he, too, reveals a nice sense of comedy as a rough and tough frontiersman trapped by the wiles of woman. Practically the entire story centers around this hectic romance and one feels as if it were going to turn into a musical slice of Americana such as M-G-M did with "Seven Brides for Seven Brothers." But with or without music, it's still fun.

All of Miss Parker's attempts to land Taylor prove unfruitful until she finagles him into a shotgun wedding. He leaves, she follows, they squabble. When he encounters another rugged individualist, such as he, who has turned farmer and homebody with much success, he realizes the love affair is not one-sided.

The climax, which ordinarily would be played for thrills, finds the young couple trapped in a cave by a group of Indians. How they outwit the savages provides an amusing, if slightly wacky, conclusion to an enjoyable, off-beat "western."

"Many Rivers to Cross" has the kind of homespun humor and drama that would seem to appeal more to the small town than to the metropolis. But the good cast and color, fine CinemaScope photography, certain favorable word-of-mouth and smart exploitation can make this a winner at almost any boxoffice. It's bound to please practically all audiences.

Although the beginning is unnecessarily slow, action perks up soon enough and director Roy Rowland keeps things moving at a rapid clip right through to the funny finale. Best in support of the stars is Victor McLaglen as Miss Parker's rough-and-tumble father who, with the aid of four sons, assists his daughter in her quest. Two of the brothers are played by a couple of M-G-M's new hopefuls, Russ Tamblyn and Jeff Richards.

The picture was produced by Jack Cummings and written by Harry Brown and Guy Trosper from a story by Steve Frazee. It is in Eastman Color.

Running time, 92 minutes. General classification. For release February 4.

Wm. Goldman

(Continued from page 1)

management of Goldlawr, Inc., will undertake a policy of long run pictures as well as the occasional road show stage attraction.

Goldman made the announcement of the signing of the long term lease just prior to his departure for a series of West Coast conferences with his associate in production, Paul Gregory, of Gregory-Goldman Enterprises, Inc. While in Hollywood, Goldman plans to discuss production details on the filming of Gordon Mailer's "The Naked and the Dead," which is to go before the cameras in early summer.

Rome Newsmen Cite IFE and Zorogniotti

The Italian Motion Picture Newspapermen's Guild cited Italian Films Export for its activities in promoting Italian films in America by presenting a special award to E. R. Zorogniotti, executive vice-president, who was one of the guests of honor at its annual Cinema Ball held in Rome last week.

The award, which was in the form of a scroll cited Italian Films Export "for having created I.F.E. Releasing Corporation, a commercial organization which was able to penetrate the vast American market, and which now offers to Italy enormous commercial possibilities in all areas of the United States and in all types of motion picture theatres."

'Country' to Globe

Universal-International's "The Far Country," starring James Stewart, Ruth Roman, Corinne Calvet and Walter Brennan will have its New York premiere at the Globe Theatre on Lincoln's Birthday, Feb. 12.

New SAG Pact

(Continued from page 1)

demands, SAG seeks to raise the basic rates 15 per cent.

On the Coast, Wheeler will join representatives of the West Coast TV spot producers to negotiate with Walter Pidgeon, SAG president; John Dales, executive secretary, and other actor's union reps.

Wheeler is committed for a two-week stay in California. Accompanying him as observers for the 4A's are attorneys Dave Miller and Jack Devine.

CEA Has Difficulty Getting Officers

From THE DAILY Bureau

LONDON, Jan. 30.—Further turmoil in Cinematograph Exhibitors Association's recent turbulent existence has arisen suddenly through the withdrawal of Wyndham Lewis from nomination as the Association's vice-president in the coming year.

Wyndham Lewis, a highly respected delegate to CEA's general council, was the only nominee to the office, but at the eleventh hour he has felt compelled to withdraw by reason of urgent private business.

Financial problems also threaten the organization's future as a result of the withdrawal from membership of the J. Arthur Rank theatres.

Under CEA's constitution only two weeks remain for nominations. A succession of private meetings has occurred among the elder statesmen in an endeavour to solve the problem. Considerable pressure was brought to bear upon George Singleton, delegate to general council from the Scottish Branch. But it is understood that Singleton felt unable at this time to make a weekly journey to London

20th Sets 27

(Continued from page 1)

March; "A Man Called Peter," Easter holiday attraction; "Violent Saturday," "The Magnificent Matador," "That Lady," and "Soldier of Fortune," all in May.

"Daddy Long Legs," and "House of Bamboo," in June.

Scheduled for the months of June through September will be:

"The Seven Year Itch," "Sir Walter Raleigh," "The Left Hand of God," "A Many Splendored Thing," "The Tall Men," "How To Be Very, Very Popular" and "Pink Tights."

Cite \$30,000,000

(Continued from page 1)

any, that might be realized by the company in the future. The capital loss-carry-forward, based upon preliminary study, may be as much as \$30,000,000," it added.

The financial statement, dated Dec. 31, 1954, and the letter by Grainger gave no indication of any change in the status of the company, with Howard Hughes and Atlas Corp, now owning the principal number of shares. The company, since its letter of Dec. 16, 1954 to stockholders, has not renewed its offer to purchase outstanding stock at \$6 per share, an offer which expired for general stockholders on Dec. 31 of last year.

The company's assets were put at \$17,833,567, \$17,796,958 of which listed as cash and the remainder interest receivable. The report, covering a nine-month period, stated that of the \$23,489,478 received from Howard Hughes for the sale of RKO Radio Pictures, \$5,717,952 was utilized in redeeming 952,992 shares of its stock.

At the present time, the report continued, the holdings of the company consist of the equivalent of cash, equal to at least \$6 for each of the 2,961,921 shares now outstanding.

Toll TV Committee

(Continued from page 1)

Communications Commission for immediate permission to go ahead in subscription television presentation with Phonevision.

The film opposition group had also retained a short time ago a public relation counsellor, Harold Wolff Associates, to begin an information program "to combat the propaganda issued during the past few years by the protagonists of subscription television."

Regents Back Flick On Birth Scene

ALBANY, Jan. 30.—"Mom and Dad" cannot be licensed in New York State with the birth sequence included, the Board of Regents unanimously ruled Friday.

Ephraim S. London, attorney for the appellant, had announced he would appeal to the courts if the Regents failed to reverse the finding of Dr. Hugh M. Flick, director of the Motion Picture Division, State Education Dep't. Flick had offered to issue a seal if the birth scene was eliminated. The distributor appellant refused.

from his home town of Glasgow.

Most likely nominee now to the office is B. T. Davis of Birmingham, a former president of the Association.

Theatre TV

(Continued from page 1)

Corporation of America and others. These possibilities, however, do not loom as a reality this year, it was pointed out, although they were considered as a factor in halting the purchase of theatre-TV equipment beyond the 112 houses throughout the country now estimated to be equipped.

Halpern, questioned as to the programming possibilities for this year, saw an increase in the volume of business telecasts. He forecast that TNT would again offer big bouts in the summer. When questioned on the possibilities of offering an entertainment package, other than the opera, Halpern was not as positive, citing the economics of the medium. These economics, as seen by Halpern and others in the trade, are characterized by 112 theatre TV installations which so far have been inadequate to swing a deal for what is considered a big box-office entertainment package.

The "which-came-first" of the chicken-and-egg unanswered riddle was cited by Halpern, who pointed out that more theatre TV installations are needed, yet installations depend on the programming yet unobtainable.

BOT's Rosensohn ruled out the possibility of his firm offering an entertainment package such as a Broadway show until color television is a reality. As of today, he said no two circuits appear to agree on what would be good box-office in this area.

Rosensohn maintained that experience with the medium has shown that at this stage commercial, off-hour telecasting, pays off. Big fights, too, make money, while football games offer a possibility of breaking even at most, he maintained. Operas, he added, on an over-all basis lose money.

More Bouts Planned

TNT, which has staged 12 championship fights, plans more this year, Halpern said. As to the telecasting of opening nights of the Metropolitan Opera, the TNT president said that more than the 30 theatres will be needed if those openings and other operas are going to be telecast in the future.

TNT, which, according to Halpern, has staged 23 commercial closed-circuit telecasts since March, 1953, hopes to have many more, and with greater frequency this year.

BOT, which, according to Rosensohn has put on 15 closed-circuit commercial telecasts since January, 1954, hopes to stage 36 such sessions this year.

From the foregoing, it should not be assumed that all is rosy for theatre TV interests. Rising as a competitive force is the utilization of hotels. Although, according to Rosensohn, only five hotels are equipped, mobile telecast units can be employed.

110 Mobile Units

It was interesting to note that between them, TNT and BOT claimed to own 110 mobile units, approximately the number of theatre TV installations.

Both Halpern and Rosensohn, however, said they planned to use theatres as well as hotels, indicating that factors such as price, time and location are weighed in the decision.

The broadening use of closed-cir-

Reports Better Press Relations

(Continued from page 1)

is more to our business than they had been led to believe, and that it is very much to the newspapers' advantage to foster the prosperity of motion picture theatres. The COMPO ads in Editor & Publisher have supplemented the work of the regional committees, and the excitement caused by technological improvements and a succession of outstanding pictures has also been reflected in editorial columns."

Harry Goldberg Vice-Chairman

Besides Mandel, those on the COMPO press relations committee are Harry Goldberg of Stanley Warner Theatres, vice chairman; Oscar A. Doob of M-G-M, Jerome Pickman of Paramount Pictures, Ernest Emerling of Loew's Theatres, Gilbert Golden of Warner Brothers and Kenneth Clark of the Motion Picture Association of America. Charles McCarthy, COMPO director of information, acted as coordinator. Many of the first group of 26 COMPO ads in Editor & Publisher were the work of Doob, Goldberg, Mandel and McCarthy, while Golden and Emerling have been added to the committee to aid in preparation of the current series of 26 ads.

The survey shows that 50 newspapers are giving more space to news of the industry than they did a year ago, and only 15 have reduced their motion picture news coverage. Some of this reduction took place in locations where newspapers have acquired an interest in, or control of, local TV stations. Seventy-five of the replies stated that local newspapers were sympathetic in their attitude toward the industry, and only 14 reported the local press as critical. Forty described the attitude as better than a year ago, and 11 as worse.

The majority of the papers in the areas reporting carry TV and radio program listings, some of them as paid ads. Exclusive of these listings, however, a large majority of the papers continue to give more free

space to movies than they do to television and radio, the report said. Television coverage, however, has increased, particularly in those areas where newspapers own an interest in TV stations, but 74 replies indicated that film space has not suffered as a result, and 28 replied that it had.

"Personal contacts with newspaper editors established by industry representatives during the tax campaign," Mandel said, "unquestionably resulted in a better editorial understanding of the industry problems. Many newspaper editors have been frank to admit that through these contacts and the Editor & Publisher ads they have been made aware of industry problems and difficulties of which they had no previous knowledge. One of the big accomplishments of the ads is that they gave editors an increased awareness of the importance of the movie theatre to the local business economy and cultural line."

Personal Contacts Help

"In order that we may continue to retain the good will of the nation's newspapers and improve our relations in those few areas where there is still some hostility, I think it is imperative that industry representatives improve and strengthen their press contacts, and take the initiative in frankly presenting their problems and viewpoints to local editors whenever industry developments or motives are likely to be misrepresented or misunderstood. I also think that industry representatives, particularly exhibitors in small situations, are missing an important bet in not bringing to the attention of local editors the series of COMPO ads now being published, as not all of them have had the opportunity to see and read these ads as they appeared. Extra copies are always available at COMPO headquarters."

Doob Suggested Survey

The survey, suggested by Doob, was conducted by means of a questionnaire which was sent to 268 members of COMPO regional press groups several weeks ago. Replies to these questionnaires totaled 122.

Smith to Build N. J. 2,000-Car Drive-in

BOSTON, Jan. 30.—Smith Management Co. has purchased a tract of land in Jersey City for the erection of a 2,000-car drive-in to be ready for a spring opening. William Riseman Associates of Boston has drawn plans for the huge openair to be built on Route 1.

Called the Roosevelt, it will have two concession stands, a main one and an auxilliary stand, each with four-lane self-service counters.

cuit television was cited by many in the industry, who pointed out that clients now ranged from automobile firms to chemical industries to insurance companies.

Another factor, according to some exhibitor spokesmen, which virtually halted installations in theatres, was the growth and concentration on new screen techniques such as CinemaScope and VistaVision. However, many exhibitors expressed keen interest as to the future of the medium.

EFFG Registers Resident Certificate

ALBANY, Jan. 30.—Exhibitors Film Financial Group, Inc., organized in Delaware as a stock corporation, has registered a certificate designated its New York State office to be in care of Prentice-Hall, Inc. The certificate stated that the business the Group proposed to do in this state is provide "funds, literary and other materials, and services and facilities for, and generally the aiding and encouragement of, the production of motion pictures for exhibition."

Samuel Pinanski, of Boston, executed the certificate, as president.

'Underwater' Actor Here

Richard Egan, co-star of Howard Hughes' "Underwater," will return to New York today from Indianapolis, his final stop of a five-day tour of six cities for press interviews and television and radio appearances for the RKO production. Egan also covered Washington, Philadelphia, Boston and Cincinnati.

People

Eric Johnston, president of the Motion Picture Association of America, has been elected a director of the Massachusetts Mutual Life Insurance Co. of Springfield, Mass.

□

Stephen Strassberg, formerly with Loew's, Republic and Eagle Lion, has been placed in charge of publicity for ABC's stations here, WABC and WABC-TV. Harriet Feinberg, formerly with ABC Film Syndication, will head advertising and promotion for the two stations.

□

Page Woodside is the new assistant cashier at Republic's San Francisco exchange.

□

Luther J. Grines has been appointed manager of Stein Theatres' Royal in Blackbear, Ga.

□

Howard Spiess will be the guest of honor at a dinner in Cleveland tonight given by personnel of film row. Spiess has resigned as booker for Cooperative Theatres of Ohio to join the Phil Smith circuit as book-buyer in the St. Louis area.

□

Arthur M. Loew, president of Loew's International, has made a gift of \$300,000 to defray part of the cost of a new student residence hall now under construction at the Bronx campus of New York University.

To Cite Marine Hero At 'Battle' Opening

BALTIMORE, Jan. 30.—A highlight of the premiere of Warner Brothers' Marine drama, "Battle Cry," which will be held here Tuesday at the Stanley Theatre, will be the official designation of Donald Heilman, ex-Marine, as "Hero of Baltimore" for his having saved from drowning last month a seven-year-old boy in the waters of Gwynns Falls.

The ceremony will be a feature of an elaborate premiere celebration, with stars of the CinemaScope feature flying East from Hollywood to make personal appearances at the opening.

Leon Uris, Author, to Tour For Warners' "Battle Cry"

Leon Uris, ex-Marine and author of "Battle Cry," which Warner Brothers have made into a film of the same name, will tour the country in connection with exhibition of the picture. His first stop, in Baltimore tomorrow, will be followed by visits to New Orleans, Memphis, Cincinnati, Pittsburgh, Cleveland and Chicago.

Elroy Hirsch in Buffalo

Elroy "Crazylegs" Hirsch, football star turned film actor, is in Buffalo today to start a 14-city tour in connection with Warner Brothers' "Unchained," in which he is starred. The picture is currently playing at Victoria Theatre here.

**NO. 3 IN
A SERIES
OF AD**

NEWS FOR THE 1950s

NOW IN RELEASE

FACT-1

THE BAREFOOT CONTESSA

Color by Technicolor
Starring **Ingrid Bergman**, **Jean Godbart**,
Kathleen O'Hara Written and Directed by
Jules Dassin

HUMPHREY BOGART

AVA GARDNER

AWAITING RELEASE

FACT-2

THE PURPLE PLAIN

Color by Technicolor
Starring **Margaret Lockwood**
Directed by **Robert Parrish**
A J. Arthur Rank Production

GREGORY PECK

NOW IN RELEASE

FACT-3

VERA CRUZ

Color by Technicolor
Starring **Burt Lancaster**
and **Burt Lancaster**
Directed by **Richard Widmark**
A United Artists Corp. Production
Norman Panama Corp. Production

GARY COOPER

BURT LANCASTER

Lopping its unprecedented product for '54...

**UA HAS THE BIGGEST
PRODUCTION NEWS FOR
THE 1955 SEASON**

AS OF JAN. 10
1955
BY PPI

FACT #4

NOW CUTTING

NOT AS A STRANGER

Casting Gloria DeHaven... Robert Merton
John Emery... Gloria DeHaven
Richard Longwell... Cheri Reddell
Produced and Directed by
Ernest Kriger

FACT #5

NOW IN PRODUCTION

**GENTLEMEN
MARRY BRUNETTES**

Screenplay... Color by Technicolor
Storyline from Ernest Lehman's Screenplay
Directed by Anthony Asquith
Music by Max Steiner

FACT #6

NOW IN PRODUCTION

THE KENTUCKIAN

Screenplay... Color by Technicolor
Storyline from Ernest Lehman's Screenplay
Directed by Don Edwards
Music by Elmer Bernstein
Produced by Harold Hecht

**HUST
LANCASTER**

NOW IN PRODUCTION

FACT # 7

ALEXANDER THE GREAT

CINEMASCOPE • Color by Technicolor
Starring Richard Burton • Fredric March
Claire Bloom • Danielle Darrieux
Written, Produced and Directed by Robert Rossen



RICHARD BURTON



FREDRIC
MARCH

NOW CUTTING

FACT # 8

SUMMERTIME

(Based on the Broadway hit, "The Time of the Cuckoo")

Color by Technicolor

Starring Katharine Hepburn • Rossano Brazzi

Produced by Ilya Lopert • Directed by
David Lean • A Lopert Films Presentation



KATHARINE
HEPBURN

NOW CUTTING

FACT #9

THE NIGHT OF THE HUNTER

Starring Robert Mitchum • Shelley Winters • Lillian Gish

Based on the best-seller by Davis Grubb

Produced by Paul Gregory

Directed by Charles Laughton



ROBERT
MITCHUM

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77 NO. 22

NEW YORK, U. S. A., TUESDAY, FEBRUARY 1, 1955

TEN CENTS

SMPTE Plans To Build Pool Of Technicians For Industry

**Frayne Tells Program
With Educational Bodies**

By MURRAY HOROWITZ

Plans to foster an educational program designed to build a reservoir of technical talent for the motion picture and television industries were disclosed here yesterday by John G. Frayne, president of the Society of Motion Picture and Television Engineers.



John G. Frayne

Frayne's exposition of the society's educational plans came in his second interview with the trade press since his ascendancy to the SMPTE presidency on Jan. 1. His
(Continued on page 5)

Minn. Projectionists Pact Talks Collapse

Special to THE DAILY

MINNEAPOLIS, Jan. 31.—Contract negotiations between Minneapolis independent theatre owners and representatives of projectionists' local 219, IATSE, have collapsed in an argument over an additional 15 minutes of booth preparation time.

The session, held in the office of Ted Mann at the World theatre, ended abruptly when Mann challenged the assertion of George Klundt of the projectionists' committee that the operators have never received an additional 15 minutes for CinemaScope preparation time. In the argument which ensued, Mann ordered a halt in the proceedings and the union representatives left. No date has been set for a resumption of negotiations.

Although the RKO and Maco circuits have reached an agreement with the union providing for a year of
(Continued on page 6)

Meet Studies Use of Video

Common acknowledgment that television can be utilized effectively to promote and publicize motion pictures was reached here yesterday at a meeting of advertising and publicity film company executives and officials of American Broadcasting - Paramount Theatres.

Representing AB-PT affiliate circuits at the meeting, held at the offices of the Motion Picture Association of America, were David Wallerstein, vice-president of Balaban and Katz; Harold Brown, president of United Detroit Theatres; Henry Plitt, vice-president of Paramount Gulf Theatres, and Emil Bernstecker of Wilby-Kinney Theatres.

The exchange of views regarding the utilization of TV was an outcome of a November AB-PT report urging more effective exploitation of the medium, it was stated. An MPAA spokesman, outlining what had oc-
(Continued on page 5)

Johnson, Krasna to Produce for UA

Actor Van Johnson and producer-writer Norman Krasna have formed an independent film company to produce a minimum of four pictures for United Artists release, it was learned here yesterday.

The studio is also negotiating with Cornel Wilde, Richard Widmark, Van Heflin and Frank Sinatra to enter into production deals whereby the stars will become financial participants in addition to guaranteeing the actors
(Continued on page 6)

Supreme Court Rules

TRUST LAWS COVER 'LEGITIMATE' FIELD

**Professional Boxing Included; Basis Is
Similarity to Film Industry, Court Says**

By J. A. OTTEN

WASHINGTON, Jan. 31.—The Supreme Court held today that the legitimate theatre business and professional boxing were both subject to the Federal anti-trust laws.

D of J Agrees On Final NT Divestitures

From THE DAILY Bureau

WASHINGTON, Jan. 31 — The Justice Department has agreed to a final wind-up order for the National Theatres divestiture program.

The order concerns eight theatres which National still has, out of the 110 theatres it was supposed to dispose of under the original 20th Century-Fox consent decree. The original divestiture deadline was June 7, 1953, and various extensions brought the deadline down to today. Today's wind-up order is the last expected under the original decree.

Under the order, four theatres owned by National and originally required to be sold for use as theatres can now be sold for use for any pur-
(Continued on page 4)

The decision in the legitimate theatre case rested largely on the court's ruling that this industry was for legal purposes very similar to the motion picture industry, especially motion picture exhibition, and that the motion picture industry was clearly subject to the anti-trust laws. The boxing decision was based largely on the fact that promoters of boxing contests derived a major share of their revenue from the sale of motion picture, radio and television rights, all on an interstate basis.

In both cases, the high court reversed lower court decisions exempting the two industries. The New York District Court had ruled the industries exempt on the basis of the Supreme Court's decision in the baseball case, and the Justice Department, which had brought the suits originally, appealed both lower court decisions to the Supreme Court.

In the theatre case, the govern-
(Continued on page 4)

Cooperative, Hanna Services in Merger

Special to THE DAILY

PITTSBURGH, Jan. 31.—The consolidation of Cooperative Theatre Service and the Hanna Theatre Service has been completed. Effective tomorrow, the combined facilities of the two companies will operate as the "Stearn-Hanna Cooperative Theatre Service" with headquarters here.

Bert Stearn and Lou Hanna, owners of the buying and booking agencies, will continue in executive capacities with William H. Brooks, former associate of Stearn, continuing as general manager and Joe Hanna his assistant.

The new organization has a registry of over 165 conventional and outdoor theatres in Western Pennsylvania and West Virginia.

20th Asks Lardner Verdict to Stand

From THE DAILY Bureau

WASHINGTON, Jan. 31.—Twentieth Century-Fox today urged the Supreme Court not to interfere with a Circuit Court decision upholding its right to fire writer Ring Lardner, Jr.

Lardner was fired under the so-called "morals clause" after he refused to answer House Un-American Activities Committee questions as to whether he had ever been a Communist. He brought suit for damages, the District Court found for him, but the Circuit Court of Appeals reversed that decision. Lardner then appealed to the Supreme Court.

In a brief filed today opposing review of the case, Fox said that the result of the stand taken by Lardner and other unfriendly witnesses had been to create a strong public feeling of disapproval and resentment toward the motion picture industry generally, and that its action was, therefore, justifiable.

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A REPUBLIC PICTURE IN TRUCOLOR

GALA
WORLD PREMIERE
in 45 MONTANA TOWNS
starting FEB. 4th

Personal Mention

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

JOAN C. JOSACK, daughter of Vincent Josack, Warner Brothers Virginia salesman, was married in Hampton, N. C., to Dr. GEORGE F. WHITE, of the chemistry department at the University of North Carolina.

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, has arrived in Hollywood from New York.

B. E. HOFFMAN of the Connecticut Theatres Circuit, New Haven, is chairman of the Concert of Israel Artists to be held tonight at the New Haven Jewish Community Center.

HARRY BRANDT, president of the Independent Theatre Owners Association, has left New York for a vacation in Florida.

ARTHUR C. BROMBERG, president of Allied Artists Southern Exchanges, has left Atlanta with MRS. BROMBERG for Charlotte.

GEORGE WELTNER, president of Paramount International, is scheduled to return to New York by plane on Feb. 8 from South Africa.

PANDRO BERMAN, producer, will arrive in New York from the Coast on Sunday, and will leave here two days later for Pakistan.

RALPH W. WIGHT, manager of the Westrex Corp. Hollywood division, has returned to the Coast from New York.

JACK H. HARRIS, Exploitation Productions vice-president, left Los Angeles by plane yesterday for Washington.

WILLIAM W. DAUGHERTY of the Webb Playhouse, Wethersfield, Conn., has returned there from Florida.

MORRIS KEPNER and LOU LIPMAN of General Theatres, Hartford, have returned there from Miami Beach.

J. J. COHN, M-G-M studio executive, will return to the Coast from New York either tomorrow or Thursday.

GEORGE SHUPERT, president of ABC Film Syndication, will leave New York today for Chicago.

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Buffalo from New York.

Judge Barnes on Coast

HOLLYWOOD, Jan. 31. — Judge Stanley N. Barnes, head of the anti-trust division, Department of Justice, will arrive on Feb. 8 for conferences with the local staff. His trip is stated to have no connection with the 16mm. suit against Coast producers.

Due to Construction

More Amusement Dollars Seen for Pacific Northwest

PORTLAND, Ore., Jan. 31.—The estimate that general construction projects in the Pacific Northwest will reach a record of \$2,250,000,000 in 1955 is regarded by amusement people as a good sign. They claim that even if the figure should be cut in half, it still would mean more workers and more amusement dollars. The construction is slated for Oregon, Washington, Idaho, Montana, Utah, Wyoming and Alaska.

Individual projects will be smaller and contractor competition stiffer. But new work and a huge backlog will catapult builders to a new record, it is predicted.

Oregon will enjoy \$572,581,600 of the construction pie. Washington's share will be \$980,739,600, indicating

an improvement in Oregon's relative position. Outlays in Oregon are figured to include: Industrial, \$80,000,000; state highways, \$48,700,000; private power, \$29,000,000; corps of engineers \$68,000,000.

Highway construction in the region will be up another 15 per cent. Major federal dams are continuing. Brightest spot of all for the long pull is in industrial expansion, refineries, chemical plants, light metal plants and small manufacturers.

Brotherhood Week Plans-Confab Today

Plans for the campaign to be undertaken by local showmen in support of Brotherhood Week, Feb. 20-27, will be made today at a meeting of leading theatremen with Spyros S. Skouras, New York area exhibitor chairman; William J. Heineman, national distributor chairman, and Francis M. Winikus, national director of advertising and publicity for the drive.

Among those who will attend the luncheon conference at the St. Moritz Hotel include Russell V. Downing, Radio City Music Hall; Ed Fabian, Fabian Theatres; Si Fabian, Stanley Warner; Emanuel Frisch, Randforce Circuit; Murray Lenekoff, Loew's; William Moclair, Roxy; Leslie R. Schwartz, Century Theatres; Sol Schwartz, RKO Theatres; Morris Seider, Associated Prudential Theatres; Charles Smakwitz, Stanley Warner; Sol Strausberg, Interboro Circuit, and Joseph R. Vogel, Loew's.

Brotherhood Week, which is sponsored by the National Conference of Christians and Jews, will be observed this year under the slogan of "One nation under God."

'Battle Cry' Set for Big Paramount Bow

With a contingent of U. S. Marines and industry celebrities in attendance, the New York premiere of Warner Brothers "Battle Cry" will take place at the Paramount Theatre on Broadway here tomorrow.

The opening will feature stars of the CinemaScope production, Tab Hunter, Dorothy Malone and Mona Freeman in the theatre's lobby at 8:30 a.m. presenting nylon stockings to each of the first 100 women patrons and to select a young woman as "Miss Battle Cry."

N.Y. Bookers' Party

The Motion Picture Bookers Club of New York will hold a theatre party at the Ethel Barrymore Theatre on March 30. The play is "The Desperate Hours." Max Fried is chairman of the affair.

Grainger Optimistic Over So. America

HOLLYWOOD, Jan. 31.—J. R. Grainger, president of RKO Radio Pictures, returned to Hollywood today after a two-week trip to Mexico City and Havana.

Grainger expressed optimism over the film business south of the border. "In South and Latin America, as in this country, good pictures are doing great business," the RKO head stated, and added: "Exhibitors are alert in exploiting the excellent product they've been getting. Two Mexican exhibitors, Gabriel Alacon and Manuel Espinosa, who control 350 top Mexican theatres, will play 'Underwater!' in Superscope, and as an example of their confidence in the future, the Espinosa brothers start construction in May of a 4,000-seat movie theatre in Mexico City."

Held Exhibitor Meetings

During his stay in Mexico City, Grainger was joined by Michael Havas, RKO sales supervisor for Latin and South America, and met with 30 exhibitors controlling over 500 theatres. Proceeding to Cuba, the RKO president was entertained in Havana by over 200 Cuban exhibitors and newspaper people.

Columbia Releasing Three in February

Columbia will release three films in February, headed by the Randolph Scott Technicolor outdoor drama, "Ten Wanted Men." Jocelyn Brando and Richard Boone head the cast and Bruce Humberstone directed for producer Harry Joe Brown.

"Women's Prison" is the second February release. Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter and Howard Duff are starred. Lewis Seiler directed and Bryan Foy produced.

Rounding out Columbia's schedule for the month is the Technicolor "Pirates of Tripoli," starring Paul Henreid and Patricia Medina. Felix Feist directed for producer Sam Katzman.

Name German To Head N.Y. Variety Tent

William J. German, president of W. J. German, Inc., has been nominated for the post of chief barker, New York's Variety Club No. 35. He would succeed Edward L. Fabian who has been nominated for first assistant chief barker. German currently is a canvassman of the tent.



William German

The election will be held at Toots Shor's on Feb. 15. The event will be the first of a series of luncheon meetings that has been planned for this season.

Other officers on the nominated slate are Larry Morris, second assistant chief barker; Martin Levine, property master, and Jack Hoffberg, dough guy.

Nominated for canvassmen are George W. Brandt, Bernard P. Brooks, Emil Friedlander, Leonard Gruenberg, Harold J. Klein, Ira Meinhardt, Maurice J. Miller, Charles L. Okun, Harold Rinzler, Jack Rosenfeld, Alfred W. Schwalberg, Cy Seymour, Spyros S. Skouras, Solomon M. Strausberg, Morton Sunshine, Saul Trauner, George Waldman, William Westphal and Max E. Youngstein.

W. C. Clark, Toronto Pioneer, Dies at 67

TORONTO, Jan. 31.—The death occurred here last week of Walter Clarence Clark, 67, a pioneer Toronto exhibitor who had gained fame through his electrical knowledge by constructing trick gadgets for the late W. C. Fields and Houdini, the magician.

Fields used the Clark "gimmicks" for his famous pool-playing act. Clark opened the Idle Hour Theatre on Queen Street East which was known as the second neighborhood house in Toronto.

Rackmil Returns

Milton R. Rackmil, president of Universal Pictures, has returned here from the Coast and studio conferences.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
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"The Bridges at Toko-Ri"

in color by TECHNICOLOR starring

William HOLDEN • Grace KELLY

Fredric MARCH • Mickey ROONEY

A Paramount Picture

and SPECTACULAR STAGE PRESENTATION

Signs Zinnemann And Sherwood for 'War and Peace'

HOLLYWOOD, Jan. 31.—Signing of Fred Zinnemann to direct Michael Todd Co.'s "War and Peace" and Robert E. Sherwood to write the screenplay was announced here today by Joseph M. Schenck. Zinnemann recently completed "Oklahoma!" in the Todd-AO process.

Script of the picture is expected to be completed in early June and exterior shooting will start shortly thereafter in Yugoslavia with the full cooperation of the government, Schenck said.

Meanwhile, two other producers have announced plans to produce "War and Peace," David O. Selznick and Dino de Laurentiis, the latter for Paramount release.

In his introductory remarks to the press, Schenck, who emphasized the point that he is not financially interested in "War and Peace," outlined the early Hollywood history which resulted in the setting up of a major-studio agreement under which any company registering its intention to film any story property in public domain is bound to relinquish that registry after one year unless "substantial preparation" has been undertaken.

Not Member of MPAA

Later in a press conference, during which Todd, Sherwood and Zinnemann spoke, in that order, Todd told reporters, in answer to questions concerning announcements by Selznick and De Laurentiis that they intended to produce "War and Peace," that he (Todd) is not a member of the Motion Picture Association of America and is not bound, therefore, by the major-studio agreement.

Todd, Sherwood and Zinnemann, in general comments, indicated their first talks on the subject took place last October.

Todd said the film will be made in Eastman Color, with American, and possibly some British, actors in the principal roles, and will run four hours or longer, with intermission. All production technicians will be American, Todd said, explaining that Yugoslavia, where filming is to take place, has no restrictions on number of persons brought in by producers.

Rhoden Asks Aid of Studio Publicists

HOLLYWOOD, Jan. 31.—National Theatres president Elmer C. Rhoden told major studio publicity department heads at a luncheon here that they can aid National Theatres managers materially by regularly furnishing them duplicate copies of publicity material released to newspapers, pointing out that the managers frequently can localize such information profitably.

Rhoden also solicited the publicists' support for his previously stated ideas favoring establishment of a motion picture exhibit in Hollywood, where visitors could witness production in progress, and also a travelling variation of the same.

'Lenin' to Open

Herman Axelbank's "Tsar to Lenin," a documentary narrated by Max Eastman, one of the editors of "The Readers Digest," will open here today at the Fifth Avenue Playhouse.

London Variety to Be Host to Duke

From THE DAILY Bureau

LONDON, Jan. 31.—It is announced that the Duke of Edinburgh will attend the Variety Club's luncheon on Feb. 8 at the Savoy Hotel. It is assumed that H.R.H. will then express his appreciation of the considerable support the Club has afforded the National Playing Fields Association of which the Duke is president.

Colorado Exhibitor Scheduled to Speak At Va. 'Workshop'

Robert Walker, owner and manager of the Uintah Theatre, Fruita, Colo., will be heard at M-G-M's seventh



Robert Walker

Ticket Selling Workshop, to be held Feb. 8 at the Jefferson Hotel, Richmond, Va. Walker will appear as small-town theatre panelist, according to Mike Simons, M-G-M director of customer relations.

Walker will attend with his wife, Melba. Both are well known for their writing of chatty letters to newspaper editors, letters which convey ticket-selling ideas for small towns.

Between 250 and 300 exhibitors are expected to attend the M-G-M sessions in Richmond.

Shea Circuit Group to Attend M-G-M Columbus Workshop

COLUMBUS, Jan. 31.—A delegation of 10 representatives from the Jamestown Amusement Co. will attend the M-G-M Ticket-Selling Workshop to be held here on March 1.

Gerald Shea, Jamestown president, will head the visiting group, which also will include Frank V. King, Bernie Hickey, Ray Smith, Durward Duty, Jack Baumgardt, Joseph Scanlan, Dale McCoy, Harold Snyder and William Gillam.

PAL Cites Starr for Fight on Delinquency

Martin Starr, Broadway and Hollywood commentator, has been presented with a citation by the Police Athletic League of New York City's Police Department. Starr is public relations director for the newly organized League for Civic Action in Queens.

As a result of a nation-wide survey recently conducted by Starr with motion picture exhibitors, a series of comic books is being prepared; first, to aid the exhibitor in his fight on juvenile delinquency, and second, to show how they can lead these youngsters "back to the movies."

These comic books will be produced by Timely Illustrated Features, headed by Arthur Jeffrey, industry publicity and promotion man. T. I. F. is a subsidiary of Martin Goodman Publications.

People

Charles Einfeld, vice-president of 20th Century-Fox in charge of advertising, publicity and exploitation, has been delayed in his return to New York from the Coast. He is now due here tomorrow.

□

Charles Feldman, Universal vice-president in charge of distribution, is due here from the Coast on Thursday.

□

Maria Van Slyke, director of national magazine publicity for Paramount here for the last five-and-a-half years, will join Rogers & Cowan on Feb. 14 as head of the public relations firm's motion picture division. Before joining Paramount, she was film critic for "Newsweek" and a feature writer for the N. Y. "Journal American" and King Features.

□

Albert Coury, assistant manager of Loew's Poli in Springfield, Mass., has been transferred to a similar post at Loew's Poli in Hartford.

□

Henry Grozga has been elected president of the Milwaukee Motion Picture Commission. He succeeds Valentine J. Wells, who held the post for eight years and who now is executive secretary. The commission has 18 persons assisting in the reviewing work.

□

Mrs. Howard Young, motion picture reviewer and editor of "The Observer," N. Y. Junior League publication, is heading up the arrangements for the Mardi Gras Ball to be held at the Hotel Astor here this month.

□

David Hanna has been sent by Rogers & Cowan to do special publicity for DCA's "Long John Silver." Hanna recently returned from a globe-circling exploitation trip with Ava Gardner on "The Barefoot Contessa."

□

Wade H. Nichols, Jr., editor and associate publisher of "Redbook" and "Bluebook" magazines, has been elected a vice-president of McCall Corp.

□

Ernest Sands, new Warner Brothers branch manager in New York, checked in from Cleveland over the weekend, and Bill Twigg, his successor, moved in at the Cleveland branch from Pittsburgh.

Launch Hospital Drive

TORONTO, Jan. 31.—The starting gun for the \$5,105,000 fund drive of St. Michael's Hospital, of which J. J. Fitzgibbons is chairman of the board of trustees, took place yesterday at Famous Players' Shea's Theatre where 2,400 volunteer canvassers and special guests participated in a pep rally featured by a vaudeville program.

EXHIBITOR'S CORNER



Q. How Can You Improve Your Standing with Patrons?

A. Seat 'em in Griggs "Push-Back" Theatre Chairs! Patrons demand comfort...and find it in this one original, genuine "Push-Back" chair that's the last word in theatre seating. Instead of standing as others enter or leave, patrons simply push back slightly in their seats. And this easy-come, easy-go seating makes it easier for more people to reach concessions more frequently. Griggs "Push-Back" Chairs by RCA look smart, too... with a wide choice of colors for end and center standards as well as upholstery. All moving parts are enclosed for protection. Backs and seats are easily removable for thorough cleaning. You can lift chairs from standards and interchange them around the floor to equalize wear.

Q. Who Can Show You How Two Cents A Day Per Admission Can Pay For "Push-Back" Chairs?

A. Your local independent RCA Theatre Supply Dealer can show you how "Push-Back" Chairs make every seat the "best in the house"...and how easily you can finance your installation. Get this story today! Remember: the "Push-Back" is the chair that sells seats.



**RADIO CORPORATION
of AMERICA**
THEATRE EQUIPMENT
CAMDEN, N. J.

Trust Laws

(Continued from page 1)

ment brought an anti-trust suit against the Shubert brothers, Marcus Heiman, the United Booking Office, Inc., and two other corporations controlled by Heiman and the Shuberts. The suit alleged an illegal conspiracy in the legitimate theatre business. The lower court ruled legitimate theatres were exempt from the anti-trust laws, but the high court today unanimously ruled they were covered. The suit was sent back to the New York court for trial on the merits of the government's proof.

Chief Justice Warren, delivering the decision, said that the court had previously put very broad interpretations on what constituted interstate commerce subject to the anti-trust laws, and cited among other cases the Paramount case, the government's suits against Schine, Griffith, Crescent and Interstate circuits, and a case known as *Binderup vs. Pathe Exchange*. In these cases, Warren said, the requirement was satisfied by the interstate transportation of films, even though the actual showing of films was a local affair.

Warren said the legitimate theatre business was clearly interstate commerce, and that any change in this idea must come from Congress.

Only Congress Could Alter Edict

The court split 6 to 2 on the boxing case, with Justices Frankfurter and Minton dissenting. In the majority opinion, holding the anti-trust laws applicable, Chief Justice Warren pointed out that motion picture, television and radio receipts account for more than 25 per cent of the total revenue received by a promoter on championship matches. He said this alone would bring boxing under the anti-trust laws, but that other factors also led to such a decision.

Goldman Launching 'Naked and Dead'

PHILADELPHIA, Jan. 31.—William Goldman, Philadelphia exhibitor and president of Gregory-Goldman Enterprises, is in Hollywood where he will supervise final preparations for the new company's first production, "The Naked and the Dead."

Accompanying Goldman on the trip were William F. Kelly, executive vice president of the Pennsylvania company; Anthony J. Felix, president of the Bankers Securities Corp., and Hays Solis-Cohen, Goldman's attorney.

Kelly and Felix made the trip to look over the motion picture field and investigate the possibilities of Philadelphia firms investing money in the film industry.

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Reviews

"The Good Die Young"

(Romulus-United Artists)

WEIGHTED with an episodic, flashback beginning, this British-made crime melodrama, accelerates as it progresses and succeeds in attaining suspense and excitement in a robbery sequence and its aftermath, for a closing. The story concerns four men and their backgrounds, drawn together by a desperate need of money and by it made partners in crime. Several good performances help the picture to hold interest.

Opening on a dramatic note—slowed down by a narrator—the film shows four men preparing to rob a bank. In a series of flash-backs, the audience gets to learn what drove them to that desperate act. One character, portrayed by Laurence Harvey, is an out-and-out scoundrel, rich, pampered, spoiled. Another, Joe Halsey, is an ex-G.I. who returned to England to join his wife. The third is a U.S. Air Force sergeant, John Ireland, married to Gloria Grahame, a light-headed girl without loyalty to her husband. The last of the foursome is Stanley Baker, a boxer who gives up the ring in hopes of obtaining new opportunity.

During the course of the film, the boxer loses his arm in an accident, the ex-G.I. finds himself without money, plagued by a neurotic mother-in-law, and the sergeant deserts from the army, propelled by his marital unhappiness. The three are taken in tow by the ne'er-do-well rich boy and hoodwinked into committing the theft. Before the film ends, each of the four is slain.

Directed by Lewis Gilbert, the screenplay by Lewis and Vernon Harris was based on a novel of the same title.

Others in the cast include Richard Basehart, Joan Collins, Rene Ray, Margaret Leighton, Robert Morley, Freda Jackson and Lee Patterson.

Running time, 100 minutes. Adult audience classification. For February release.

MURRAY HOROWITZ

"Sabaka"

(Ferrin-U.A.)

PRODUCER-Director-Writer Frank Ferrin's "Sabaka" is a mediocre production and audiences probably will find the film, made in its entirety in India in color, lacking in entertainment despite the box office names of Boris Karloff and Victor Jory. Ferrin introduces newcomer Nino Marcel to U. S. picture fans and the youth will remind the viewers of previous films about India and its jungles which starred Sabu, the elephant boy.

Photography, editing and story line do not mesh smoothly, but exhibitors may find "Sabaka" worthy as a second feature on a program for youngsters.

This film seeks to tell about a cult of fire-worshippers and how the Indian villagers are under their power. After learning that the cult, which is headed by Jory and June Foray has killed his sister and brother-in-law, Marcel swears vengeance and sets out to break up the fire-worshippers. As the story proceeds, the audience is shown how a grass fire spreads and wipes out an entire jungle, causing the animals to run for safety.

Karloff opposes the elephant boy's plans to rid the domain of the cult, but nevertheless, Marcel proceeds, making use of two of his pets, an elephant and a tiger, by turning them loose in the jungle to help bring the quarry to bay. With the aid of his animal friends, Marcel avenges his family's death and destroys the cult and its fire shrine.

Others in the cast are Reginald Denny, Lisa Howard, Jay Novello and Lou Krugman.

Running time, 81 minutes. General classification. Release in February. LESTER DINOFF

"Innocents in Paris"

(Romulus-Tudor Pictures)

THE episodic adventures of seven people visiting Paris from Britain are portrayed in this film, which has charm and broad humor. Produced abroad, the cast includes some names familiar to American audiences, such as that of Claire Bloom, who was Charles Chaplin's leading lady in "Limelight."

The picture, however, remains light-weight, offering few surprises and little subtlety. The episodic nature of the production weakens the film somewhat, because the audience never gets a chance to know one character intimately.

There is some fun, though, for those who are able to accept the headline nature of the film. Miss Bloom plays the role of a young British girl, off for a weekend in Paris, where she finds romance with a seemingly seasoned Frenchman, Claude Dauphin, with whom she has an escapade. Alastair Sim, portraying a pompous British official, offers some broad humor in his encounters with his Russian opposite number, a man who is finally tricked into saying "yes" instead of "nyet."

Other characters include a dour Scot, James Copeland, who falls in love with a French girl. The latter episode has a good deal of warmth that comes through. Other visitors to Paris portrayed in the film range from a Royal British marine to an old, fetching, woman amateur artist.

Many of the scenes of Paris enliven the proceedings.

Others in the cast include: Ronald Shiner, Margaret Rutherford, Laurence Harvey and Jimmy Edwards. Anatole de Grunwald produced, while Gordon Parry directed.

Running time, 93 minutes. Adult audience classification. For release in March.

M. H.

D of J Agrees

(Continued from page 1)

pose. These are theatres where new drive-ins or other changed situations have increased theatre competition in the area, according to Justice Department officials.

The four theatres must be sold by Feb. 28, and Justice spokesmen said they understood that National had already made arrangements to sell all four for non-theatrical use. All four theatres involved are in California: The Alpha in Bell, the Ritz in Hanford, the Hi-Ho in Paso Robles and the Fox in Turlock.

As soon as these four theatres are sold, National will be free to apply to the Justice Department for authority to acquire and operate new theatres elsewhere.

(Elmer Rhoden, president of National Theatres, told Motion Picture Daily last week that the circuit had no plans for the acquisition of new theatre properties.)

The other four theatres involved in the wind-up order are under long-term lease to National.

Three of these four theatres are now closed. They are the Rosemary in Ocean Park, Calif., the Rivoli in Fresno, Calif., and the Wisconsin in Beaver Dam, Wis. In each case, in lieu of immediate divestiture, National agrees to offer the landlord to cancel the lease or to assign or sublet the lease to any responsible party willing to take over National's obligations. In any event, National must give up the theatre at the end of the lease. None of the three theatres can be reopened without Justice's approval, and must be closed again if Justice says so. Finally, National agrees to limit itself to two first-run theatres in Fresno for three years, unless it gets rid of the Rivoli lease sooner.

One House in Nebraska

The eighth theatre is the Fox in North Platte, Neb. Here, too, National is enjoined from renewing or extending the present lease, and must assign or surrender the present lease if an opportunity comes along. So long as it has the Fox, it can't operate more than one first-run theatre in North Platte, and must take a product limitation if an independent operator doesn't have reasonable opportunity to get first run films there.

Introduce Sunday Bill in Delaware

DOVER, Del., Jan. 31.—A bill which would permit theatres to operate on Sundays continuously from noon to midnight in unincorporated areas in New Castle County has been introduced by Rep. Paul R. Livingston (D-Wilmington), in the House of Representatives.

The measure would leave the law as it now stands for Kent and Sussex Counties, permitting Sunday films from noon to 6 p.m. and from 8 p.m. to midnight outside incorporated communities in both counties.

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SMPTE

(Continued from page 1)

first interview, an exclusive one with MOTION PICTURE DAILY's correspondent in Chicago, was reported by the Daily on Jan. 25.

A presidential committee will be appointed, Frayne explained, to explore the needs of providing technicians, to outline a proposed curriculum for colleges and universities, and to provide monies for the work involved.

Frayne, in outlining the program, stressed that the motion picture industry has become more conscious of the possibilities of technical innovations. He foresaw that these new innovations, mentioning CinemaScope, VistaVision and Todd-AO, will be multiplied in the future.

The continued technical growth of the industry, Frayne stated, points up the need for building a pool of technicians. The SMPTE president said the program is aimed primarily for non-creative personnel, to be utilized at the studios and processing plants, or, as he put it, "the operating end of the business." Equipment manufacturers, he maintained, have been able to get the proper engineering personnel.

The program, as envisioned by Frayne, would be an intensification of SMPTE efforts today, efforts which have borne fruit in the terms of college SMPTE chapters in such universities as New York University and the University of Southern California.

Frayne, asked to measure the temper of the industry regarding new media as compared to that of years ago, replied that the industry no longer reveres old standards as it did. Anyone who comes along with a technical innovation which has box-office potentialities is welcomed today, he maintained. Frayne compared this spirit with the negative sentiment prevailing in the 1930's and 1940's.

Sees Changes Constant

The SMPTE president, citing recent innovations, said he didn't think that the industry will settle down any more than the automobile industry settled down. Foreseeing a multiplicity of media and standards such as in the record trade, Frayne said the society will have to move faster to keep up with the changes.

Frayne said the SMPTE will not take a position one way or the other on toll TV, adding that the society is composed of engineers representing various branches of the film and television industries.

Answering another question, Frayne spoke glowingly of stereophonic sound, saying that "I am vitally interested in stereophonic sound. It's good for the industry and good for the public."

SMPTE, Frayne said, turning to the TV field, is still working on the problems of making a standard color test film for television.

Appropriate society committees, he went on, in response to another query, are studying the proposed standards for CinemaScope.

Hazen to Coast

Joseph H. Hazen, partner of Hal B. Wallis, will leave here today for Hollywood to view a rough cut of Wallis' "The Rose Tattoo" and to be on hand for the start of production on "Artists and Models," next Dean Martin-Jerry Lewis comedy.

Television--Radio

with Pinky Herman

WITH programs such as "Today" and "Tonight" each scoring on their recent jaunt to Miami whence they originated for a week, look for NBC to expand its "roving shows" schedule. . . . Vivian Vance, (Ethel Mertz on "I Love Lucy") plans to co-star with her hubby Philip Ober in "Solid Gold Cadillac" when the Ball-Arnaz TV'er takes a summer hiatus. . . . The February 15 (8:30-9:00 P.M.) telecast of Bishop Fulton J. Sheen over 165 stations of the DuMont net will usher in the prelate's fourth consecutive year. . . . The several CBSponsors of "Mr. Keen, Tracer of Lost Persons" collectively perpetrated a goof of tremendous proportions when they neglected to pick up the option a few weeks ago. After starring in the quarter-hour strip for five years, Phil Clarke's ace sleuthing finally caught the fancy of American radio editors who voted the program "one of the top three" network whodunits in the 19th Annual MOTION PICTURE DAILY-FAME Poll. CBSolons moved fast and the program, changed to a half-hour, returns to that net Tuesday, Feb. 22, in the 8:30-9:00 P.M. slot.

☆ ☆ ☆

Some few months ago a young baritone with a great set of pipes, invaded Tin Pan Alley via an indie record label. Coral exec Bob Thiele, immediately purchased the four sides that the lark waxed and with the release next week of "What a Difference a Day Made," backed with "I'd Never Forgive Myself," watch for this lad to ZOOM. His name is Jerry Martin and Willard Alexander has him. . . . Ted Fetter, producer of "The Morning CBShow" teleseries vacationing for a week down there where Yuba Plays the Tuba. . . . Al Hodge, who this Thursday will enact his 1,100th consecutive role as "Captain Video" TVia DuMont is the same thespian who turned in a five-year stretch in radio as "The Green Hornet." . . . Dave Garroway will present his first "Seven Lively Arts" award next Friday on his "Friday with Garroway" NBCoast-to-coaster to thrush Marguerite Piazza.



Jerry Martin

☆ ☆ ☆

Ben Gross, dean of Gotham radio-TV scribes, is still beaming because of the wonderful reaction to last Sunday's "Toast of the Town," CBSend-off to his new book, "I Looked and I Listened." Sullivan's presentation of radios past greats, including Rudy Vallee, the Pickens Sisters, H. V. Kaltenborn, Paul Whiteman, Vincent Lopez, David Ross, Milton Cross, Norman Brokenshire, Jimmy Wallington, Ed & Pegeen Fitzgerald, Edgar Bergen, Jack Benny, Harry Von Zell, George Burns, George Givot, to name a few, proved to be an hour of nostalgic charm. . . . Jack Barry's "Juvenile Jury" next Sunday will formally be introduced to five former child stars including Jackie Coogan, Dickie Moore, Bobby Breen, Robin Morgan and Peggy Ann Garner. . . . Ed McMahon, the New Englander whose fine sense of humor and laugh-provoking propensities these past three years are a WCAution, is ready for New York and the Big Time. . . . Screen Gems' "Pick the Winner," first TVersion of Damon Runyon stories which producer Lou Breslow will start shooting next week at Columbia Studios in Hollywood, stars Vivian Blaine.

☆ ☆ ☆

Last year, after having completed 25 years as NBChief of announcers, Pat (Mother) Kelly retired and went to Deland, Florida. Pat couldn't remain inactive, so, with scarcely a backward glance at Old Sol, he fished out the red flannels, rubbers and overcoat and returned to N'Yawk where he is now dean of the School of Radio & TV Technique. . . . Incidentally, howcome TV execs don't build a TVariety show around Rudy Vallee, who in our estimation, is merely one of the greatest showmen ever produced in radio? We predict that one day soon, a smart sponsor will sign Vallee who'll reward him with an S.R.O. show. . . . A new 55-minute across the board platter show, "Party Time," with Coca-Cola the major sponsor, bowed in last nite (10:05) on WMCA, emceed by Tedd Lawrence, a deejay who knows his way around the world of pop music. . . . Morton Gould's original music which Jack Shaindlin conducted for the forthcoming "Cinerama Holiday," rates a twenty-four bar salute.

Video Use

(Continued from page 1)

curred at the MPAA advertising-publicity committee meeting with the circuit officials, said that the AB-PT officials acknowledged that the film companies have been using TV with greater frequency since November, when the AB-PT criticisms were made.

Th spokesman said the meeting adopted no recommendations, but plans were made for a further exchange of information between the two groups on the use of TV.

Elect Rayon Mexico Film Labor Boss

MEXICO CITY, Jan. 31.—Felipe Rayon is Mexico's new picture labor boss. He was elected by a narrow margin—576 votes to 564—over his rival, Enrique Molina, as secretary general of the National Cinematographic Industry Workers Union (STIC) at what the Union announced was an entirely Democratic election in the Cine Bucareli, local, secondary first run theatre.

STIC upped Molina to Rayon's old job, labor secretary. The election was necessary because of the resignation of Pedro Tellez Vargas as high man after 16 years, due to ill health.

Rayon in his first speech as STIC chief announced that the union will forthwith wage a "war of extermination" on what he called a monopoly in the industry—that of William Oscar Jenkins and Gabriel Alarcon, who head two big theatre circuits here and in the provinces. STIC hadn't fought the alleged monopoly before because of internal strife in the union, which his election to boss has ended, Rayon explained.

Reade Seeks Asbury Convention Hall

Walter Reade Theatres, Inc., has requested a three-year-lease to operate Convention Hall in Asbury Park, N. J.

The request was contained in a letter sent by Walter Reade, Jr., president of the theatre organization, to the mayor and City Council and to city manager Oliver Armstrong.

The plans call for not only engagement of outstanding talent for the presentation of concerts, symphonies, arena spectaculars, outstanding name and dance bands, important lecturers and nationally-known speakers, but also to provide a series of exhibits and displays in and around the building, Reade said.

Ohio Pastors, Judges Ask Censor Law

COLUMBUS, O., Jan. 31.—Ohio pastors and juvenile court judges, meeting here in separate conventions, called for enactment of stronger censorship laws. More than 2000 pastors approved a resolution recommending censorship legislation. The judges called on the General Assembly for enactment of film censorship laws that will protect the "public morals of the youth of our state." The jurists asked for a new law which would be constitutional and would make it impossible to show in Ohio "those pictures determined as unfit for distribution or showing."

In the THEATRE Equipment & Refreshment World . . . • • with RAY GALLO

CHARLES E. HIRES, JR. has been elected chairman of the board and Peter W. Hires, his son, named president of the Charles E. Hires Co., Philadelphia, by the company's board of directors at its annual meeting. Other officers elected include John R. Spangler, executive vice-president; John G. Magee and C. Edgar Hires, vice-presidents; Harold G. Scheehle, treasurer; and George N. Dewees, secretary. Peter Hires has been active for the past several years in a wide merchandising program for the company. As president he succeeds Edward W. Davis, who has reached retirement age but will continue as a company director.



Peter W. Hires

The Theatre Equipment Dealers Association, from its headquarters in St. Louis, has launched a campaign to help exhibitors increase theatre attendance. As part of this program Ray G. Colvin, TEDA's executive director, has been making speeches before many civic groups, including Rotary and Kiwanis clubs and Chambers of Commerce. During February he has a heavy schedule of such speeches in towns in Missouri and Illinois. TEDA has received many letters of thanks from exhibitors in cities where the program is being carried on.

Coconut oil for popcorn seasoning is now available in the form of a solid bar. Made by E. F. Drew & Co., Inc., New York, the bars are called "Tas-tec-Pop." Each is designed to season 12 to 16 ounces of popcorn. All the popcorn operator need do is unwrap the bar and place it in the kettle.

Bobrick Mfg. Corp., Los Angeles, has developed a new type of lock for the hinged cover at the top of its powdered soap dispensers. The lock is designed to discourage vandals from attempting to open the cover, and so a specially shaped key has been devised for it, which cannot be opened with ordinary tools.

Exhibitors wishing to make their own promotional pieces can do so with a small printing press marketed by the Krengel Mfg. Co., Inc., New York. The press is provided with rubber dies and baselock interchangeable type, and is designed to reproduce on paper, textiles, cardboard and other materials. Constructed of cast iron, it is available in five sizes.

Review

"The Intruder"

(Associated Artists)

ASSOCIATED ARTISTS' newest British import should receive a fairly warm reception in selective theatres in the U.S., due to the popularity of Jack Hawkins and the over-all literacy of the production. However, even with competent performances and an intelligent script, "The Intruder" lacks the spark that could place it in the big money class.

In all respects the film, like its hero, is British to the core. Hawkins is seen as a London stockbroker, a former Army colonel, who returns to his flat one evening to find a burglar at work. The latter, it quickly turns out, in the major coincidence of the film, happens to be the neurotic wreck of what was once the bravest man in Hawkins' wartime tank command. When the man, Michael Medwin, flees in a panic, Hawkins sets about to find him again to discover where and how the hero went wrong.

This involves the tracking down of other of their mutual wartime buddies and several extended flashbacks which tell various of Medwin's wartime exploits and the disasters which met him when he came home to be "de-mobbed": his fiancée had jilted him and he had killed his tyrannical guardian-uncle in a fight. Jailed for manslaughter, he had eventually broken out in the frenzied state in which Hawkins encountered him burgling his flat. The upshot is Hawkins' eventually finding him, holed up in a barn loft, and persuading him to go back and serve his sentence like a man.

The paternal officer-enlisted-man relationship, detailed herein, and seemingly so British, would be a bit sticky were the pivotal role in the hands of any less a personality than Hawkins. Standouts in the supporting cast are Dennis Price, as a supercilious and cowardly Army officer who hangs onto his captain title in civilian life; George Cole (of "Belles of St. Trinians"), as a non-com commissioned on the battlefield; Arthur Howard, as a brilliantly vague schoolmaster, and Dora Bryan, as the bouncy equivalent of a U.S.O. entertainer whose peculiar charms snare the schoolmaster.

Ivan Foxwell produced and Guy Hamilton directed from a script by Robin Maugham and John Hunter. The result of their labors is a tasteful but resolutely unspectacular drama.

Running time, 84 minutes. General classification. For January release.

Don Mack to Head Filmack TV Here

Don Mack, vice president of Filmack Studios and television sales director in Chicago for the past eight years, has been appointed head of the TV sales department of Filmack's newly-expanded New York branch. He will assume his new duties tomorrow.

Irving Mack, president of Filmack Studios, announced that Don Mack's appointment is part of the TV expansion of the New York plant, which has already been equipped with a complete studio for on-the-spot production of TV films, slides, and commercial industrial films; in addition to its regular production of special trailers for theatre use.

Filmack's Chicago TV department sales will be directed by Lou Kravitz, newly-appointed vice president in charge of sales, assisted by Jim McGahan, formerly with Ruthrauff & Ryan.

USIA to Stress Far East Showings

WASHINGTON, Jan. 31.—The major portion of the proposed increase in the budget for the government's overseas film program would be used to step up film distribution activities in the Far East, according to Turner Shelton, chief of the motion picture service of the U.S. Information Agency. President Eisenhower's budget message asked Congress to approve \$4,484,000 for the film branch in the coming fiscal year, compared to \$3,087,000 which was appropriated for the current year.

Daff Back from Coast

Alfred Daff, executive vice-president of Universal Pictures, is back in New York from California.

U.K. Film Shares Also on Upgrade

From THE DAILY BUREAU

LONDON, Jan. 31.—As has been the case for some time past with the market performance of American film and theatre companies' securities, significant rises have been registered in the last few weeks in all the leading motion picture stocks here.

The upward trend started on New Year's Day with surprisingly heavy buying of the ordinary stock in British and Dominions, the production controlling unit in the Rank Organisation. Price of the stock rose that day from an average of 6s.0d. to 8s.3d.

The rise was attributed in the market to the stability said to have been achieved in Rank's production activities but "sympathetic" rises occurred forthwith in all the more favored motion picture stocks.

Rise Is General

In the course of four weeks' trading, for example, Odeon ordinaries rose from 21s.0d. to 25s.6d., Gaumont-British from 11s.9d. to 15s.3d., ABPC from 13s.9d. to 16s.0d. The rise in British and Dominions has levelled out at 8s.0d.

An upward trend has been observed lately in all general industrial equities, but not to the degree recorded in film stocks. The recent gratifying trend therein and the maintenance of high levels through four weeks is taken as a return of money-market confidence in motion picture operations.

Mex. Grosses

MEXICO CITY, Jan. 31.—The 62 Mexican pictures that played Europe, Africa and the Near East from 1947 to 1954 grossed \$980,000, announced William Karol, representative of Mexican producers in those territories. These pictures were exhibited in 45 countries—42 of them in Turkey alone.

121 Wash. Cities Have Ticket Taxes

WASHINGTON, Jan. 31.—One hundred and twenty-one of the 244 cities and towns in the state of Washington use the admission tax as a source of municipal revenue, according to the U. S. Municipal News.

The News, published by the U. S. Conference of Mayors, said that all the cities over 10,000 in the state use such a tax, and all but one city over 5,000 population. The tax rate is commonly 5 per cent of the admission charge.

Minneapolis

(Continued from page 1)

status quo followed by raises of nine cents an hour in each of the last two years of the contract, the independents are firm on their stand that the neighborhoods cannot stand any additional booth cost.

The union is continuing to operate the houses without a contract and without a retroactive pay understanding.

Johnson, Krasna

(Continued from page 1)

basic story director and producer selection for films.

The Johnson-Krasna-UA arrangement, reported as already signed, sealed and delivered, leaves the performer free to make commitments with other studios for work. The first picture to be made by the new company is expected to be "The Ambassador's Daughter" with Johnson starring in the Krasna screenplay.

In addition, UA is negotiating with William Pine and William Thomas, independent producers who recently terminated a long association with Paramount, it was also learned.

Buena Vista Holding 'Leagues' Meetings

A series of regional sales meetings will be held throughout the country on Walt Disney's "20,000 Leagues Under the Sea," it was announced by Leo F. Samuels, president of Buena Vista Film Distribution Co., Inc. In the first of these meetings, Irving H. Ludwig, sales manager, is in Cleveland today and will be in Chicago tomorrow and Thursday. Ludwig will be accompanied by Jesse Chinich, his assistant. Howard Hein, Buena Vista sales administrator, will be present at the Chicago meeting.

The meetings will lay the groundwork for the release pattern of the Disney productions. Among those attending the Cleveland meetings will be Leo Greenfield, East Central sales supervisor.

The Chicago meeting will be attended by Harris Dudelson, Midwest sales supervisor. Also attending will be salesman Abe Gdman, Indianapolis; John Dugan, St. Louis and Charles Weiner, Minneapolis.

'Cry' Opening in Balt.

BALTIMORE, Jan. 31.—The world premiere of Warner Brothers Cinema-Scope production of "Battle Cry" will take place at the Stanley Theatre here tomorrow evening.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 23

NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 2, 1955

TEN CENTS

New MGM Policy To Issue Only 'Scope Prints In Int'l Market

***Applies to MGM 'Scope
Pictures After Sept. 1***

M-G-M will discontinue the release of wide-screen versions of its Cinema-Scope pictures in the international market beginning on Sept. 1, it was announced here yesterday by Morton A. Spring, first vice-president of Loew's International.

In making the announcement, Spring clarified the move in the following statement:

"The actual cut-off date will vary with each country because release schedules vary. However, in no country will the new policy begin before Sept. 1.

"Because of the time required for a

(Continued on page 6)

Circuits' Size Hit by SCTOA

From THE DAILY Bureau

HOLLYWOOD, Feb. 1.—Resolutions calling upon the Department of Justice to oppose the further acquisition by large theatre circuits of additional houses have been adopted by the Southern California Theatre Owners Association.

The resolutions urged Justice "to view with greatest concern the efforts of giant theatre companies, formed from acquisitions of producer-theatre-owning defendants found to have violated the anti-trust laws, to expand their already overwhelming aggregations of theatre properties" and urged that existing "prohibitions against new theatre expansion and acquisitions" by these companies "be continued until there shall be assured full and free opportunity to independent theatre owners to compete under fair and reasonable conditions."

The announcement said the adoption

(Continued on page 6)

Court Rules N.Y.C. 5% Tax Exceeds the State Limitation

Bress Sees Legal Proceedings Over Tax Breakage Fund

The disposition of the tax breakage fund which New York City exhibitors have been withholding with court permission is a certainty to involve the theatremen in another law suit with the municipality, according to Thomas Bress, attorney for Loew's Theatres, Inc.

Supreme Court Justice Charles S. Colden had granted the local exhibitors, who had applied to the Court to become intervenors in the current suit against the five per cent amusement tax, permission to withhold the tax breakage by posting bonds as security, Bress said.

The establishment by the Supreme Court, Second Department, that the local levy exceeds the limitations set by the State Enabling Act of 1947 will involve the theatremen in another litigation as to whom the tax breakage belongs, the attorney said.

The exhibitors have shown their intent to refund the tax breakage to their patrons by the display of posters

(Continued on page 7)



Thomas Bress

Exhibitors Victorious on 'Major Fraction' Issue Argued Dec. 2 Before Supreme Court Justices Who Set Back City by 3 to 2 Vote

By LESTER DINOFF

Justices of the Supreme Court, Appellate Division, Second Department, Brooklyn, N. Y., have ruled by a vote of 3 to 2, that the New York City five per cent amusement tax, which has been severely contested by local exhibitors since its inception on July 1, 1954, exceeds the limitation imposed by the State statute and the city is without power to collect any taxation in excess of five per cent.

Double Award For Damages In Arbitration

By MURRAY HOROWITZ

In case of deliberate or willful injury, exhibitors can be awarded up to double the amount of actual damages sustained, under the new proposed arbitration draft, it was learned here yesterday.

The arbitration draft, said to run to 65 pages, is now being circulated among members of the drafting committee, it was reported.

The portion dealing with the issue of damages, described earlier as one of the knottiest problems, apparently runs along similar lines to the 1952 proposed arbitration draft. In the 1952 draft, arbitrators, too, were authorized in case of deliberate and willful injury to grant, "in addition to actual dam-

(Continued on page 6)

The opinion, which was signed by presiding justice Gerald Nolan, was based on exhibitor and New York City arguments which were heard last Dec. 2. Justices Henry G. Wenzel and Charles E. Murphy concurred with Nolan while justices George J. Beldock and John MacCrate dissented.

In reaching a conclusion in the hearings, Justice Nolan conceded that the local law "does direct the collection of a tax which strictly speaking appears to be in excess of the five per cent limitation imposed by the statute." He took judicial notice, however, of the "custom of business and banking, the teaching practices in our schools, and the administration of similar laws in this and other states," and concluded that it was "not clear that the Legislature intended to prohibit the recognized practice of adding

(Continued on page 7)

Pledges Funds Vs. Toll TV

A pledge that the membership of New Jersey Allied will support financially the campaign against toll TV was put on the record of a meeting here of the Allied unit yesterday.

The action, announced after the membership meeting by president Wilbur Snaper, thus made the New Jersey Allied unit the first exhibitor group to endorse the fund-raising efforts of the joint committee on toll TV.

The meeting, attended by some 35 members, was briefed on the work and plans of the joint toll TV group, Snaper said.

Turning to another topic, Snaper reported that suggestions were made on trade problems being handled by

(Continued on page 6)

EDITORIAL

Compo and Subscription TV

By Sherwin Kane

CURRENT and recent exhibitor criticism of COMPO for alleged refusal to join hands with the exhibitors' joint committee on subscription television is as foolish as it is unwarranted.

The exhibitor resentment appears to be based solely on inquiries of a more or less tentative nature which were made some time ago to ascertain the committee's chances of getting a financial assist from COMPO's treasury with which to conduct its program of putting the theatres' views of subscription television before the proper Federal and public groups.

The answer was in the negative for two main reasons:

1) Unanimity on a declaration of war by the entire industry

(Continued on page 8)

Personal Mention

L. D. NETTER, JR., sales manager of Altec Service Corp., has left New York for a tour of key cities in the South.

HARRISON READER and **SAM GREEN**, executives of Robert Alexander Productions, will leave here today via United Airlines for Los Angeles.

MORTON SCHWAM, of the 20th Century-Fox exploitation department, has returned to New York from Hollywood.

ROBERT J. O'DONNELL, general manager of the Interstate Circuit, is scheduled to arrive in Hollywood from Dallas on Feb. 14.

WILLIAM B. ZOELLNER, M-G-M short subjects sales manager, will arrive in Albany today from Boston.

SAM E. DIAMOND, 20th Century-Fox exchange manager in Philadelphia, is in New York from there.

GEORGE CUKOR, director, and **RICHARD GREENE**, actor, left here yesterday for London via B.O.A.C. Monarch.

LIGE BRIEN, United Artists special events director, will return to New York today from Detroit.

GEORGE SIDNEY, director, will return to the Coast tomorrow from New York.

JAMES E. VELDE, United Artists Western division manager, will leave here today by plane for San Francisco.

JOE DOLGIN, of the Pine Drive-in, Waterbury, Conn., has left there with Mrs. DOLGIN for Miami.

FREDRIC MARCH and his wife, **FLORENCE ELDRIDGE**, left here yesterday for Italy aboard the "Cristoforo Colombo."

BILLY WILDER, producer, has left New York for Nassau via B.O.A.C. Bahamian.

FRED FELDKAMP, producer, will leave here today for London via B.O.A.C.

Reverses Ruling In ELC Case

The U. S. Court of Appeals yesterday reversed the lower court ruling dismissing the \$15,000,000 Chesapeake Industries anti-trust suit against RKO Theatres, Loew's Theatres, and others.

In its ruling, the Appeals court, however, affirmed the dismissal of RKO Radio Pictures as a defendant. The case was ordered to be remanded back to the Federal district court here.

The suit stemmed from Chesapeake Industries claim as one-time owner of Eagle Lion Classics that ELC had been kept out of the New York market by an alleged conspiracy of RKO Theatres, Loew's and others.

Future Battle Looms

NYC Police Warn Theatres On Sunday Exhibitions

New York City police have notified independent and circuit theatre owners and operators of its intentions to enforce a State Penal Law which prohibits the beginning of amusements before 2 p.m. on Sundays, it was learned yesterday.

The Metropolitan Motion Picture Theatres Association and similar local groups, it was reported, have taken a position that Penal Law No. 2152, enacted following the repeal of Penal Law No. 2154 which dealt with Sunday exhibition, permits the beginning of performances and shows before 2 p.m. on Sundays.

Under the provisions of the Penal Law now in effect, it is debatable whether New York City police, following orders issued from a top police

official, can enforce such a law forbidding the theatres to open and present performances before 2 p.m. on Sundays, according to some exhibitor attorneys.

It is understood that the police order is based on the repealed State edict. Under the present legislation, a municipality's city council or legislative body can approve or disapprove a "blue law" under an "option" clause in the edict.

It was learned that the local police during the past few weeks have been hauling violators of the State edict into the courts, among them being operators of penny arcades. Thus far, it was reported, no New York City exhibitors have been given summons for starting Sunday before 2 p.m.

Goth to Head SW Ad-Publicity in N.J.

Appointment of Edgar Goth as director of advertising and publicity for Stanley Warner Theatres in New



Edgar Goth

Jersey was announced yesterday by Charles A. Smakwitz, zone manager. In his new post, Goth will coordinate and supervise all promotional campaigns and merchandising for the 40 show-houses in the zone.

Goth succeeds Robert R. Deitch who has resigned, effective Feb. 14 to join Frank J. Damis and his associates in the Eastern Drive-In Corp. Prior to his Newark zone executive post, Deitch had served for over 20 years in publicity and top managerial positions for Warner Brothers Theatres.

Upon graduation from Syracuse University he put in a stint on the service staff of the Paramount theatre in New York where he learned the fundamentals of theatre operation. He then moved up to managerial posts for Publix Theatres.

In 1944, when Fabian Theatres bought the Wilmer and Vincent circuit of 21 theatres in Pennsylvania and Virginia, Goth was named advertising director with headquarters in Richmond, Va., and subsequently in Harrisburg, Pa. In 1950 he was promoted to advertising head of the entire group of Fabian Theatres.

'U' Preferred Dividend

The board of directors of Universal Pictures Company, Inc., has declared a quarterly dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock payable March 1, to stockholders of record on Feb. 15.

Pine-Thomas to Film 3 for UA Release

Independent producers William H. Pine and William C. Thomas and United Artists president Arthur B. Krim jointly announced here yesterday that the independent film makers will release a program of three top-budget pictures through the facilities of the distribution company.

The first two films which the Pine-Thomas organization will produce for UA release are "Lincoln McKee" and "Mountains Have No Shadows," it was announced. P-T have four productions awaiting release by Paramount where they recently terminated a 14-year pact.

SAG-Filmakers Pact Ends TV-Film Row

HOLLYWOOD, Feb. 1. — The Screen Actors Guild's recent 60-day contract-cancellation notice to Filmakers, Inc., arising from Filmakers' releasing of "Young Lovers" to television without first making an agreeable arrangement with SAG, was withdrawn today, the Guild and the company announced jointly. Under the agreement worked out, Filmakers has agreed to pay the cast 15 per cent of their original salaries in return for their television rights in the picture for seven years.

'Battle Cry' Bows In Baltimore

BALTIMORE, Feb. 1. — Mayor D'Alesandro and Hollywood stars Tab Hunter, Mona Freeman and Dorothy Malone joined the opening night festivities for Warner Brothers "Battle Cry," at its world premiere at the Stanley Theatre here.

With the Stanley Theatre completely sold out in advance, the trio of Hollywood stars, accompanied by director Raoul Walsh and author Leon Uris, at 8:30 P.M. and were escorted through the crowds.

New York Tent Sets Program for 1955; 5 Meetings Yearly

Edward L. Fabian, chief barker of the Variety Club of New York, Tent No. 35, announced yesterday the club's



Edward Fabian

1955 program, which, he said, was planned to meet the widest demands of the industry. The club will not reopen its penthouse at the Piccadilly Hotel, but the members will meet at a series of luncheons, the first of which is scheduled for a private dining-room at Toots Shor on Feb. 15. A prominent personality from the sports, entertainment, political, or industrial world will speak at each meeting, it was said.

"These luncheons," Fabian said, "will be paid for in part by those who attend and in part from the club dues. These meetings, of which we plan five for the year, will provide an opportunity for members to meet socially with fellow workers in the industry. We feel that this has been a long-felt need in our business."

The Variety Club will again present a Heart Award dinner, honoring an industry member who has been outstanding in public service. William J. German was the recipient of last year's award.

Lauds Foundation

"We feel," Fabian concluded, "that the tremendous impact made on this community and the entire country by our activities in the fight against epilepsy through our Foundation has placed us in a position to attract community leaders from other industries to our club. If the luncheon meetings get the support they deserve, we are quite certain that we can increase the membership considerably."

"By refraining at this time from a heavy investment in club quarters, we should end the year with a considerable financial gain, which can be utilized to develop our industry welfare activities or develop our Club further in accordance with the wishes of the membership."

The election of new officers will be held at the Feb. 15 meeting.

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WIDE SCREEN

- Three Channel interlock projection
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M-G-M
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CINEMASCOPE
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COLOR

SPENCER TRACY ROBERT RYAN



BAD DAY AT BLACK ROCK

ANNE FRANCIS · DEAN JAGGER · WALTER BRENNAN · JOHN ERICSON · ERNEST BORGNINE · LEE MARVIN · RUSSELL COLLINS · MILLARD KAUFMAN · Adaptation by DON MCGUIRE · Based On a Story by HOWARD BRESLIN · Directed by JOHN STURGES · Produced by DORE SCHARY · Photographed in EASTMAN COLOR

**"ROCK"
WITH
A**



**HOLLYWOOD
REPORTER says:**

"It has the chill and intensity of
'High Noon'."

EXTRA!

LIFE MAGAZINE
with Spencer Tracy cover and
4-page section January 31st issue
(out January 27th)!



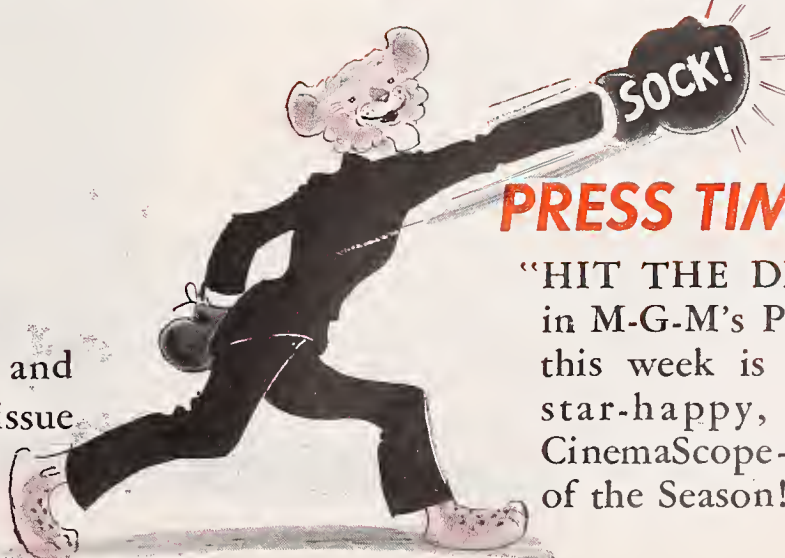
**NATIONWIDE BUSINESS
TOPPING TOP-HITS
"LONG, LONG TRAILER"
AND "EXECUTIVE SUITE"!**



TIME MAGAZINE says:

"Starts M-G-M off on the new year
with its best footage forward.
Spencer Tracy at his best."

And Here's Another



PRESS TIME FLASH!

"HIT THE DECK" Screened
in M-G-M's Projection Room
this week is terrific! Fastest,
star-happy, laugh-packed
CinemaScope—Color Musical
of the Season!

(AVAILABLE IN MAGNETIC STEREOPHONIC, PERSPECTA STEREOPHONIC OR 1-CHANNEL SOUND)

THE LONG GREAT LINE

"THE LONG

THIS IS THE ARMY, MR. SHOWMAN!

Telegram to all Army commands in the USA, urging cooperation with theatres on local level. Telegram signed by Army Chief of Public Information.

Letter to all West Point Graduates, signed by Public Information Officer at West Point, urging support on local level.

Army A-Boards all over the country posted with messages about "The Long Gray Line". Army Recruiting Bus tours 8-state area, with displays, stills, etc., selling "The Long Gray Line".

COLUMN RIGHT!

Special sports' page campaign covers nationally syndicated columns by such famous writers as Red Smith, Frank Graham, Dan Daniels and many others! Appearing in papers all across the country cheering "The Long Gray Line".

BROADWAY'S GAY!

Disk Jockey parade draws the crowds as leading platter spinners and guests lead way to gala Capitol Theatre opening in N. Y. on February 10th!

Priceless display pieces from famous West Point Museum go on exhibit in Capitol Theatre. Nation-wide publicity.

COLUMBIA'S THE TOAST OF THE TOWN

Ed Sullivan presents "The Columbia Pictures Story" to his 40,000,000 viewers over the vast CBS network on February 6 with top stars saluting "The Long Gray Line".

BLANKETING RADIO AND TV

Steve Allen devotes his NBC show on February 1 to "The Long Gray Line". 10,000,000 viewers see this plug.

Dave Garroway turns over part of his February 1 show and his 15,000,000 viewers to a salute to "The Long Gray Line".

Leading Disk Jockeys in Washington, D.C. and N.Y. devote full week to contest and plugs for "The Long Gray Line".

Columbia's line-up of stars visits all radio and TV programs, plugging picture.

STARS ON PARADE!

Tyrone Power, Maureen O'Hara, Harry Carey, Jr., Donald Crisp, Robert Francis, Bill Leslie, Betsy Palmer and others from the cast of "The Long Gray Line" sell the picture in an avalanche of newspaper, radio and TV publicity.

CINEMASCOPE

Color by
TECHNICOLOR

UP OF EVENTS FOR GRAY LINE"

CAPITAL CELEBS TURN OUT!

Premiere performance of "The Long Gray Line" at Keith's Theatre in Wash., D.C., on February 9th sponsored by Mrs. Dwight D. Eisenhower and the wives of the officers of the Technical Services of the United States Army for the benefit of the Soldiers, Sailors, Marines and Airmen's Club. World-famous military leaders and national heroes attend. TV newsreel coverage.

THE BIG PARADE!

Millions cheer as West Point's entire corps of cadets marches through the streets of New York to the Capitol Theatre for Sunday, Feb. 13th showing of "The Long Gray Line". TV and newsreel coverage accompanied by big newspaper ads gain nation-wide acclaim!



TYRONE POWER
MAUREEN O'HARA
in
JOHN FORD'S

...IN ADDITION

topping this big parade
of special promotion,
national magazine
advertising on
"The Long Gray Line"
will have more than
200,000,000
reader impressions.
Full page ads
are appearing in LIFE,
LOOK, SEVENTEEN,
FAN MAGAZINES
and 87 different
Sunday newspapers
across the land!



THE LONG GRAY LINE

Costarring ROBERT FRANCIS • DONALD CRISP • WARD BOND • BETSY PALMER • PHIL CAREY

Screen Play by EDWARD HOPE • Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion

Produced by ROBERT ARTHUR • Directed by JOHN FORD • A COLUMBIA PICTURE

Fears TV Networks Are Too Powerful

From THE DAILY Bureau

WASHINGTON, Feb. 1.—A Senate committee staff report urged the Federal Communications Commission and the Justice Department to take a new look to see whether anti-trust or other action isn't required to reduce the power of radio and television networks.

The report was prepared by Harry M. Plotkin, special counsel for the Senate Commerce Committee, and a former FCC attorney. He studied two major problems for committee chairman Magnuson (D., Wash.): television network regulation and the problem of ultra high-frequency broadcasters.

'Scope Prints

(Continued from page 1)

picture to play through to theatres not yet equipped for anamorphic projection, it will be at least one year before any theatre overseas will be affected by the new policy.

"We feel that this time-span plays fair with our customers and, in our mutual best interests, will provide them ample opportunity to install anamorphic equipment and thereby share in CinemaScope prosperity.

"In connection with this announcement, it is important for exhibitors to realize our belief in the great present and the even greater future boxoffice value of CinemaScope presentations. In every country, the film public has given unmistakable approval to CinemaScope pictures with Perspecta stereophonic sound and has shown overwhelming preference to attend those theatres properly equipped for CinemaScope showings.

Includes Smaller Houses

"We are confident that our action will inspire exhibitor cooperation and approval, and that theatremen everywhere, even those who operate the smallest theatres, will realize the wisdom of installing the equipment necessary to show M-G-M CinemaScope pictures at their best."

Aims at Delinquency

Cook County Judge Warns Of Drive-in Censorship

Special to THE DAILY

CHICAGO, Feb. 1.—Censorship of pictures presented outside the city limits of Chicago may be something drive-in theatre owners will have to combat more seriously as the forthcoming spring and summer seasons approach. Judge Thomas E. Klucznski, a circuit court judge in Cook County, who became involved in banning "The French Line" when it was shown briefly in a Chicagoland drive-in last summer, today indicated he was not unwilling to help spearhead a move for censorship and police action.

Seeks Uniformity

The judge stated he wanted to curtail anything which might incite juvenile delinquency, the real crux of his fervor in promoting strict censorship rules. In citing that the Cook County Board of Commissioners was working toward some means of creating a censor board, Judge Klucznski committed himself by saying, "It might well be that the same board censoring movies shown in the city will cover Cook County theatres." "Thus," he continued, "censorship would be uniform and the confusion

of conflicting opinions would be eliminated."

Judge Klucznski has been active in assisting certain educational and religious groups which frowned on the effect some comic books and other magazines allegedly have had on the younger generation. Feeling that an over-all check of pictures should also take concrete form, Judge Klucznski said he hoped for the cooperation of drive-in theatre owners. He emphasized that by no means did he wish to jeopardize the position of the outdoor theatre owners. He added that unfortunately the drive-in just happened to be a spot where questionable deportment had become a problem, through no fault of the owners.

"But," he contended, "if the present high rate of delinquency is to be eradicated or toned down at least, everyone, including drive-ins, should give the matter due consideration."

Arbitration

(Continued from page 1)

ages," the awarding of "exemplary damages not to exceed the amount of the actual damages which are so awarded."

It is understood that the new arbitration draft, which includes the conciliation plan, is being circulated for possible suggestions in preparation for the meeting later this month to be held by the full arbitration negotiating committee.

Considered on Jan. 25

The issue of damages came up at the Jan. 25 press conference, called by Al Lichtman, 20th Century-Fox distribution director, when he expressed hope that agreement on arbitration could be reached this month. Lichtman, in response to a question of why an exhibitor should use the projected arbitration system when he may win more in the courts, pointed out that nothing will deter an exhibitor intent on winning a "fortune." The courts, under the anti-trust laws, can award treble damages.

Lichtman, a member of the arbitration negotiating committee, pointed out, however, that arbitration would be an amicable way to settle disputes. Further comment by Lichtman at this time could not be obtained due to his departure for the Coast.

Circuit Expansion

(Continued from page 1)

of the resolutions followed a SCTOA meeting at which "members carefully and fearfully reviewed the recent efforts of giant theatre companies to extend their dominance over the drive-in theatre business."

Copies of the resolutions were ordered sent to the Department of Justice, Members of Congress and the press.

Guild Films Acquires MPTV's Contracts; \$13,000,000 Deal

Effective yesterday, Guild Films Co. has taken over approximately \$13,000,000 in TV exhibition contracts of Motion Pictures for Television, Inc. The pictures will be handled by a new Guild Films subsidiary to be known as MPTV Films, Inc.

The agreement, signed by Reub Kaufman, president of Guild Films, and Matty Fox, head of Motion Pictures for Television, provides for the continued sale and distribution of MPTV feature films by the Guild subsidiary, which also will handle all service operations in behalf of present MPTV customers. All other rights remain with Motion Pictures for Television, Inc.

In Line with Fox Policy

This development is in line with the policy which Fox put into effect several months ago to decentralize his operations, in order to devote more time to his Skiatron interests. The first step in this direction occurred recently when Motion Pictures for Television turned over the sale and distribution of its package program series to UM & M.

With distribution of its feature films by the Guild subsidiary, all such activities by Motion Pictures for Television, Inc. will be discontinued and the company will confine itself to the development and financing of TV program production. Edward Madden, vice-president of the company, will continue to supervise its relationship with UM & M. The agreement with Guild does not affect nor curtail the earlier arrangements with UM & M.

Kaufman stated that "this move means Guild will be better able to fulfill its obligations to all TV program users and particularly to the Vitapix stations. It does not affect in the slight-

'Desert' Among Four Cited by Uruguay

From THE DAILY Bureau

HOLLYWOOD, Feb. 1.—The Association of Motion Picture Producers today learned by wire from Punta Del Este, Uruguay, that the Uruguayan Film Festival did not award any grand prize this year, but did issue four honorable mentions: to the United States for "The Living Desert," France for "Rouge et Noir," England for "Lesson in Love" and Mexico for "Robinson Crusoe."

Toll TV

(Continued from page 1)

Allied's Emergency Defense Committee. He said the new EDC report will be made public in St. Louis next week when Allied's board of directors will meet in conjunction with the drive-in convention there.

The New Jersey Allied president, saying he conveyed the feelings of members, attacked the current selling policies of film companies as "unrealistic."

Arbitration Not Discussed

In response to a question, Snaper said it was a national decision whether Allied should seek redress on alleged trade practices by going to the government. Answering another query, Snaper said that arbitration was not discussed at yesterday's meeting, pointing out that arbitration, too, is a national issue.

One "serious complaint" voiced at the meeting, Snaper continued, will be put before the national board next week for remedial action. The complaint deals with subsequent runs which find their product shortage made more acute by extended playing time in first-run situations. Snaper advocated that in light of this situation, clearances for sub-runs should be pegged on what he called "normal" engagements, rather than from the end of the extended runs at first-run situations. Snaper added that the problem was not related to the situation on Broadway, but in the smaller cities of New Jersey.

To Meet June 21-23

A committee was charged with preparing for the annual meeting of the unit, to be held June 21-23, at the Concord Hotel, Monticello, N. Y., Snaper continued.

George Gold, chairman of the unit's Allied legislative committee, was instructed to get an opinion on whether certain methods can be employed in playing bingo which would make the playing of the game lawful in New Jersey theatres.

est our plans for new program production."

The Vitapix-Guild combination now has more than 50 station members located in major TV markets.

Erwin Ezzes, formerly vice-president in charge of sales at Motion Pictures for Television, Inc. who has been with that organization since 1951, now joins Guild as vice-president of MPTV Films, Inc., serving under Manny Reiner, sales chief of Guild Films. MPTV Films, Inc. will be operated as a sales division of Guild.

FLY B.O.A.C. ➔



The Monarch

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Direct

New York • London

BRITISH OVERSEAS
AIRWAYS CORPORATION

Reservations through your travel agent
or call B.O.A.C. at 342 Madison Ave.,
New York 17, N. Y., tel. MU 7-8900

5% Tax

(Continued from page 1)

an additional cent wherever computation results in a fraction of one half cent or more."

Since in his opinion the language of the statute did not reveal "a clear intention to prohibit" such practice, he declared the local law to be a valid enactment, but definitely pointed out that the New York City five per cent amusement impost's "major fraction" issue is illegal since by virtue of collection there falls a tax in excess of five per cent in certain admission price brackets.

Exhibitor Lawyers Upheld

The exhibitor attorneys, Edward C. Raftery, George Raftery, Leopold Freidman, Thomas Bress, Milton Weisman, Cecelia A. Goetz, Louis Weber and Mitchell Klupt, in their Dec. 2 arguments and appeal briefs, informed the court that the New York City "nuisance tax" was in excess of the five per cent New York State limitation, the State Enabling Act of 1947, and that the city fathers, while imposing the tax law, did not revoke prior license laws for ticket sales. Both Assistant Corporation Counsel Stanley Buchsbaum, who represents the city in this issue, and the exhibitor lawyers, were, and still are, in accord

Upon receipt of the Appellate Division's opinion in the current opposition to the New York City five per cent amusement tax by motion picture theatres, Stanley Buchsbaum, Assistant Corporation Counsel in charge of the Excise Tax Division, revealed that he will seek permission from the Appellate Division to file notice of appeal with the Court of Appeal in Albany within a week to 10 days, hoping for a hearing about Feb. 21.

that the current suit against the levy is only a matter of law interpretation.

Justice Nolan, in the opinion, stated that the city is without power to collect the tax provided by the local law, except that expressly conferred by the Enabling Act. "We find no ambiguity in the Enabling Act, which does not require the city to impose and collect a five per cent tax, but merely permits the imposition of a tax not in excess of five per cent," he said. "If it be assumed that this language does not reveal a clear intention to prohibit the practice adopted by the city, we are, nevertheless, unable to discover a clear intention to permit that practice," the justice stated.

"Obviously, the enabling act does not expressly confer the power to col-

New York City exhibitor attorneys will meet today to discuss the Appellate Division's opinion and to possibly set other legal strategy in the theatremen's suit against the five per cent tax as a whole.

lect a tax in excess of five per cent in cases in which the tax, as computed, includes a fraction of a cent. Neither may it be read, as computed, as conferring that power by implication," the Supreme Court justice said. "A statute which levies a tax is to be construed most strongly against the government and in favor of the citizen. The government takes nothing except what is given by the clear import of the words used, and a well-

Review

"The Racers"

(20th Century-Fox)
(CinemaScope)

THE sports car racer and all of its perilous associations are brought to the screen vividly in "The Racers." And the impressiveness of CinemaScope comes into full focus, giving the viewer a sense of exciting participation.

Laced somewhat regrettably with a plot distinctly trite and given a chief character for whom one is allowed to develop almost no sympathy, this nevertheless is a potential money-maker because it contains certain selling ingredients. It is a collection of thrills, it is a travelogue and it is a glimpse into a fascinating, and, to an American, little known type of elegant sport.

The picture takes a domestic audience to strange places: to famed towns and courses where for years racers of Continental renown have rocketed their expensive machines to the cheers, groans and gasps of hundreds of thousands to whom this type of sport is as familiar as baseball. Shown in striking color, and at night, as well as day, are such events as the Mille Miglia (1,000-mile race around the Italian peninsula), Le Mans, in France (a 24-hour endurance contest) and other famed races in Southern France, Belgium, Southern Germany. He also sees, uniquely through CinemaScope, how the road, some with hairpin turns and desperate grades, appear to drivers who are hurtling more than 100 miles per hour.

The plot is a variation of the time-worn tale of the athlete, arrogant because of insecurity and obsessed to the point of indecency and even crime, by his abnormal drive for power. In this instance, the subject, hardly to be called a hero, is a young racing driver. As Kirk Douglas plays him, with combinations of truculence, imperiousness and hysteria, he is merely loathsome. He wins the girl because he's an aggressive fellow (she's no less than a ballet dancer, who as played by Bella Darvi, seems to always have lusted for rougher company than the ballet affords); and he also loses her, because when he becomes dean of the demon racers, he is nastier than ever, fearful now of young competition and even of death. It is his predilection for roughing up a race, which even his teammates and the public dislike, which finally makes Miss Darvi leave.

All is not over then, however. What a broken and then continually painful leg had failed to do, Miss Darvi does. The great man reforms, performs a small act of racing heroism and even allows a rival to win. This indicates regeneration.

Miss Darvi's accent is at first difficult to comprehend; not so her desires, however. There are other accents, denoting the Continental, and especially the Mediterranean; and these, too, sometimes put obstacles into the path of the story, which fortunately is too broad to be tripped. In support of Douglas are Cesar Romero, as the handsome, upright, senior racer; Katy Jurado, as his wife, who serves in the racing pits; Gilbert Roland, as the derring-do type of Latin driver; Lee J. Cobb, factory representative and racing team manager; Charles Goldner, as Douglas' assistant driver; and all the others, who as "types" give veracity.

The screenplay is by Charles Kaufman from a novel by Hans Ruesch. Julian Blaustein produced and Henry Hathaway directed.

Running time, 112 minutes. General classification. For release in February.

founded doubt as to the meaning of the act defeats the tax," he said.

"It is our opinion that the New York City local law, insofar as it provides for the collection of a full cent in cases in which the tax as computed includes a fraction of a cent, imposes a tax in excess of that permitted by the Enabling Act. The conclusion is not required, however, that the entire law is bad. Whether the provisions of the law are so interwoven that, one being valid, the others must fall, presents a question of statutory construction and of legislative intent.

'No Occasion for Application'

"We find in this case, although we are dealing only with a fraction of a cent in the case of each admission charge subject to the tax, no occasion for the application of the 'de minimis' rule. The financial responsibility of the plaintiffs under the law is by no means slight, and, in addition thereto, they face the possibility of criminal prosecution if they wilfully fail to comply with its provisions."

Justice Nolan also conceded that the city's motion for summary judgment, heard before Supreme Court Justice Percy D. Stoddart, was improperly granted and that the exhibitor's motion was properly denied. Although the plaintiffs have a sufficient interest in this controversy, the court was unable to decide, on the record presented,

that an injunction is necessary or proper.

Supreme Court Justice Nicholas M. Pette had granted the exhibitors on the basis of their show cause order last August a temporary injunction, pending appeal, allowing the withholding of the tax breakage.

The dissenting justices Beldock and MacCrate were of the opinion that the "clear intention of the State Legislature was to authorize the city to impose a tax of five per cent and to permit the tax to be collected and administered in such manner as may be provided by local law. To avoid the inconvenience of having tax tokens or stamps in denominations of a half-mill, and to avoid the construction of the enabling statute and the local law so as to impose a tax of four per cent, if the majority view were adopted (e. g. on admission of fifty cents), the general language in the enabling statute giving the city authority to impose a tax not in excess of five per cent must be construed so as to be subject to an exception through implication where the tax so imposed results in a fraction of one-half cent or more.

"The solution adopted by the New York City local law in question is not only practical, but is a common-sense one. In fact, under the circumstances of this case, the solution does more than avoid great inconvenience, it is a matter of necessity caused by the monetary system used in this country."

Tax Breakage

(Continued from page 1)

informing the theatre goers to save their ticket stubs in case of a refund, Bress said. "I sincerely urge the exhibitors to continue to display these signs," he said.

New York City tax collector representatives yesterday revealed that for the five month period ending on Nov. 30, 1954, all sources of amusement revenue had reported a total tax of \$2,375,033, of which motion picture theatres had contributed \$1,119,794 and legitimate theatres turned in \$376,397, with the local film theatremen withholding \$19,418 as the major fraction.

Exhibitors Considered Collectors

The city, according to Bress, is expected to seek the monies collected as tax breakage on the grounds that the local exhibitors are merely collectors of the tax for the city tax collector. However, the situation is similar to the Kesbec Case in which the Kesbec company collected a sales tax on gasoline from patrons and turned it in to the city. In the ensuing law suit over the money, Kesbec asked for the money to be returned to it; the city maintained that the Kesbec firm was merely a collector of the tax; the court ruled in favor of the city.

Commenting on the Appellate Division's opinion, Bress said: "While the opinion of the Appellate Division is not altogether clear, one thing is certain: The exhibitors won a signal victory as far as the tax breakage is concerned.

May Be Re-tried

"Whether or not the city can appeal from this decision is a question which will have to be looked into because New York City can only appeal from a final order and this decision doesn't seem to be a final order. It would seem that the decision sends the case back for a trial on all issues to the Queens Supreme Court.

"Under this decision, the court held that the exhibitors were not entitled to an injunction, but in holding, at the same time, that the collection of the tax in excess of five per cent is illegal, an injunction is unnecessary. Exhibitors can now refuse to collect the breakage from their patrons, but this procedure isn't recommended until the case has been finally decided by the Court of Appeals in Albany."

Loew's Divestiture

Deadline Feb. 28

From THE DAILY Bureau

WASHINGTON, Feb. 1. — Loew's, Inc., will have until the end of the month, if necessary, to dispose of the last theatre it must sell under the original Paramount case consent decree, Justice Department officials said.

The present divestiture deadline is next Monday. Justice officials said that of the 26 theatres originally required to be sold, Loew's has disposed of all but one, the Lyric in Bridgeport, Conn. Moreover, it has entered into a contract to sell the Lyric, but is having some difficulty closing the deal by next Monday. Accordingly, Justice has agreed that the company can have until Feb. 28 to close the contract.

National Pre-Selling



"Violent Saturday... a first novel selected for *Cosmopolitan* for Feb... was snapped up by Harper & Bros. for an April book... by 20th Century-Fox for *Vic Mature*. Good story pickin'? You bet!

Forthcoming book and motion picture promoted by magazine

"COSMOPOLITAN" magazine, which has published "Violent Saturday" in its February issue, ran this ad in two-column width in "New York Times" Jan. 31, to announce that Harper & Bros. will publish the book in April and that 20th Century-Fox will produce it as a motion picture starring Victor Mature. This is an example of early pre-selling to mutual advantage. "Violent Saturday," produced by Buddy Adler for 20th-Fox, is slated for April release. This is Adler's first for 20th-Fox, following his highly successful production of "From Here to Eternity."

"Life's" story and front cover of Spencer Tracy in the current issue came at an ideal time to pre-sell his latest starring picture, "Bad Day at Black Rock." It opened here at the Rivoli Theatre yesterday. The Tracy story is illustrated with stills made of the stars who played with him from 1930 to the present time.

The closing installment of the Joan Crawford story appears in the February issue of "Woman's Home Companion." Eleven pages are devoted to the Crawford story in this issue, which helps to pre-sell her next picture, Universal International's "Female on the Beach."

Striking ads appear in the February issue of "Seventeen" on Paramount's "The Bridges at Toko-Ri," and on Universal International's "Six Bridges to Cross."

Louella Parsons has interviewed Greer Garson for the Feb. 6 issue of "Pictorial Review." Miss Garson's latest picture, "Strange Woman in Town," is being readied for release.

"Battle Cry" tie-ups: Bantam Book Co. used stickers plugging the picture on all copies, also 22x28 window posters were sent to all dealers. Trimfit Nylon Hosiery Co. ran a page ad in "Mademoiselle" and sent counter cards and newspaper mats to dealers. MGM Records has recorded the marching song from the picture, the label carrying credit for "Battle Cry." Lux Soap ran ads in "American Weekly" and "This Week."

WALTER HAAS

Compo and Subscription TV

(Continued from page 1)

against subscription TV is lacking and action by COMPO is prohibited except by unanimous vote. Exhibitors insisted upon that in the drafting of COMPO's bylaws.

2) Counsel for some distribution company members of COMPO were obliged to advise their clients against acting in concert in the indicated industry-wide line-up against subscription TV because their companies already are defendants in a Federal action pending in Los Angeles which charges them with conspiracy in restraint of trade for allegedly refusing to license their 16mm. films to television.

QUITE obviously COMPO's hands are tied in the matter of joining the exhibitors' joint committee in a unified assault on toll TV.

Why, then, all the ranting and threatening of COMPO by exhibitors who should know better?

Their energies would be directed at a far more constructive objective if, instead, they did either or both of the following:

1) Used their influence to have scheduled a meeting of the COMPO executive committee to explore what help, other than financial, COMPO can give, within the limitations of its bylaws, the joint exhibitors' committee—such as counsel on Washington contacts and procedures; counsel on organizing grass roots' sentiment and support; aid with public relations campaigns, or comparable contributions to the exhibitors' group efforts.

2) Helped to arrange a meeting of COMPO members for the purpose of rescinding the organization's unanimous vote requirement rule and replacing it with some alternative better suited to the exhibitors' wishes in the present circumstances.

Either procedure would be vastly more sensible than are the recent exhibitor outcries against COMPO inaction by the very individuals and organizations who immobilized COMPO in the first place.

Paramount Presents VistaVision

PARAMOUNT'S 20-minute subject presenting scenes from 10 of the company's VistaVision productions, in color by Technicolor, is not only a showmanly achievement for both the company and its customers but, even more so, is eloquent evidence that VistaVision is constantly being improved. With the widespread release of the 10 productions heralded in the VistaVision subject, which is now ready for exhibition, it appears inevitable that there will go with it a new stimulation of public interest in and appetite for motion pictures and the motion picture theatre.

Paramount is offering the VistaVision subject to theatres without charge, together with pressbook material designed to exploit the subject as an added attraction. Enterprising exhibitors will be alert to this fine merchandising opportunity.

L.A. Exhibitor Files 'Trust' Suit in N.J.

PHILADELPHIA, Feb. 1. — A \$1,704,750 treble damage anti-trust suit has been filed in the District Court of New Jersey on behalf of Ruth Kurstin, of Kurstin's 950-seat Boulevard Theatre, in Los Angeles. The plaintiff charges that the Boulevard Theatre was relegated to a run of 84 days to 21 days after first-run in Los Angeles, although the Boulevard Theatre is allegedly a first-run house.

The period for which damages are sought is from Jan. 1, 1938 to May 22, 1949. The plaintiff claims that the alleged local conspiracy directed against the Boulevard is part of a national conspiracy in restraint of trade.

Order 400 Prints For 'Underwater!'

The largest number of bookings obtained for an RKO film in the last decade is being set for Howard Hughes' "Underwater!" Walter Branson, RKO Radio's world-wide sales manager, announced yesterday.

Ten days before the picture opens at the Mayfair, New York, on Feb. 9, "Underwater!" had been booked into 314 theatres, with many more in the offing, Branson said. Anticipating a heavy demand by exhibitors, following the world premiere at Silver Springs, the saturation nation-wide 24-sheet posting and all-out national advertising campaigns, and the plans for strong local advertising for each play-date, RKO has ordered 400 Technicolor prints of its film.

VistaVision Short Ready for Theatres

"Paramount Presents VistaVision," a 20-minute subject in color by Technicolor, is an attractive and effective sales piece for both VistaVision and 10 of Paramount's new productions, scenes from which comprise the subject.

It is being offered to exhibitors without charge, with promotion material especially prepared to merchandise it as an added attraction on the program of theatres playing it. The subject not only has entertainment merit in its own right but it also has the undeniable virtue of being able to offer an interested and expectant public some liberal samples of the new screen presentation method introduced and being constantly improved upon by Paramount.

All in Color

Among the new VistaVision productions represented in the subject, which is in color by Technicolor and accompanied by an excellent commentary, are: "White Christmas," "Run for Cover," "The Trouble with Harry," "To Catch a Thief," "The Seven Little Foys," "We're No Angels," "The Far Horizons," "3 Ring Circus," "Strategic Air Command" and "Lucy Gallant."

In the wide photographic gamut represented by these productions, VistaVision is displayed in practically every conceivable screen play circumstance. In this viewer's opinion it is pictorially impressive at all times. Technically exciting as to VistaVision, the subject also is tantalizing salesmanship for the new productions which it heralds.

S. K.

20,000 Theatres to See VV Featurette

Approximately 20,000 United States and Canadian theatres, both conventional and drive-ins, will show "Paramount Presents VistaVision," 20-minute product featurette which is being made available to exhibitors free-of-charge for the entertainment of their audiences, A. W. Schwalberg, president of Paramount Film Distributing Corp., said yesterday.

Schwalberg said a total of 500 prints of "Paramount Presents VistaVision" will be put in circulation throughout the country by mid-March. "At present, approximately half that number has been delivered and put into circulation and we are looking forward to receiving the additional 250 prints as quickly as Technicolor can possibly make them because the exhibitor demand for this entertaining product subject is truly tremendous," the Paramount executive said.

Einfeld Delayed

The extension of important 20th Century-Fox studio conferences has delayed the return to New York of vice-president Charles Einfeld who is now scheduled to arrive in Gotham from Hollywood on Monday. Originally expected back this past Monday, the vice-president will remain in California an additional week to continue conferences on six forthcoming releases with production head Darryl F. Zanuck and studio publicity chief Harry Brand.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 24

NEW YORK, U.S.A., THURSDAY, FEBRUARY 3, 1955

TEN CENTS

48 Cents a Share

WB Quarterly Net Reported At \$1,203,000

**Profit Compared With '53
13-Week Net of \$765,000**

Special to THE DAILY

WILMINGTON, Del., Feb. 2.—The consolidated net profit of Warner Brothers for the quarter ended Nov. 27, 1954, was reported to be \$1,203,000, compared to \$765,000 earned in the corresponding period in 1953.

The company reported its quarterly earnings in conjunction with yesterday's annual stockholders meeting here. The statement said that \$1,203,000 in net profit was arrived at after provision of \$1,300,000 for Federal
(Continued on page 6)

N.Y.C. to Appeal Tax Case Decision

New York City will appeal the Appellate Division's decision in the current five per cent amusement tax suit to the Court of Appeals today or tomorrow in Albany, hoping for a hearing sometime late this month, according to city officials.
(Continued on page 6)

Makelim Admits Moving Slowly on Production Start

Hal Makelim admitted yesterday that he was moving slowly in putting his "guaranteed playdate" production project into work because he didn't want to "open his house" until the "foundation has been completed, the walls up, and the furniture moved in."

Makelim, in New York on circuit deals, said he couldn't give a starting date for his first picture nor the title of the initial effort. However, he said that when he left the Coast 10 days ago, the number of theatres that had signed for his product totalled 2,792, but that new contracts come in daily and that the total to date could not be determined.

Among the circuits that have signed, he said, are the Yassenoff and Martelli & King, Columbus, O.; Chakeres,
(Continued on page 7)

Tax Relief Assured Ontario Exhibitors

Special to THE DAILY

TORONTO, Feb. 2. — Complete victory appears to be within the grasp of the Ontario Exhibitors Committee for Amusement Tax Relief in the government assurance today that Premier L. M. Frost will announce tax reductions in the provincial legislature to be effective with the start of the fiscal year beginning Apr. 1.

The tax will likely be abolished on
(Continued on page 6)

British Reaction

NEW M-G-M C'SCOPE POLICY STIRS U.K.

**Expected to Spur Already Fast Equipping,
But Wide Aspect Ratio May Hamper Many**

By PETER BURNUP

LONDON, Feb. 2.—Metro's announcement today that it will discontinue wide screen versions of its CinemaScope releases here starting next Jan. 1 aroused widespread interest in the trade and, indications were, the move could be a significant spur to the installation of anamorphic equipment in those British theatres without it and too, perhaps, similar moves by other distributors as the theatre installations progress.

Texas and Indiana Showmen Organize Against Toll Video

Special to THE DAILY

DALLAS, Feb. 2.—Texas exhibitor leaders at a meeting here unanimously pledged financial support to the Exhibitors Joint Committee on Subscription Television and named a committee to contact other exhibitors in Texas for the same purpose.

Julius Gordon of Beaumont, member of the national exhibitors committee, described the financing plan adopted at the recent meeting of the national committee in New York, and patterned after the COMPO dues subscription plan. He said the program
(Continued on page 7)

The new MGM policy, applicable to all foreign markets beginning, in some, next Sept. 1, but varying in others as to date, immediately recalled the aftermath here of 20th Century-Fox's decision, more than a year ago, to release only anamorphic versions of its productions.

A major consequence was the break-away of the J. Arthur Rank theatres from 20th-Fox and the establishment in their stead of a so-called independent CinemaScope circuit here. In the present case, however, the Rank theatres are not immediately affected. M-G-M releases through Associated British Cinemas here.

A Rank spokesman commented that they are unconcerned with any American development of the kind inasmuch as their theatres now are in
(Continued on page 6)

Allied's EDC Asks Rentals Meet

From THE DAILY Bureau

WASHINGTON, Feb. 2.—The issue of film rentals, described as the "overshadowing economic problem of the industry," should be the subject of a meeting between the heads of distribution and exhibition, it was advocated here today by Allied States Association's Emergency Defense Committee.

EDC, in its 14-page interim report, declared that the film rentals issue "clamors for attention," decrying the contention that the subject of film rentals is purely an issue between the parties to a film deal.

"Even the most vindictive guardians of the law," the report maintained, would not hold such a meeting in contravention of anti-trust laws. The report, referring to the proposed

industry round-table conference, called upon Al Lichtman, 20th Century-Fox distribution director and author of the proposal, "not to so circumscribe the meeting in advance that it cannot reach to the heart of the exhibitors' complaints."

Lichtman, in expressing hope that the date of the round-table conference could be set later this month, had ruled out film rentals as a subject for the conference. He maintained that the subject should be handled with individual companies by exhibition leaders, indicating that it may be held in restraint of trade if the subject was made part of the conference discussions.

The report, dealing in the main with a survey conducted by the committee regarding exhibitor sentiment

on the sales policies of various film distributing companies will be considered at the Allied board meeting in St. Louis next week.

Members of the EDC will make no recommendation as to action on the proposed bill to regulate film rentals, but will leave that issue in the hands of the national board. The members feel, according to the interim report, that the board should proceed to the consideration of the question "uninfluenced and unembarrassed" by any premature expression on the part of EDC members.

Prior to the board meeting, EDC stated, copies of the report "will be
(Continued on page 6)

NT Quarterly Net Totalled \$546,416

From THE DAILY Bureau

HOLLYWOOD, Feb. 2.—President Elmer C. Rhoden of National Theatres, Inc., reported to stockholders today that the net income for the 13-week period ending on Dec. 25 was \$546,416, amounting to 20 cents per share on the 2,769,486 shares of stock outstanding.

Rhoden said that the net income was \$655,582 for the corresponding quarter in 1953.

Admissions and miscellaneous theatre income during 13-week period
(Continued on page 7)

HERBERT J. YATES
presents

TIMBERJACK

A REPUBLIC PICTURE IN TRUCOLOR

GALA
WORLD PREMIERE
in 45 MONTANA TOWNS
starting FEB. 4th

Personal Mention

L EONARD GOLDENSON, AB-PT president, is scheduled to return to New York from the Coast today.

IRVING HELFONT, home office assistant to GEORGE A. HICKEY, M-G-M Western sales manager, will return to New York on Monday from Salt Lake City.

RICHARD HEERMANCE, assistant to WALTER MIRISCH, Allied Artists executive producer, will leave Hollywood by plane today for Washington.

HAROLD WIRTHWEIN, Allied Artists Western division manager, left Hollywood yesterday for Albuquerque, N. M., and Denver.

MARTY WOLF, Altec Service Corp. assistant sales manager, is in Mountainside Hospital, Montclair, N. J., for hospitalization.

CHARLES SMADJA, United Artists Continental manager, will arrive in New York today from Paris.

RICHARD TODD left here yesterday for London via B.O.A.C. Monarch.

JAMES A. MULVEY, president of Samuel Goldwyn Prods., is in Hollywood from New York.

C. S. PERKINS, Altec Service Corp. operating manager, has returned to New York from Atlanta.

JULIUS EPSTEIN, writer, is in New York from Hollywood.

MAUREEN O'HARA will arrive here today from Hollywood.

EDWARD CARFANGO, M-G-M art director, has left Hollywood by plane for Italy.

Mo.-Kan.-Ill. to Hold Joint Meet

KANSAS CITY, Mo., Feb. 2.—A joint meeting of Missouri-Illinois Theatre Owners and Kansas-Missouri Theatre Association will be held early in March at the Lake of the Ozarks, it was announced today by Lester R. Kropp, president of the Missouri-Illinois unit.

Kropp, at the same time, appointed the following Missouri-Illinois members to the planning committee for the joint meeting. They are: Tom Bloomer, Tommy James, William Kaimann, Harry Miller, Tom Edwards, Jr., and A. D. Margarian.

Disney Officers and Directors Reelected

HOLLYWOOD, Feb. 2.—Stockholders of Walt Disney Productions today reelected all board members, but did not, out of respect for his memory, fill the vacancy created by the death of Edward H. Wadewitz. The reelected board then reelected all officers.

Profits Up

Active Film Year Reported By the Japanese MPA

Special to THE DAILY

TOKYO, Jan. 24 (by air mail)—More than 800,000,000 paid admissions were registered by motion picture theaters in Japan during 1954, according to the Motion Picture Association of Japan figures just announced. Profits to producers and foreign distributors totalled some \$80,000,000 of which some 65 per cent or \$52,000,000 came from Japanese films.

The above figures do not include the times Americans in Japan paid admission to the Army and Navy-run theatres which are run under the auspices of the U.S. Security Forces and do not come under Japanese economy.

141 of 200 Are American

Films exported from Japan during 1954 earned only \$1½ million of which one-fifth came from percentage revenues. Foreign films in Japan which totalled some 200 (141 of them American) are estimated to have earned almost \$30,000,000 (of which less than 20 per cent was allowed to be converted to foreign currencies and sent abroad).

A survey of pictures (foreign and Japanese) released between April and October, 1954, showed that the average return per new release was \$194,400 an increase of 15.5 per cent

over the same period for 1953, a very encouraging sign when taken together with the growing popularity of television in Japan.

During 1954 Japanese studios produced 370 feature films as compared with 302 for 1953. Of the 370, more than 80 per cent (297) were produced by the "Big Five"—Shochiku, Toho, Daiei, Shin and Toho. The Daiei Studio set an enviable record by winning three international awards within six months for its "Gate of Hell" (Cannes), "Sansho Daiyu" (Venice) and "Golden Demon" (Asia Film Festival), while producing the cream of the export films. Toho Studio also won an award at Venice for its "Seven Samurai."

Color Stock Now Developed

The production of raw motion picture stock consumed by the industry in Japan totalled 280,000,000 feet exclusive of imported color stock which can now be developed and printed in Japan by the Eastman process.

Brotherhood Kits Distributed Today

Distribution of 19,000 Brotherhood Week campaign books and promotion kits to every exhibitor in the country gets under way today, it is announced by John H. Harris, national chairman of the amusement industry's Brotherhood Drive for 1955.

The promotional material, prepared by the advertising and publicity committee under the chairmanship of Francis M. Winikus, is designed to help showmen bring their entire community into the Brotherhood Week effort, Feb. 20-28.

The kits, which are being serviced to theatre owners and exhibitors by National Screen Service under the direction of Herman Robbins, chairman of the accessories committee, contain posters, display cards and Brotherhood membership cards.

A detailed check sheet lists suggestions for implementing the drive in both large and small communities. The past achievements and current aims of Brotherhood Week and the National Conference of Christians and Jews, which annually sponsors the inter-faith campaign, are outlined in a 16-page illustrated brochure.

Theatremen will receive local support from the radio-TV industry and the press, which are also participating in the drive.

Circus to Greenthal

The Monroe Greenthal Co. has been appointed advertising agency for Ringling Brothers & Barnum & Bailey Circus.

Margolin Treasurer Of Cinerama Prods.

Irving N. Margolin has been elected treasurer of Cinerama Productions Corp., effective immediately, it was announced by the board of directors.

Margolin has been associated with Cinerama Productions since February, 1953, at which time he joined the organization as auditor.

'Battle Cry' Given Premiere Sendoff

Stars, Marines and fans descended on the Paramount Theatre in force yesterday despite the heavy snowfall and gave "Battle Cry," Warner Brothers' CinemaScope picture a capacity premiere sendoff. Mona Freeman, Nancy Olson, Tab Hunter, Dorothy Malone, who star in "Battle Cry," and Raoul Walsh, director of the WarnerColor picture, arrived at the Broadway showplace at 7:00 P.M. and appeared onstage prior to the first evening showing, returning at 9:30 P.M. for a repeat performance of the U.S. Marines drama.

Present for both evening shows were a color guard of U.S. Marines and a special contingent of Marine officers and enlisted men in dress uniforms. One of the highlights of the opening was the presentation from the Paramount stage of "Miss Battle Cry," winner of a competition held throughout Metropolitan New York in which the city's most beautiful girls sought the title and the long list of prizes accompanying it.

Japanese Industry Plans N.Y. Office

Special to THE DAILY

TOKYO, Jan. 24 (by air mail)—The Japan Federation of Motion Picture Producers tentatively plans to open overseas branch offices in New York and Paris to boost the export of Japanese films, following recommendations of the newly-created Movie Export Council.

Target for the next fiscal year was set at \$2,000,000 in export films (compared with the last figure of \$1,500,000) from sales of 1,242 export pictures of which 847 are to be full length pictures (one "export picture" is the sending of one film to one foreign country) and the rest newsreels (330) and shorts.

It is also planned to have a Japanese film fair in Paris, probably in June following the Cannes Festival.

Schine Theatre Case Will Rest for Week After 30 Court Days

Special to THE DAILY

BUFFALO, Feb. 2.—The government's contempt of court trial involving Schine Chain Theatres drew to a close today before Federal Judge John Knight, after 30 days of court room sessions which opened on Dec. 9.

Today's proceedings followed a session during which the government attorney, Lewis Bernstein, sought to identify the Hildemart Corp. and Elmart Theatres, Inc., as "related and affiliated" with Schine organization.

The Schine defense, during the trial before Judge Knight, has fought the government's contention that Elmart, of which Elmer F. Lux is president, and Hildemart, were Schine instrumentalities. The government charges that they participated in the alleged conspiracy to aid the Schine interests in maintaining exhibition and theatre monopolies and preventing competition, in violation of Judge Knight's 1949 decree.

Schine Bank Loan Cited

The documents were among a number of Schine papers from the First National Bank of Boston, which had them in connection with a Schine Chain Theatres \$4,000,000 loan from that bank in 1948, continued in 1953.

The original agreement for the \$4,000,000 loan was signed on June 29, 1953 by John A. May, vice-president, and Louis W. Schine, treasurer of Schine Chain Theatres. The witness testified that 90 of Hildemart's 100 shares of stock were pledged as loan collateral.

The renewal agreement of June 29, 1953 was accompanied by a guarantee agreement from Hildemart signed by Donald Schine, as vice-president of Hildemart, and Martha Schine (Mrs. Louis W. Schine) as treasurer.

Judge Knight has set Monday for motions. He plans then to adjourn proceedings for a week before defense attorneys open their case.

EXPLOSION COMING!

TRADE SHOWS FEB. 16 OF THE HOTTEST, HARDEST-HITTING PICTURE THAT EVER BLASTED THE MERCHANTS OF VICE-AND-VIOLENCE!!!

EDWARD SMALL PRESENTS

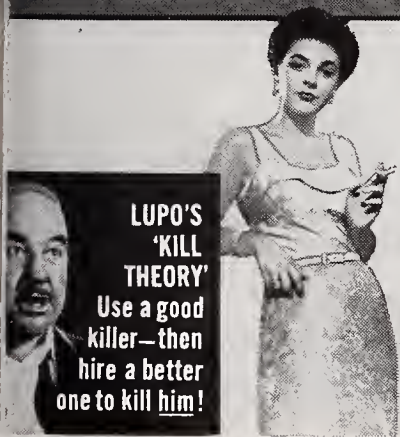
"NEW YORK CONFIDENTIAL"

RELEASED BY WARNER BROS.

STARRING

BRODERICK CRAWFORD · RICHARD CONTE
MARILYN MAXWELL · ANNE BANCROFT
J. CARROL NAISH Produced by CLARENCE GREENE

Original Screen Play by CLARENCE GREENE and RUSSELL ROUSE · Directed by RUSSELL ROUSE



LUPU'S 'KILL THEORY'
 Use a good killer—then hire a better one to kill him!



Suggested by the sensational best-seller by the nation's top two crime reporters, JACK LAIT and LEE MORTIMER!

- | | | | | | | | |
|--|---|--|--|--|--|--|---|
| BALTIMORE
20th Century-Fox Screening Room
200 W. 1st St. • 12:30 P.M. | CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M. | DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M. | INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M. | MEMPHIS
Paramount Screening Room
362 So. 2nd St. • 12:15 P.M. | NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 8:00 P.M. | PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M. | SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M. |
| BOSTON
20th Century-Fox Screening Room
1307 So. Wobash Ave. • 1:30 P.M. | CHICAGO
Warner Screening Room
1307 So. Wobash Ave. • 1:30 P.M. | DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M. | JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M. | MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M. | NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M. | PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M. | SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M. |
| ST. LOUIS
20th Century-Fox Screening Room
Palace Th. Bldg. E. 6th • 2:00 P.M. | CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 2:00 P.M. | DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M. | KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M. | MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M. | OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M. | PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M. | ST. LOUIS
S'enco Screening Room
3143 Olive St. • 1:00 P.M. |
| ST. LOUIS
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M. | CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M. | DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M. | LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M. | NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M. | OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M. | SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M. | WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M. |

News Roundup

Kramer Program to NYU

Five pictures produced by Stanley Kramer will be presented to New York University students and faculty members next week in LaGuardia Hall. Kramer is an alumnus of NYU, class of 1933. Pictures to be shown are "Champion," "High Noon," "The Men," "Death of a Salesman" and "The Four Poster."

Acquires Small Films

Theatrical distribution rights to two Edward Small pictures for re-issue have been acquired by Dave Emanuel of Phoenix Films. They are "Davy Crockett, Indian Scout" and "Iroquois Trail."

Set 'Doctor' Here

Republic Pictures' release of J. Arthur Rank's "Doctor in the House" will have its American premiere at the 52nd St. Trans Lux here on Feb. 17.

'U' Featurette

Universal's color featurette, "A World of Beauty," built around the Miss Universe beauty contest and Pageant Winners of 1955, will be released in March with a full promotional campaign, according to Irving Sochin, short subjects sales manager.

Conn. Proclamation

Gov. A. A. Ribicoff of Connecticut has endorsed February as "Go to the Movies" month.

Chi. V.C. to Install

The Variety Club of Illinois, Tent No. 26, will install its new officers and directors on March 7 in the Congress Hotel, Chicago.

Geo. Murphy Here For Speaking Tour

George Murphy, recently appointed M-G-M studio public relations head, has arrived here from the Coast to start a six engagement speaking tour as a phase of the company's 1955 "Motion Picture Theatre Celebration."

Sparking off his new tour, Murphy today will attend the USO Camp Show dinner as one of the principal guests, having been active in USO Camp Shows for some years. This will be followed by an appearance tomorrow at a women's club meeting.

On Sunday, Murphy will be principal speaker at the industry Communion breakfast to be held here. On Feb. 7, he will again appear before the women's clubs in a meeting here. Next Tuesday Murphy will appear as a special guest at M-G-M's seventh Ticket Selling Workshop, to be held at the Jefferson Hotel, Richmond, Va.

Murphy will wind up his tour by attending and speaking before the Feb. 10 convention of the National Drive-In Theatre Owners Association in St. Louis.

Reviews

"Ten Wanted Men"

(Scott-Brown-Columbia)

Hollywood, Feb. 2

THERE should be plenty of ticket buyers for this action-packed, Technicolor outdoor saga of an early Arizona cattle rancher's attempt to create law and order for those who helped pioneer that part of the country.

Harry Joc Brown's production is an eye-filling treat, with some new location spots integrated to favor the values of the wide screen.

Randolph Scott handles the he-man heroism with conviction, and will have the fans pulling for him against odds created by the jealousies of another rancher, Richard Boone, and a hired band of killers.

Absorbing situations created in Kenneth Gamet's screenplay are excitingly punctuated with Bruce Humberstone's direction of intriguing gunplay, fist-fighting realism and character development.

In addition to Boone, Skip Homeier's irritation at having to settle in the West and Leo Gordon's portrayal of a cunning killer are standouts. On the distaff side, Jocelyn Brando, in love with Scott, symbolizes the pioneer woman, building the importance of her role with a sensitive delivery of her lines; while the very attractive Donna Martel impresses as the young Spanish girl who seeks protection with Scott and Homeier from an alarming "May-December romance" being forced on her by Boone.

The film gets off to a trick opening when Scott arranges a fake holdup by Alfonso Bedoya on the stagecoach bringing his brother, Lester Matthews, from the East to establish a law practice, and Matthews' son, Homeier. During the welcoming celebration, Scott has to put Boone in his place when the latter accuses Homeier of stealing Miss Martel's attentions.

Unwilling to accept the fact that he is beholden to Scott for an opportunity to make good as a rancher, Boone engages Gordon and a ruthless group of law-breakers to destroy Scott's holdings. After a series of framed killings, including Scott's brother, Boone's plan backfires when Gordon decides to plunder the town of its cash and valuables in payment for his band's services.

Homeier, anxious to avenge his father's murder and make up for his disregard of Scott's campaign for respect of the law, joins his uncle in a gun-and-dynamite finish of the gang. Scott polishes Boone off with a bullet following his final attempt to get Miss Martel to run away with him.

With peace restored, Scott and Miss Brando join Miss Martel and Homeier in a double wedding ceremony.

The story is by Irving Ravetch and Harriet Frank, Jr.

Running time, 80 minutes, General classification. Release in February.

SAMUEL D. BERNIS

"Smoke Signal"

(Universal-International)

Hollywood, Feb. 2

YOU'LL go a far piece, as folks used to say back in the days when Indians attacked Cavalry stockades as in this picture, before you'll find a more majestic, astounding and sometimes terrifying slice of Nature than the Grand Canyon of the Colorado where the principal section of the story is played out. The word "slice" is used correctly above, as anyone who's viewed the Canyon from the river level knows, for the stream narrows down to a thread, roaring sometimes also to torrential pitch, and when the players (and patrons) look up the steep, sharp sides of the famed crevice the spectacle is overwhelming.

It is largely between the sheer sides of the Canyon wall that the cast headed by Dana Andrews and Piper Laurie play out the incidents in the story and screenplay by George F. Slavin and George W. George, and it is not so much to be wondered at as regretted that the story and screenplay are dwarfed by the magnitude and magnificence of the setting. Probably nobody can write a story as big as the Canyon. Exhibitors shouldn't give the Canyon worse than co-star billing when they play "Smoke Signal."

Production is by Howard Christie and direction by Jerry Hopper, with print by Technicolor.

The picture opens on the attempt of a Cavalry unit under (Capt.) William Talman to relieve the survivors of a Ute attack on a Colorado fort. Five Cavalrymen, a girl and Andrews, a deserter who has lived with the Indians for two years prior to his recapture, compose the tiny garrison. A courier sent for relief is killed and finally Andrews persuades Talman to attempt escape by way of the adjacent Colorado River which the Utes fear. The remainder of the story shows the hazards which the party survives, the changes in the general opinion of the traitorous Andrews during the trip, and the final arrival at safe distance from the Utes. It's more complex than this synopsis sounds, but not much more, and the story never measures up to the scenery.

Running time, 87 minutes. General audience classification. For release in February.

WILLIAM R. WEAVER

Westrex Parley

Managers of Westrex Corp.'s subsidiary companies in Europe and North-West Africa will conclude a three-day conference in Zurich, Switzerland today, convened by E. S. Gregg, president of Westrex. R. E. Warn, vice-president of Westrex in New York, also attended.

Acquires 'Rosanna'

Fine Arts Films, Inc., has acquired the American distribution rights to "Rosanna," which stars Rossana Podesta, a young Italian actress who will be seen later this year in two Hollywood films. The production is being prepared for an early American premiere in New York.

People

Walter Brooks, editor of the Managers Roundtable section in the "Motion Picture Herald," has an article on drive-in theatres in the February issue of "The American Legion Magazine," titled "The Movies Move Out."

Harry Miles has been named manager of the Dale Theatre in Clarksville, Ga., which has been closed for several years and just reopened.

R. B. Wilby, president of Wilby Theatres in Atlanta, and his wife, have left for a tour of the world and are expected to be gone three or four months.

Pierre Harwood of Omega Productions, Montreal, was elected president of the Association of Motion Picture Producers and Laboratories, succeeding W. J. Singleton, general manager of Associated Screen New, Ltd. Other officers named were Graeme Fraser, G. J. Keeley, Harry Gutkin, Lew Parry, and Richard J. Jarvis.

Dick Powell will emcee "Photoplay" magazine's 11th annual Gold Medal Award banquet on Feb. 10 at the Hollywood Beverly Hill's Hotel.

Anthony C. Bartley, head of Jersey Productions, London, has been appointed foreign sales production representative for CBS Television Film Sales, Inc., it was announced here by Leslie Harris, vice-president and general manager, CBS TV Film Sales.

J. Robert Hoff of Ballantyne Theatre Equipment Co. was installed for a second term as chief barker of the Omaha Variety Club Tent No. 16.

Gary Staup, recently discharged from the Air Force, is assisting his father, E. L. Staup, in the operation of the Capitol Theatre in Delphos, Ohio.

Peter M. Wellman, owner of the New Mock and Wellman Theatres in Girard, O., was selected by the local Chamber of Commerce as the "Citizen of the Month" and was presented with a scroll.

Asks House Probe of Advertising on Air

From THE DAILY Bureau

WASHINGTON, Feb. 2.—Rep. Dollinger (D., N.Y.) today introduced in the House a resolution to authorize the House Commerce Committee to investigate false, fraudulent, misleading or deceptive advertising on radio and television.

YOUR PATRONS ARE NOW
READY FOR A NEW
THRILL-SENSATION

IN

3-D

IT'S ALL NEW!
IT'S ALL EXCITEMENT!
IT'S from Universal!



UNIVERSAL-INTERNATIONAL Presents

**REVENGE
OF THE CREATURE**

with **NESTOR PAIVA** • Directed by **JACK ARNOLD** • Screenplay by **MARTIN BERKELEY** • Produced by **WILLIAM ALLAND**

STARRING

**JOHN AGAR
LORI NELSON
JOHN BROMFIELD**



U.K. Reaction

(Continued from page 1)

the process of being equipped to "accept any known aspect ratio."

It is understood that 400 of Rank's 550 theatres either already are equipped or are in the process of being equipped to take CinemaScope, VistaVision, Todd-AO or other processes. However, only 75 Rank theatres have stereophonic sound installations.

Granada Has 45

A check-up on the smaller but important circuits reveals, for example, that Granada claims 45 full CinemaScope installations out of its total of 59 theatres. The remainder will be similarly equipped in the near future.

Cecil Bernstein of Granada said: "We play Metro only in odd spots but we are ready to accommodate any available American product."

Mark Sheckman, chief of the Essoldo Circuit, expressed surprise at the M-G-M announcement but said he is unconcerned.

"We don't propose to be caught short by American policies or otherwise," he said.

Essoldo has 90 theatres already equipped with CinemaScope and its other 30 will be in the near future.

An A.B.C. senior spokesman said he had heard vaguely of the Metro plan but could scarcely credit it. All appropriate theatres of the circuit will be equipped by the end of the year, except for stereophonic sound.

Small Houses Will Object

The reaction of at least 60 per cent of the smaller theatres here may be expected to be violent. Up to 75 per cent of the theatres are equipped for a 1.75 to 1 ratio. In fact, a recent technical survey of the houses showed that 87 per cent are best suited to that ratio or something closely approximating it. This could lead to a battle with M-G-M reminiscent of that staged here with Skouras last year and, should it come, exhibitors say they are ready for it.

(A Loew's home office spokesman said yesterday that the company "is not in the equipment business" and will not require the purchase by exhibitors in the world markets of stereophonic sound, a particular brand of screen or other specific manufactures.

(All that will be needed is an anamorphic lens, he said, "but we assume the better theatres everywhere will choose the best available equipment for their film presentations, as so many have done already." He added that he saw no reason for resistance by exhibitors anywhere to the policy as it will be applied around the world months hence.)

On the distribution side here, Universal says it will continue to service its customers with all ratios. Warners thinks it is desirable to discontinue wide screen versions as soon as pos-

EDC Asks Rentals Meet

(Continued from page 1)

transmitted to the sales heads of the film companies in hopes that this will stimulate voluntary reforms in certain particulars." "Certainly," the report continued, "those sales heads who have given assurances of fair and equitable deals will want to trace to the source complaints involving their companies in certain areas." It added, "there is much evidence to the effect that the lines of communication between the home offices and certain of their branches still are not in good working order."

The survey attempted to assay the assurances of equitable treatment, said to have been procured from 20th Century-Fox, Metro-Goldwyn-Mayer, Columbia and RKO Radio Pictures, in addition as to whether Warner Brothers would go along with other film companies in selling its CinemaScope pictures flat in smaller situations.

Responses to the series of questions, as printed in the report, indicated no over-all pattern, with Allied units in various sections of the country, answering differently.

Maryland, Jersey Queried

For example, the response to the first query, under the title of "Are They Keeping Faith?", the report stated: "In Maryland it was thought that Fox, Metro and Columbia 'appear to be trying' to live up to the assurances given by them. . . . In New Jersey it was thought that Metro, Fox and Columbia, in that order are living up to their assurances."

Continued the report: "Indicative of the extent to which a company's good will depends upon the character of its local representation was Western Pennsylvania's surprising report that Metro and Columbia are keeping faith whereas 'Fox definitely is not.' Most of the localities put Fox and Metro as attempting-to-live-up-to-their-assurances category, according to the report.

Varying responses were also evident on the question of whether the four companies are selling their CinemaScope pictures flat to smaller situations—the four companies being Fox, Metro, Columbia and Warners. In general, according to the report,

sible but won't take the step until sufficient numbers of theatres have full CinemaScope equipment.

Columbia defines its policy as closely watching developments. In other words, it won't discontinue other ratios so long as a substantial number of exhibitors demanding them remains. Twentieth-Fox is unaffected since it never used ratios here other than full CinemaScope. United Artists' policy is undecided, a spokesman said.

20th-Fox Welcomes M-G-M's 'Scope Move

Metro-Goldwyn-Mayer's announcement that it will discontinue the release of wide-screen versions of its CinemaScope pictures in the international market was welcomed here by 20th Century-Fox executives.

One executive, declining the use of his name, said the move, to begin Sept. 1, should stimulate the conversion of foreign theatres to CinemaScope. His one note of displeasure was M-G-M's policy of pursuing its Perspecta sound policy rather than the 20th-Fox magnetic sound system.

exceptions were noted in some localities, although many expressions against high flat rental terms were voiced.

On the question of which is the company hardest to get along with, the answers were broken down into 16 regions. Six regions selected Paramount as the "toughest," six, Warner; two, Fox, and two, Universal.

Under the heading of "Top Pictures Out of Reach," the report complained that "small exhibitors assert that they cannot pay 50 per cent of their receipts for any picture and come out whole; that they are forced to pass up great attractions in order to avoid a loss."

Say Tax Cut Helped Little

The report charged that "in only a few instances can the benefits of the tax relief voted by Congress be traced to the books of the sub-run and small town theatre, or even to the key independent theatres," adding that "those benefits manifest themselves only in the ever-increasing profits of the film companies."

Expressing disappointment that top priority was given to working out an agreement on arbitration rather than the proposed industry round-table conference, the report advocated that the conference be called "without unnecessary delay." Allied, be it noted, is not participating in current arbitration negotiations.

The report also advocated as "another EDC service" the attendance of an EDC member at regional exhibition conferences due to their knowledge of a particular film company's policy in areas covered by national Allied.

N.Y.C. to Appeal

(Continued from page 1)

cording to Assistant Corporation Counsel Stanley Buchsbaum.

The Supreme Court justices held on Monday by a 3 to 2 vote that the New York City five per cent amusement levy, as enacted under the State Enabling Act of 1947, exceeds the five per cent limitation. The court also decided that the city is without power to collect any taxation in excess of five per cent, possibly opening the doors for a law suit over the disposition of the tax breakage fund which the exhibitors have been withholding from the City Tax Collector.

The Buchsbaum-written motion for appeal is governed by Section 588 of the Civil Practice Act because the decision handed down is not final.

In the meantime, exhibitor attorneys are carefully weighing the Appellate Division's opinion and will possibly meet today to discuss future activities of the New York City Tax Committee.

Ontario Tax Cut

(Continued from page 1)

tickets of 50 cents and under and reduced on higher admissions, which is what the committee of theatre men asked for last month.

For the current fiscal year the Ontario amusement tax revenue will be \$7,000,000, it was estimated, with proceeds going to hospitals. The reduction move is designed to help smaller theatres which are hard hit by television competition.

WB Net

(Continued from page 1)

taxes on income and after a provision of \$175,000 for contingent liabilities. The net profit was said to be equivalent to 48 cents per share on the 2,474,300 shares of stock outstanding or reserved for exchange on that date. The net profit for the corresponding period in 1953 was said to be equivalent to 30 cents per share on the 2,474,363 shares of common stock then outstanding or reserved for exchange.

In the corresponding period of 1953, it was noted, provisions of \$825,000 for Federal taxes on income and \$75,000 for contingent liabilities were made.

Film rentals, sales, etc., for the three months ending Nov. 27, amounted to \$18,414,000 as compared with \$15,825,000 for the corresponding period last year, the report added.

Second Quarter Estimated

Regarding the second quarter which will end Feb. 26, the report stated that "it is anticipated that the operating results for the second quarter will not be as favorable as those of the first quarter." The anticipation, according to the report, was "based on the operations for the months of December and January."

The board of directors, it was announced at the same time, has declared a dividend of 30 cents a share payable on Feb. 5, to stockholders of record on Jan. 14.

It was further announced that the stockholders amended the certificate of incorporation to provide for two classes of directors, with directors serving for two years and the terms of each class expiring in alternate years.

Directors Elected

The following were elected directors for a term of two years: Robert W. Perkins, Albert Warner, Harry M. Warner and Jack L. Warner. The remainder of the board, it was noted, consists of Samuel Carlisle, Stanleigh P. Friedman and Samuel Schneider, whose terms expire in 1956.

At the meeting, the second one held since the company's reorganization under the consent decree, 80 per cent of the outstanding stock was represented in person or by proxy, it was stated.

Washington County Cuts Ticket Tax

VANCOUVER, Wash., Feb. 2.—Clark County commissioners have reduced the county's amusement tax on theatre and other tickets, granting some of the relief the exhibitors have been seeking.

Under the reduced tax, the county will impose only a one-cent levy on each ticket costing 50 cents or more, and will hereafter not put a tax on tickets costing less than 50 cents.

The original tax was one cent on each 10 cents or fractional amount. In June of 1951, the tax was changed to one cent on each 20 cents or additional fraction.

'Fondue' on Feb. 9

Following the opening of "Cinerama Holiday" here Tuesday, Stanley Warner and Cinerama companies will host a "Cinerama Holiday" corner at the Rockefeller Center skating rink in the South Grill on Feb. 9, from 4 p.m. to 6 p.m.

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Senate Report On TV Ignores 'Toll' Type

From THE DAILY Bureau

WASHINGTON, Feb. 2. — The Senate Commerce Committee special counsel, Harry Plotkin, today said his television report hadn't mentioned subscription television as a possible solution for the Ultra High Frequency broadcaster problems because toll TV is still "some time off."

Plotkin made the statement at a press conference at which he and committee chairman Magnuson (D., Wash.) discussed Plotkin's report.

Concedes Aid Is Needed

UHF broadcasters have been among those seeking early Federal Communications Commission approval of subscription television, but Plotkin's report made no mention of this when he listed steps to aid UHF stations. Asked why he had omitted this, he said that the UHF stations need immediate help and that he couldn't see how the necessary decisions on subscription television could be made soon enough to do the UHF stations much good.

Magnuson renewed his earlier promise that the committee would study toll TV some time during the year, and said it was possible that motion picture exhibitors would be asked to testify as to their reasons for opposing it. He emphasized that the plans for studying the subject are vague.

Hearings 'In Month or So'

Turning to Plotkin's recommendation that the FCC and Justice Department take another look at the television network situation to see whether anti-trust or other action isn't necessary, Magnuson said he would hold full-dress hearings on the TV network situation "in a month or so" if he hasn't received reports from the commission and Justice by that time.

Magnuson estimated that the committee would spend close to \$100,000 this year, or half its budget, studying television and related problems.

Stanton Takes Issue with Plotkin On Effect of Network Television

Dr. Frank Stanton, president of Columbia Broadcasting System, in a statement issued yesterday following publication of the Senate report on television prepared by Harry Plotkin, declared:

"CBS believes that many of the proposals of the Plotkin Senate memorandum, insofar as it deals with network television, are mistaken, impractical and unwise. If these proposals were to be adopted, network television as it is known today would be gravely crippled and the public's investment of \$13.5 billion in receivers would be substantially depreciated.

"The memorandum, which is the product of a single individual and not a report of the Senate Committee, was not based on any investigation which included the television networks. Yet these are the very organizations whose existence would be so radically affected.

"CBS urges that if the Senate Committee or the FCC is inclined to give these proposals any weight, CBS and the other networks be given the opportunity to be heard."

Toll TV

(Continued from page 1)

will be put before exhibitors in all parts of the country.

"The industry is months behind in its effort to stop the deadly menace of toll-TV," Gordon said. "We must unite and get the true facts to the general public."

H. A. Cole, chairman of Texas Allied, said: "The first aim of toll-TV is to take away subsequent runs from theatres, and then graduate into the first run operations."

Albert E. Sindlinger, analyst, of Ridley Park, Pa., who attended the meeting discussed a survey he has made for Cole's Bonham Theatres.

Others present were R. J. O'Donnell, E. H. Rowley, C. C. Ezell, Phil Isley, John Q. Adams, Louis Higdon, R. I. Payne, Roy Grimse, Don Douglas and Kyle Rorex.

Indiana Exhibitors Anti-Toll TV Aid

INDIANAPOLIS, Feb. 2.—Exhibitors in the Indiana area are organizing to provide financial and other assistance to the national exhibitors' joint committee on subscription television, of which Trueman Rembusch of Franklin, Ind., is national co-chairman.

William Carroll and Marc Wolf, prominent Indiana showmen, head the regional organization and already are receiving contributions to the national committee's fund from Indiana exhibitors.

Makelim

(Continued from page 1)

Springfield, O.; Fabian's New Jersey circuit; Cooperative Theatres of Pittsburgh; New England Theatres; Jesse Jones of Portland, Ore.; Paramount in San Francisco and United Theatres of California.

Commenting on bank financing, Makelim said that he had "never approached a bank," indicating, however, that he did not expect any difficulties when a move in that direction would be required.

Officers of IMPEC Reelected by SIMPP

HOLLYWOOD, Feb. 2.—The executive committee of the Society of Independent Motion Picture Producers, at a meeting held here today and presided over by president Ellis G. Arnall, reelected all officers of the Independent Motion Picture Export Corp.

Arnall reported in detail to committee members on his recent trip abroad and on distribution for independent producers generally. He is optimistic regarding the future.

SIMPP members also voted to continue organization membership in the Motion Picture Industry Council on the present basis.

Studios Host to 300 Under Gov't Plan

HOLLYWOOD, Feb. 2. — Under the U. S. State Department foreign-leader program, more than 300 official representatives of 46 foreign countries visited the Hollywood studios during the past 12 months, the international committee of the Association of Motion Picture Producers disclosed in its year-end report.

Walt Disney's 'Siam' Good Entertainment

"Siam," the featurette which will launch Walt Disney's "People and Places" series, is good entertainment.

Many facets of life in that South-eastern Asian nation are explored in the film, in color by Technicolor, and running 32 minutes. Of special interest is the Siamese family depicted in the film, a family which lives its life on a canal boat.

The picture is full of information, yet retaining a bright, lively pace. In the best tradition of documentaries, the audience is transported to an exotic land, rich in beauty, replete with many strange customs.

Glimpses of life, ranging from the work of elephants to the strange burial of a Siamese king, are captured in the featurette. Insight, too, is gained in the way of life of a country partially flooded, of a nation in which canals are as vital for transportation as roads.

There is humor offered also, as well as beautiful, richly colored, highly stylized dancing girls. Herbert Knapp, the photographer, guided his camera wisely, capturing many entertaining ingredients.

Ben Sharpsteen was associate producer, while Ralph Wright directed, and Winston Hibler narrated. The script was prepared by Wright, Hibler, Ted Sears and Cecil Maiden.

Disney's Buena Vista Film Distribution Co. has scheduled a February release.

M. H.

NT Net

(Continued from page 1)

were reported at \$2,650,000, less than the year before, due in part, Rhoden said, to "the phenomenal drawing capacity of 'The Robe,' which was exhibited in many NT houses in the 1953 period." The circuit head also said the decrease in gross income was substantially offset by reductions in expenses, particularly film costs, and therefore the decrease in the company's net income was limited to approximately \$100,000.

"We have reason to be optimistic about the results for the current quarter," Rhoden said. The second annual stockholders meeting will be held at the headquarters here on Feb. 15.

Patent Case Won By Polaroid Corp.

WILMINGTON, Del., Feb. 2. — Chief Judge Paul Leahy today in Federal District Court here signed a final consent decree in which he held that three patents of the Polaroid Corp. are valid and that they are owned by Polaroid.

The decree further stated that the patents were infringed upon by Multi-plate Glass Corp. and Glendale Optical Co., Inc., and that both firms are enjoined from further infringement.

Judge Leahy said the decree was entered "upon the stipulation in consent of the parties and their attorneys and solely upon that basis without a hearing or adjudication based on proofs for counter proofs."

THE FIFTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 6. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the 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. Tel.: BRyant 9-8700.

(Tickets \$3.75 each)



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VOL. 77. NO. 25

NEW YORK, U. S. A., FRIDAY, FEBRUARY 4, 1955

TEN CENTS

In US, Canada

5¢ Per Person Royalty for Todd-AO Use

UATC Prospectus Sets Forth Policy to Public

A royalty of five cents per person viewing "Oklahoma" in the Todd-AO process in the U.S. and Canada will be paid to the Todd-AO Corp., it was disclosed here yesterday in the prospectus of United Artists Theatre Circuit.

The royalty abroad, it was added, will "generally" be at the rate of 3.5 per cent. The policy is to charge a similar royalty on additional productions, such as the Michael Todd Company's "Eighty Days Around the World," it was explained.

The prospectus, sent out in conjunction with UATC's sale of 400,120 shares of common stock at \$1 par value per share, explained the
(Continued on page 6)

Texas Compo Offers Audience Poll Plan Based on 'Oscars'

Special to THE DAILY

DALLAS, Feb. 3.—The Academy Award "Oscar Race" campaign, devised for theatres in this area by Texas Compo, will be made available to theatres elsewhere, according to Kyle Rorex, executive director.

Prepared and copyrighted by Texas Compo, the promotion provides theatres an opportunity to capitalize on public interest in the nominations and election of Oscar winners, which heretofore has been used by other amusement media—TV, radio and newspapers, Rorex said.

He stated that the planned six-week campaign will also create a desire among participating patrons to see the stars and pictures involved in the
(Continued on page 5)

'U' Office Managers, Bookers Convening

Starting today, Universal Pictures will hold a series of four meetings to be attended by the office managers and head bookers of its 32 domestic sales branches.

Discussions at the meetings will be directed toward the development of
(Continued on page 6)

Fox TV Film Plans Expand

From THE DAILY Bureau

HOLLYWOOD, Feb. 3.—Twentieth Century Fox intends to enter tele-film production on a big scale and is preparing to invest a large amount of money in that undertaking with a view to ultimately taking over leadership in the TV film production field, it was learned here today.

Conferences and plan-making toward that end have been prominent among the executive activities which have necessitated Spyros P. Skouras, Al Lichtman and Charles Einfeld to delay their return to New York until the weekend.

Plans contemplate the outright production of tele-films, probably under a subsidiary company trademark, as well as furnishing facilities to independents.

First indication that 20th was con-
(Continued on page 6)

WB Completes UK Sales Convention

From THE DAILY Bureau

LONDON, Feb. 3.—With Wolfe Cohen, president of the Warner International Corp., in attendance, the Great Britain 1955 sales convention winds up here tomorrow in Warner House.

Arthur Abeles, Jr., in charge of the Warner interests in the British Isles, planned the three-day meetings attended by Warner executives from England, Scotland, Wales and Ireland. London home office executives joining Abeles include Louis Lewis, secretary of the Warner company; Carl Stack, sales manager, and Jack Francis and Robert Stannage, directors, respectively, of advertising and publicity.

At the conclusion of the Warner sales convention, Cohen leaves for business conferences in Paris and other European capitals.

Allied Sidestepping Equipment Project

From THE DAILY Bureau

WASHINGTON, Feb. 3.—The agenda of Allied States Association's board of directors meeting in St. Louis next week does not include any discussion of Allied's previously reported plan to manufacture low-priced theatre equipment. All indications are that this plan is either dead or "breathing its last."

Trade Practices, Concessions Top Drive-in Agenda

From THE DAILY Bureau

WASHINGTON, Feb. 3.—Handling of concession problems and complaints against film distributors are the two subjects of most interest to exhibitors planning to attend the National Allied Drive-in Theatre Association convention.

The convention will take place at the Chase Hotel in St. Louis on Tuesday, Wednesday and Thursday. Over 300 rooms have been reserved for the meeting, and allowing for doubling-up in many cases, this
(Continued on page 5)

N.Y. License Fees Return Is \$342,000

Special to THE DAILY

ALBANY, N. Y., Feb. 3.—Gov. Averell Harriman, in his annual report message to the New York State Legislature, reported that receipts from the motion picture tax amounted to \$342,000 during the first 10 months of the 1954-55 fiscal year and "expected \$400,000 for the entire year."

Gov. Harriman commented that "this is referred to as a 'tax' for the
(Continued on page 5)

Zero Weather Hits NYC Box Offices

With Wednesday's snow storm, first of the winter to remain on the ground in New York City, and yesterday's near-zero temperatures, business at Broadway first runs and in the neighborhoods took its sharpest dip in months. Receipts which had held up well even during the pre-Christmas period dropped with the mercury, but a weekend recovery is looked for starting tonight.

One seasoned Broadway observer estimated the loss at the box-office on Wednesday and yesterday at from \$500 to \$4,000 daily, the dip varying at different first-run situations. Another first-run manager noted somewhat of an improvement yesterday, contending that the snow more than the cold induces people to keep away from the Main Stem.

To Meet Monday

Allied Board Will Highlight EDC, Toll TV

Two-Day Conclave Also Will Consider 16mm. Suit

By J. A. OTTEN

WASHINGTON, Feb. 3.—Election of officers, consideration of legislation for Federal regulation of the film industry, discussion of the government's 16mm. anti-trust suit and reports from the Emergency Defense Committee and the anti-toll TV committee head the agenda for the coming Allied States Association's annual board meeting in St. Louis next week, according to general counsel Abram F. Myers.

Allied president Ben Marcus can have a second one-year term if he wants it, according to Allied officials. The question is whether personal reasons will lead him to forego the second term usually voted Allied officers.

The board meeting will be held at the Park Plaza Hotel on Monday and Tuesday. A Monday night session is certain because of the heavy agenda for the two-day affair, Myers said.

Discussion of the defense committee
(Continued on page 6)

Immediate Walkout By Projectionists Threatened in Minn.

Special to THE DAILY

MINNEAPOLIS, Feb. 3.—Facing down the threat of an immediate walkout by members of Projectionists' Local 219, IATSE, the owners of 37 independent theatres in the Minneapolis area today gave a unanimous vote of confidence to Ted Mann and his negotiating committee and in-
(Continued on page 5)

Sen. Long to Head Monopoly Group

From THE DAILY Bureau

WASHINGTON, Feb. 3.—Sen. Long (D., La.) will head the monopoly subcommittee of the Senate Small Business Committee, it is learned.

This is the subcommittee that has been investigating exhibitor complaints
(Continued on page 5)

Personal Mention

ILYA LOPERT, president of Lopert Films, and **MICHAEL MINDLIN, JR.**, advertising-publicity director, will leave New York today by plane for London.

BARNEY PITKIN, RKO Radio branch manager in New Haven, Conn., and **MRS. PITKIN** have become grandparents for the third time, with the birth of a son to their son-in-law and daughter, **MR. and MRS. LOUIS LYMAN** of New Rochelle, N. Y.

EDWARD J. DAVIS, managing director of the Walt Disney character merchandising division in England, and **J. W. HOLMES**, managing director of the division in Italy, have arrived in New York from Europe.

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave over the weekend for Seattle and other West Coast cities.

BARRY JONES, British actor, will arrive here tomorrow from England via B.O.A.C. Mayflower.

BERT FRIEDLOB, producer, has arrived in New York from Hollywood.

RICHARD TODD will return to Hollywood today from New York.

Completing Plans for 'Gray Line' Debut

Preparations are being completed for Columbia Pictures' world premiere of "The Long Gray Line" at the Keith's Theatre in Washington next Wednesday. The event is being heralded on Sunday when Ed Sullivan's "Toast of the Town" will bring the "Columbia Pictures Story" to television viewers.

Almost a dozen Columbia stars are in New York for rehearsals, including Gloria Kreiger, Maureen O'Hara, Donald Crisp, Kim Novak, Robert Francis, William Leslie and Harry Carey, Jr. Eddie Fisher also will appear on the program, as well as Marge and Gower Champion.

Meanwhile, all former cadets of the U.S. Military Academy are being urged to support promotion activities in connection with the production.

RKO Sets 24-Sheet Plugs for 'Water'

RKO will post 4,976 full-color 24-sheets, containing advertisements for the local playdates of Howard Hughes' Superscope production of "Underwater!" throughout the United States and Canada, it was announced by Walter Branson, RKO world-wide sales manager.

The posters are currently saturating the 73 areas in which the picture will open during part of this month, Branson said.

Canadian Film Board Had Busy Year, Gov't Reports

By M. L. SCHWARTZ

OTTAWA, Feb. 3.—Canada's National Film Board completed 181 films of one reel or more and 32 filmstrips during the 1953-54 fiscal year. Canadian Government reports, adding that the board also produced six news clips, five trailers, and 59 news-reel stories.

Of the 181 films produced, 79 were originals, 44 revisions of existing films, and 58 language versions, with 60 of the completed films having been French language films, 109 in English, and 12 were foreign language productions, together with 21 films produced in color. The board also produced 20 films through private firms on contract, and 21 were sponsored by Federal Government departments.

Board films won 18 awards during the year, 13 being international awards and five Canadian.

There were 44 films produced for theatrical distribution during the year, including the "Canada Carries On" and "Eye Witness" series, as well as "The Stratford Adventure," film on the Stratford Shakespearean Festival.

Board films had 11,438 theatrical

bookings and were shown for a total of 27,461 days. In addition, 246 films were booked 797 times for television use, and 27 original films were produced for the TV series "On The Spot," a 15-minute weekly show. The board's second TV show called "Window on Canada" was a weekly half-hour show, presenting Board films.

During 1953-54, the board reached a non-theatrical audience of 14,084,000 at 200,900 showings, an increase of 6.3 per cent in attendance and 9.7 per cent in number of showings. Over 10,500,000 were reached through borrowings from national, provincial and local libraries and depots. At the end of last March, there were 419 film councils representing 10,478 film using groups. There were 423 film circuits in operation during the year, embracing 5,476 showing points.

Murphy, Miss Roth At Church Breakfast

George Murphy and Lillian Roth will be the principal lay speakers at the fifth annual Corporate Communion Breakfast for motion picture industry employees in the New York area, which will be held in the Grand Ballroom of the Hotel Waldorf Astoria on Sunday. The breakfast will immediately follow 9:00 A.M. Mass in St. Patrick's Cathedral to be celebrated by the Most Rev. Joseph F. Flennelly, Auxiliary Bishop of New York and rector of the Cathedral.

The Rt. Rev. Msgr. John J. McClafferty, dean of Catholic University's School of Social Service, will deliver the main address at the breakfast. Gene Lockhart and MacDonald Carey will also speak. A capacity crowd of 1,500 is expected to attend. Master of ceremonies will be Robert W. Coyne, executive director of the Council of Motion Picture Organizations.

Among the guests seated on the dais will be Kate Cameron, N. Y. "Daily News" motion picture critic; Brian Sullivan of the Metropolitan Opera; Una O'Connor; the Rev. Thomas F. Little, executive secretary of the Legion of Decency, and the Right Rev. Msgr. Philip J. Furlong, P. A., who will represent Cardinal Spellman.

Bergman to M.C. ITOO Banquet

COLUMBUS, O., Feb. 3.—Maureen Bergman, Eastern studio representative of Universal-International, will be guest speaker and banquet toastmaster at the convention of the Independent Theatre Owners of Ohio here on Feb. 28 and March 1 at the Deshler-Hilton hotel.

This will be Bergman's third appearance to speak at conventions of the ITOO.

First Feature Is Set For Dudley Pictures

Arrangements have been completed for the production of Dudley Pictures Corporation's first feature, it was disclosed yesterday by Carl Dudley, president.

The film, tentatively titled, "The Nine Billion Names of God," is a quartette of science-fiction stories, embracing "The Nine Billion Names of God," "The Diamond Lens," "Brothers Beyond the Void" and "The Fourth Dimensional Demonstrator." Production will start in Britain in April. The picture will be shot in Eastmancolor and will use Vistarama anamorphic lenses.

The second film, also in Vistarama, will be made in Rome, Italy, beginning next May. These are the first of a series of 26 major features to be produced over the next five years with the assistance of the \$2,000,000 revolving fund at the company's disposal.

Minter 'Two Cities' Will Star Harrison

Rex Harrison has been signed by George Minter for the starring role in Charles Dickens' "A Tale of Two Cities," to be produced by Minter in CinemaScope for Renown Pictures. Production will start on Apr. 1 at Sheperton Studios in England. The screenplay has been written by Stanley Hayes, who adapted "Great Expectations" and "Oliver Twist."

Distribution in the Western Hemisphere will be handled by Renown Pictures of America through a major company, with Minter's own distribution company, Renown Pictures Corporation, releasing the film in the United Kingdom. Balance of the Eastern Hemisphere will go through J. Arthur Rank Overseas Film Distributors.

'Timberjack' to Bow During 2-Day Meet In Missoula, Mont.

About 30,000 citizens of Montana are expected to jam the streets of Missoula as the city prepares for "Timberjack Days," a two-day celebration beginning today which will be highlighted by the world premiere of Republic's "Timberjack" at the Fox and Roxy Theatres in a salute to the U. S. Forest Service on its 50th anniversary and to Montana's lumber industry.

Industry representatives in attendance are expected to include Herbert J. Yates, Republic president; Vera Ralston, David Brian, Adrian Booth, Adolphe Menjou, Chill Wills, Rex Allen, Dan Cushman and George Ricketson, president of Fox Inter-mountain Theatres.

Production Drops To 20; Two Start

HOLLYWOOD, Feb. 3.—The total number of pictures in production dropped down to 20 last week as a result of six pictures finishing and only two new pictures starting.

Started were: "Rebel Island," Trucolor (Republic); "The Spoilers," (Universal-International).

Completed were: "Wichita," CinemaScope, Technicolor (Allied Artists); "Jail Bait," (Columbia); "I Am a Camera," Remus (Distributors Corp. of America); "Special Delivery," Rathvon Overseas Prods. (Independent); "The Desperate Hours," VistaVision (Paramount); "Female On The Beach," (Universal-International).

Portland House Cuts Price for 2 Films

PORTLAND, Ore., Feb. 3.—Admission prices at Portland's Century Theatre again go downward. Manager Frank Breall has cut admissions at all times from 50 cents to 35 cents for two features. He has also inaugurated a "Get Acquainted" week, with a free coupon for a week, carrying only a 10 cents service charge for each admission.

Albert Sugarman Dies

COLUMBUS, O., Feb. 3.—Funeral services for Albert Sugarman, former film company executive and operator of a local circuit, will be held Sunday at the Schoedinger Co. here. Sugarman, who passed away in Miami, Fla., last week, is survived by his wife, Betty, and a son, Charles.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"The Bridges at Toko-Ri"

in color by TECHNICOLOR starring

William HOLDEN • Grace KELLY

Fredric MARCH • Mickey ROONEY

A Paramount Picture

and SPECTACULAR STAGE PRESENTATION

People

William W. Lewis has been named managing director of the Cinerama theatre, the Melba, in Dallas, succeeding Paul Swater who is being transferred to the post of managing director of the soon-to-open Cinerama Theatre in Buffalo, N. Y.

□

Frank Gillespie of Rusk, Texas, has been transferred to Henderson, to be city manager for the East Texas Theatres, Inc., succeeding A. T. Boren, who resigned. James Pryor has been appointed to succeed Gillespie at Rusk.

□

Osmond Evans, former animator for Raphael Wolff Studios, has joined UPA's staff as assistant director on "Extreme Airiness of Dutton Lang," new cartoon for Columbia release.

□

William Murphy, assistant manager of the Allyn Theatre, Hartford, has been promoted to manager of New England Theatres' Paramount in Barre, Vt.

□

Nelson Riddle of Capitol Records, has been signed by Republic Pictures, to arrange and conduct the musical score for "Rebel Island."

□

Sol Lesser has presented a 16mm camera and two 35mm projectors to the UCLA for the university's theatre arts department's instructional program.

□

J. Dana Peet has been named superintendent of the sundries manufacturing division in Kodak Park, Rochester. John Hotchkiss has been appointed assistant superintendent.

□

Albert A. List, chairman of the board of RKO Theatres, and Thomas H. Jones, Jr., and C. Bert McDonald, heads of Cleveland investment houses, have purchased 860,000 shares of the Atlantic Iron Ore, Ltd., and International Iron Ore, Ltd.

Rep. Drops Cleve. Shipping Dept.

Special to THE DAILY

CLEVELAND, Feb. 3. — A. E. Schiller, in charge of Republic exchange operations, has notified John C. Wein, business agent for B-5, B-6 and F-5 that effective Feb. 11, the Republic shipping and inspection department will be discontinued and its functions taken over by State Films.

Official notification also states that present B-5 employees are to be retained as State Films employees. These include Selma Porterfield, inspectress for 36 years with the company and Bernice Copelan, with an 11-year service record. It is also rumored that upon expiration of its present lease in the Film Bldg. the Republic exchange will move into smaller quarters.

UA's 'Romeo' Wins Uruguay Award

The United Artists release of "Romeo and Juliet" has received a special award from the motion picture critics in Montevideo, Uruguay, it was reported here yesterday by the distribution company.

Reynolds and Hickey Workshop Panelists

Al Reynolds, general manager of Claude Ezell and Associates, Inc., drive-in theatre organization at Dallas, and Bernie Hickey, recently appointed to the post of advertising, publicity and exploitation of Shea Theatres, will participate as panelists in M-G-M's "Ticket-Selling Workshop" at the Jefferson Hotel, Richmond, Va., on Tuesday. This Workshop will be the seventh in 21 scheduled to June 13.

Reynolds and Hickey round out a program which will feature Bob and Melba Walker, husband and wife team who operate the Uintah Theatre, Fruita, Colo., and Emery Austin, M-G-M's director of exploitation, who will present the company's 33 exhibitor aids to promote its product.

Mike Simons, director of customer relations, announced that a feature of the Richmond meeting will be a full-scale explanation of how local celebrations saluting the motion picture theatres can be put on by exhibitors.

M-G-M personnel to attend the meeting at Richmond, from the company's Washington office, will include Southern division sales manager Rudolph Berger, branch manager Herb Bennin, booker Eddie Kushner and salesmen Pete Prince, Paul Wall, Thomas Cosgrove and Sidney Eckman. Field press representative Tom Baldrige will assist Austin.

Bill Would Set Rule For Control Aims

WASHINGTON, Feb. 3. — Sen. Capehart (R. Ind.) has introduced legislation aimed at forcing persons seeking to gain control of a corporation by soliciting stock-ownership proxies to "make a full disclosure of their identity and the identity of their associates."

Capehart, top Republican on the Senate Banking Committee, which handles such legislation, said he was prompted to sponsor the bill by several recent "heated contests for control of huge corporate enterprises." He added that his only purpose in offering the bill was to protect the investors and the public interest so they would know the purpose of persons seeking their proxies.

Eastman Kodak Co. In Gaspar Deal

Dr. Bela Gaspar, president of Gasparcolor, Inc., has announced that Gasparcolor and Eastman Kodak Co. have entered into a license agreement whereby Eastman has obtained rights from Gasparcolor for itself and for its customers to use the inventions of patents 2,344,084 and 2,312,543. Both of these patents have to do with the arrangement and color sensitivity of emulsion layers in a multi-layer multi-color photographic film.

Congratulations, Paramount!

Broadway's Criterion Theatre congratulates all its friends at Paramount for their memorable achievement in winning Redbook's 1954 award for the most distinguished contribution to the motion picture industry.

Of the six outstanding Paramount pictures cited, three of them — "Living It Up," "Sabrina" and "The Country Girl" have had their New York premiere engagements at the Criterion Theatre.

Each one of these hits has been wonderful entertainment, wonderful for our industry and wonderful at the box-office. Our sincerest thanks for giving us the biggest year in our history.

Charles B. Moss

Charles B. Moss

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	LIPPETT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
BOWERY TO BAGDAD Lee Gorcey Huntz Hall Bernard Gorcey Joan Shawlee (Release 1/2/55)	(Jan. Releases) THE VIOLENT MEN (Color) Glenn Ford Barbara Stanwyck Edward G. Robinson 96 min. CS-Ss, Ms or Os		DEEP IN MY HEART (Color) Jose Ferrer Merle Oberon Helen Traubel Walter Pidgeon M-132 (Rev. 12/1/54) (Release 12/24/54)	(Jan. Releases) THREE RING CIRCUS (Color) Dean Martin Jerry Lewis Joanne Dru Za Za Gabor O-104 (Rev. 10/21/54) VV		THE AMERICAN (Color) Glenn Ford Ursula Thiers Frank Loveloy Cesar Romero Abbe Lane O-85 (Rev. 12/30/54) (Release 1/15/55)	(Jan. Releases) CARMEN JONES (Color) Dorothy Dandridge Harry Belafonte Pearl Bailey M-107 min. (Rev. 9/30/54) CS-Ss, Ms or Os		(Jan. Releases) SO THIS IS PARIS (Color) Tony Curtis Gene Nelson Gloria DeHaven Corinne Calvet M-96 min. (Rev. 11/16/54)	YOUNG AT HEART (Color) Doris Day Frank Sinatra Gig Young Ethel Barrymore M-121 min. (Rev. 12/15/54) (Release 1/1/55)
TREASURE OF RUBY HILLS Zachary Scott Carole Matthews Dick Foran 71 min. (Release 1/16/55)	THE BAMBOO PRISON Robert Francis Dianne Foster Brian Keith D-80 min. (Rev. 12/15/54)	THEY WERE SO YOUNG Scott Brady Raymond Burr Johanna Matz D-80 min. (Rev. 1/25/55) (Release 1/7/55)	GREEN FIRE (Color) Stewart Granger Grace Kelly Paul Douglas John Ericson D-100 (Rev. 12/24/54) (Release 1/21/55) CS-Ms		AFRICAN MANHUNT Myron Healey Caren Booth (Release 1/5/55)		PRINCE OF PLAYERS (Color) Richard Burton Maggie McNamara D-102 min. (Rev. 1/11) CS-Ss, Ms or Os	(Jan. Releases) DESTROY (Color) Audie Murphy Mari Blanchard Lyle Bettner Lori Nelson O-95 min. (Rev. 12/6/54)		A STAR IS BORN (Color) Judy Garland James Mason Jack Carson M-154 min. (Rev. 9/29/54) (Release 1/22/54) CS-Ss, Ms or Os
BIG COMBO Cornel Wilde Jean Wallace Richard Conte Brian Donlevy 89 min. (Release 2/23/55)	MASTERTON OF KANSAS (Color) George Montgomery Nancy Gates James Griffith O-73 min. (Rev. 11/22/54)	THE SILVER STAR Edgar Buchanan Marie Windsor Lon Chaney (Release 1/21/55)	BAD DAY AT BLACK ROCK (Color) Spencer Tracy Robert Ryan Ann Francis John Ericson D-81 min. (Rev. 12/15/54) (Release 1/7/55) CS-Ms		TROUBLE IN STORE Norman Wisdom Margaret Rutherford C-85 min. (Release 1/12/55) (Rev. 1/14)	UNDERWATER! (Color) Jane Russell Gilbert Roland Richard Egan Lori Nelson 99 min. (Rev. 1/11) (Release 2/12/55)		WEST OF ZANZIBAR (Color) Anthony Steel Sheila Sim D-84 min. (Rev. 12/7/54)		SILVER CHALICE (Color) Virginia Mayo Pier Angeli Jack Palance D-137 min. (Release 2/5/55)
DIAL 116 Bill Elliot Helene Stanley Keith Larsen (Release 2/20/55)	TEN WANTED MEN (Color) Randolph Scott Jocelyn Brando Richard Boone D-80 min.	THE GLASS TOMB John Ireland (Release 2/4/55)	MANY RIVERS TO CROSS (Color) Robert Taylor Eleanor Parker Jeff Richards (Rev. 1/31) C-83 min. (Release 2/4/55) CS	(Feb. Releases) MAMBO Shelly Winters Silvana Mangano Vittorio Gassman	CAROLINA CANNONBALL Judy Canova (Release 1/28/55)	TARZAN'S HIDDEN JUNGLE Gordon Scott Vera Miles		FAR COUNTRY (Color) James Stuart Ruth Roman Corinne Calvet Walter Brennan		BATTLE CRY (Color) Van Heflin Aldo Ray Nancy Olson Mona Freeman D-149 min. (Release 2/12/55) (Rev. 1/19) CS
MURDER IS MY BEAT Barbara Payton Paul Langton (Release 2/27/55)	WOMEN'S PRISON Ida Lupino Jan Sterling Cleo Moore Audrey Totter D-80 min. (Rev. 1/25)		JUPITER'S DARLING (Color) Esther Williams Howard Keel George Sanders (Rev. 1/24) (Release 2/18/55) 95 min. CS	CONQUEST OF SPACE (Color) Walter Brooke Eric Fleming		QUEST FOR THE LOST CITY Documentary—60 min. (Rev. 12/23/54) (Release 1/29/55)	RACERS (Color) Kirk Douglas Bella Darvi CS	SIX BRIDGES TO CROSS Tony Curtis Julie Adams D-96 (Rev. 1/14)		UNCHAINED Chester Morris Barbara Hale Elroy Hirsch D-75 min. (Release 2/26/55) (Rev. 1/27)
	PIRATES OF TRIPOLI (Color) Paul Henreid Patricia Medina D-72 min.						A LIFE IN THE BALANCE Ricardo Montalban Anne Bancroft D-74 min. (Rev. 1/20)	ABBOTT & COSTELLO MEET THE KEYSTONE COPS Bud Abbott Lou Costello Fred Clark Lynn Bari O-79 min. (Rev. 1/28)		

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Minneapolis

(Continued from page 1)

structed it to stand pat on its last offer to the union.

The final offer is for a year of status quo on the basis of the old contract which expired in November with raises of seven cents per hour for each of the final two years of the contract.

The offer also maintains status quo preparation time, giving the projectionists 15 minutes per night for conventional aspect ratio films and one-half hour for Cinemascope. The union has demanded nine cents an hour for the final two years of the new contract and a straight half-hour of prep time.

Talks Have Been Acrimonious

Negotiations between the union and the independents which includes two loop first-runs, 32 neighborhood and suburban sub-runs and three suburban art houses have been stormy from the start, but reached a bitter climax a week ago when Mann and union delegates clashed over the preparation time clause and Mann abruptly terminated the session.

The union held a closed membership meeting on Tuesday night at which the members voted down the independent's final seven-cent offer and unanimously empowered its negotiations committee to call the walk-out whenever it saw fit.

Although it was reliably reported that Local No. 219 has not received IA sanction for a strike, it was rumored today that the independents would be closed tonight. This was denied by William Donley, vice-president and international representative of IATSE.

All Independents Represented

Mann called a meeting of the independent owners today, outlining the position of his committee, calling for an expression of opinion from the floor. Every independent theatre in the city was represented and the opinion was unanimous that the terms offered were the best possible. The independents unanimously endorsed a resolution of confidence and agreed to hold the line with no individual bargaining with the union.

Major Promotional Drive for 'Racers'

Twentieth Century-Fox's Cinemascope production of "The Racers" will have its premiere opening today at New York's Roxy Theatre climaxing a major promotional campaign setting the pattern for the film's national release later this month.

Highlighting opening-day festivities will be a 35-car parade in the afternoon in which a contingent of Police Athletic League members will come to the theatre to attend a performance.

The cars participating have been donated through the auspices of the National Sports Car Club headed by Marcel Odie. In the lead car, a \$20,000 Ferrari-Vignali, will be Valerie Vitalis, leading woman sports car driver, and Ina Anders, who is featured in "The Racers."

The two personalities are taking part in the search for "Miss Racer of 1955," who will reign at the Universal Travel and Auto Sports Show opening Feb. 20 at New York's Madison Square Garden.

Texas Compo Audience Poll

(Continued from page 1)

nominations which inevitably will mean added revenue at the boxoffice.

The campaign was created as the result of a survey conducted by Texas Compo. Out of 1,000 people interviewed in Texas, 879 expressed the desire to participate in a theatre campaign which would permit them to select Academy Award winners. The survey also revealed that in Texas last year 6,906,122 people watched and listened to the Academy Award presentations, and that pictures winning Academy Awards were strengthened at the boxoffice.

With NBC-TV and radio carrying the Academy Award presentations on every network station in the U. S. plus the coverage that newspapers all over the country give the event, public interest inevitably runs high, Rorex continued.

The plan calls for every person attending a theatre participating in the "Oscar Race," starting March 3 through 8:00 P.M., March 30, to be given an entry blank to select the best picture, best actor and actress,

best director from the list of nominations which will be displayed in the theatre.

To be a winner a contestant must correctly name each one of the six Academy Award winners. Winning contestants will be presented with a season pass to the theatre.

The package to sell this entire campaign includes two special tint-colored trailers, two 40 x 60 da-glow displays and 1,000 entry blanks, and advance trailer to publicize the Oscar Race scheduled to run two weeks beginning Thursday, Feb. 17. There is another trailer with all pertinent facets of the campaign to run from Thursday, March 3 until the Academy Award winners are announced Wednesday, March 30.

Also, there is one 40 x 60 display to be installed two weeks commencing Feb. 17, and another 40 x 60 carrying the names of the Academy Award nominations with instructions on how to participate in the contest, to be displayed March 3 until 8:00 P.M., March 30, Rorex said.

Sen. Long to Head

(Continued from page 1)

against film distributors. Long was chairman of the subcommittee in the previous Democratic Congress and one of the two Democrats on the subcommittee in the last Republican-controlled Congress.

So far, there is no agenda prepared for the subcommittee or for the full committee. An organizational meeting of the full committee today voted to continue substantially the same staff as the committee had at its disposal last year.

Atlas Owns Million RKO Corp. Shares

WASHINGTON, Feb. 3.—Atlas Corp. bought 115,100 shares of RKO Pictures Corp. common stock in December, boosting its holdings to an even 1,000,000 shares, according to a report to the Securities and Exchange Commission.

The Commission also said that Edward J. Noble had reported giving 200,000 shares of common stock in American Broadcasting - Paramount Theatres, Inc., in December to the Edward John Noble Foundation. This left Noble with 8,949 shares.

Other transactions reported in December were these: Theodore R. Colborn bought 200 shares of RKO Pictures common, his total holdings. Preston Davie sold 100 shares of Universal Pictures Co., common, leaving himself with nine shares. Howard Dietz, Charles M. Reagan and Benjamin Melniker each bought 100 shares of Loew's Inc. common, making their holdings 115 shares, 100 shares and 300 shares, respectively.

Craft Earnings Up

HOLLYWOOD, Feb. 3.—Weekly earnings of studio craft workers averaged \$130.98 during December, according to the monthly report of the State Department of Industrial Relations.

The month's figure compares with \$123.96 in November and \$120.28 the previous December.

Drive-in Meet

(Continued from page 1)

means that somewhere around 400 exhibitors may attend.

Allied States Association general counsel Abram F. Myers said drive-in operators planning to attend the meeting had been asked to suggest items for discussion, and that by far the largest number of requests was for a full discussion of the buying and handling of concession sales.

Next in interest, he declared, is a thorough airing of drive-in complaints against distributors. This will cover complaints that distributors are selling drive-ins on a percentage basis where they are selling indoor theatres on flat rentals, and other complaints on runs and terms.

Trueman Rembusch will report on the anti-toll-TV committee's work, and Myers will report on the work of the Emergency Defense Committee.

Public Asks Realism, Maturity, Says Egan

More mature and realistic pictures are being demanded by the public, it was stated here by Richard Egan just before returning to Hollywood following three weeks of appearances for Howard Hughes' "Underwater!".

The theatre-goers' interest, said Egan, no longer emphasizes the private lives or sensational doings of film stars, and this interest, he said, is reflected in the film columns of newspapers, where the editors now seek, and publish, a more wholesome and more interesting treatment of the Hollywood subject.

N.Y. License Fees

(Continued from page 1)

convenience of classification; actually it is a license fee on films exhibited in the State."

During the 1953-54 fiscal year, the governor reported the fees produced \$405,000 in revenue and estimated \$400,000 for the 1955-56 fiscal year in revenue from motion pictures.

IN LOS ANGELES

THE FOURTH ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the Los Angeles area will be held Sunday, February 13. Mass at nine o'clock at Blessed Sacrament Church, with breakfast immediately following at the Hollywood Palladium.

For information and tickets, communicate with the member of the Sponsoring Committee in your office or studio, or Jack Vizzard at 8480 Beverly Blvd. Tel.: WEBster 37101.

(Tickets \$2.85 each)

Allied Board

(Continued from page 1)

tee's recent report and the companion question of Federal legislation will probably take most of Monday, Myers said. If next week's board meeting still does not come up with a decision on whether to sponsor legislation for Federal Trade Commission regulation of the film industry, there is a strong likelihood that such legislation would not be sponsored at all this year. Allied's spring meeting would probably take place too late to make Congressional action possible this year. The matter could be handled by a special emergency board meeting or by a mail poll of the board, but these are considered unlikely.

Myers said one important factor which the board will have to consider is whether it would be advisable to initiate legislation "on the eve of a top-level round-table conference of industry leaders." This was a strong indication that the board will not recommend legislation at this time, though Myers refused to comment on this specific question.

The Emergency Defense Committee will almost certainly be directed to continue its work by the board, Myers said. For one thing, EDC members have been holding meetings with exhibitors all around the country, discussing current problems. These meetings have been very popular, he declared, and there is strong demand that they be continued. The board may give the committee some further directions as to the items to be pursued in the future, Myers added.

So far, there's been no suggestion that arbitration be included on the agenda, continuing Allied's habit in recent board meetings of ignoring this subject, Myers said.

Rembusch to Treat Toll TV

Trueman Rembusch will report on the work of the exhibitors' committee against subscription television, and the board will almost certainly endorse proposals for financing this fight, Myers predicted.

The board will likely review the government's recent action to name Allied as a co-conspirator in the 16mm. anti-trust suit, and decide whether to try instead to be made a defendant in the suit, Myers said. Other items on the agenda are: picking the time and place of the spring board meeting; the annual report of the general counsel; discussion of potential new Allied members and organizational problems.

Fox TV Films

(Continued from page 1)

sidering this type expansion was seen in the disclosure, several weeks ago, that the company had decided to renovate its old and virtually abandoned studio on Western Avenue here so it could be offered to independent tele-film producers on a rental basis. In continuing discussions this week at the studio, company officials have expanded this plan to include large expenditures for building additional stages, remodelling existing structures, and installing the finest equipment.

In general outline, the Fox operational plan will conform substantially to those being used by Columbia Pictures, in connection with its Screen

Hollywood

By Samuel D. Berns

INCIDENTALLY: Letter from a London lookout hints M-G-M is planning to coin MetroScope. . . . Frank Modell refused to don a set of aqualungs at the Florida "Underwater" premiere with the ad lib, "I'll wait 'til it comes to my neighborhood swimming pool." . . . John Ford and Mervyn LeRoy, two former "Oscar" winners, will share director credit on "Mr. Roberts." . . . Bodde is readying a big announcement on a new screen with a new spray type surface that allegedly offers better angle and higher reflectance. . . . The matinee kids who were weaned on Bob Steele westerns will be surprised to see him as a brutal convict in Warner's "I Died A Thousand Times." . . . Anita Eekberg, the Swedish doll, largely responsible for the scarcity of Esquire's November issue, who filled in for Marilyn Monroe on Bob Hope's TV show from Greenland, is tied to a Wayne-Fellows contract. . . . Unpleasant situation was avoided when the Academy reversed its decision by declaring "The High and the Mighty" song entry eligible for the nominations on the basis of a reissue run at the Piekfair Theatre, featuring the song's lyrics. The lyrics were not in the original music track for the initial engagements. . . . Howard Welsh, Jane Russell, Howard Hughes, "Portofino," April, Technicolor and CinemaScope unscrabbled means arrangements have been made for a loanout of the star to the producer whom she once worked for in "Montana Belle." . . . Joel McCrea will yield to the TV bug when he finishes Walter Mirisch's 2.55 to 1 production of "Wichita" for Allied Artists.

□ □ □

That precious load of material on the life and adventures of Dr. Roy Chapman Andrews, recently acquired by Robert H. Nolan, is getting the o.o. at Disney's via the William Morris Agency. . . . Ann Blyth will give the opening address at the L. A. Communion Breakfast on Feb. 13. . . . Gene Nelson's thesping on TV's Studio One clinched his starring role in Tony Owen's "Time Slip" to be filmed in England. . . . George Sidney cited importance of children as pivotal characters in today's screen and TV stories to Beverly Hills PTA Council. Called attention to the talent demanding roles as compared to the older dramas when the kids used to lisp out some inanity to induce estranged parents to reconcile. . . . And Vance King wires from Mexico City that Ed Nassour has signed seven-year-old son of Dr. Mario Novarro for a key role in UA's "The Beast of Yellow Mountain." . . . Sam Taylor, author of "Sabrina Fair," takes over the Moss Hart screenplay assignment for "The Eddie Duchin Story." The doc wants Moss to forget writing for six months. . . . Don't ask us why, but, whatever happened to all that footage Orson Welles shot in South America for RKO, B. H. (Before Hughes)?

□ □ □

FRANK O. PINYONS: M-G-M could have used a better title to bridge "Many Rivers To Cross." Robert Taylor and Eleanor Parker are simply great as a comedy team—thanks to director Roy Rowland. . . . The King Brothers' switch from Spain to Mexico to film "The Boy and the Bull" is not only because of the climate, technical and casting difficulties, but Meheeko eez more closer to de budget, I teenk. . . . There ought to be some kind of an award for the poor FISH who casts his vote for the P.A.T.S.Y. Award (Picture Animal Top Star of the Year). We're finding it tough to ballot our choice between M-G-M's Gypsy, the horse; Disney's Esmerelda, the seal; U-I's Francis, the mule; 20th's Satan, the tiger; Columbia's Tamba, the chimp; and Lippert's Buck, the dog. . . . Commenting on the industry's future with VistaVision, Adolph Zukor stated, "Cost of making pictures is no longer a problem, since the public is responding with greater interest." . . . Aside to AMPP: If those film clip "cut-outs" are good enough to be televised for free in Germany to help sell American films, how about making them available to the Motion Picture Relief Fund for doing the same kind of good domestically, under sponsorship yet?

Gems subsidiary, by U-I with its United World Films, Inc., and by Republic with its Hollywood Television Service.

Sid Rogell, former RKO pictures vice-president in charge of production, and present manager of the Fox studio, will be in charge of the company's television activities.

TC36 Plans June Meet

The second meeting of the International Standardization Organization's Technical Committee 36 on cinematography will be held in Stockholm, June 11 to 16, it was announced here by the Society of Motion Picture and Television Engineers.

Todd-AO

(Continued from page 1)

Todd-AO developments because of UATC's heavy investment in Magna Theatre Corp., which owns 50 per cent of the Todd-AO Corp.

Under Magna's agreement with Rodgers and Hammerstein for "Oklahoma," Magna has distribution rights for 10 years, plus an optional period of three years, it was stated. Such distribution is at cost but Magna derives 60 per cent of the net profits realizable after the deduction of distribution, advertising, print and related costs, the balance of 40 per cent going to the producers. Its share of these profits, the prospectus explains, was reduced at the time of the \$6,000,000 debenture issue to 35 per cent for the duration of the distribution contract and 11.67 per cent at the end of the distribution period.

Regarding the stock flotation, the prospectus said that approximately \$5,200,000 of these net proceeds will be used to retire outstanding bank indebtedness under two collateral bank loans with Bank of America, National Trust and Savings Association of Los Angeles and the Marine Midland Trust Co. of New York.

'U' Office Managers

(Continued from page 1)

the best and most efficient use of prints and the most effective means of handling the availabilities of pictures.

Today's meeting will be held in New York at the Hotel Warwick and continuing through tomorrow. This will be followed by a second meeting at the Hotel Roosevelt in New Orleans next Friday and Saturday. The third meeting will take place at the Hotel Ambassador in Los Angeles on Feb. 18 and 19 and the final meeting will be held at the Hotel Drake in Chicago on Feb. 25 and 26.

Charles J. Feldman, vice-president and general sales manager will open the New York meeting which will also be attended by the home office sales cabinet including Ray Moon, assistant general sales manager; P. T. Dana, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager, and F. T. Murray, manager of branch operations and maintenance.

Four to Attend All Meetings

Ray Moon, Murray, G. J. Malafonte and Irving Weiner, head of the print department, will conduct and participate in the New Orleans, Los Angeles and Chicago meetings as well as the New York meetings.

Attending the New York meetings will be the office managers and head bookers of the New York, Albany, Buffalo, Boston, Cleveland, New Haven, Philadelphia, Pittsburgh and Washington branches.

Office managers and head bookers of the New Orleans, Charlotte, Jacksonville, Atlanta, Memphis, Dallas, Oklahoma City and Cincinnati branches will attend at New Orleans.

Los Angeles, San Francisco, Seattle, Denver, Portland and Salt Lake City office managers and head bookers will attend the Los Angeles meetings.

Chicago, Indianapolis, Minneapolis, Milwaukee, Des Moines, Omaha, Detroit, St. Louis and Kansas City office managers and head bookers will attend the final of the series of meetings in Chicago.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 26

NEW YORK, U. S. A., MONDAY, FEBRUARY 7, 1955

TEN CENTS

1st Ruling

Court OK's Loew's Plan For Drive-in

Murphy Says the Move Indicates No Expansion

Loew's Theatres became the first of the divorced circuits to win court approval for the acquisition of new theatres when at the weekend the New York Federal Court granted permission to Loew's to acquire the Twin-Oak Drive-In Theatre, in Oak Lawn, Ill.

John Murphy, Loew's vice-president in charge of out-of-town operations, said the negotiations for the Twin-Oak Drive-In are now proceeding and are expected to be consummated next week. The acquisition of Twin-Oak would make it the first drive-in operation for Loew's.

Murphy added that the last of the
(Continued on page 2)

1,500 at Communion Breakfast Here

Approximately 1,500 members of the industry attended the fifth annual Corporate Communion Breakfast for motion picture industry employees in the New York area yesterday.

The Most Rev. Joseph F. Flannelly, Auxiliary Bishop of New York and rector of St. Patrick's Cathedral, celebrated the morning Mass at the Cathedral, which was immediately followed by the breakfast at the Waldorf Astoria.

Acting as toastmaster at the break-
(Continued on page 2)

Senate Group Gets Toll TV Probe Fund

From THE DAILY Bureau

WASHINGTON, Feb. 6.—The Senate has voted \$200,000 for the Senate Commerce Committee to investigate subscription television and other matters subject to its jurisdiction.

Commerce committee chairman Magnuson (D., Wash.) had previously announced that about half the funds would be used to continue an investigation of all aspects of television, including toll TV. The Senate rules committee had previously approved the request.

Allyson, Holden, 'Obsession' Win 'Photoplay' Awards

June Allyson, William Holden and Universal-International's "Magnificent Obsession" are the 1954 winners of the annual "Photoplay" Magazine Gold Medal Awards, it was announced here at the weekend.

The awards and certificates will be presented on Thursday evening at a banquet in the Crystal Room of the Beverly Hills Hotel in Hollywood.

The fan magazine also will honor actress Grace Kelly and actor Guy Madison as the "most promising" talent in the acting profession.

Miss Allyson was selected by the public as the most popular actress for her performances in "The Glenn Miller Story," "Executive Suite" and "Woman's World." Holden will receive a gold medal award for his emoting in "Executive Suite," "Sabrina" and "The Country Girl." Miss Kelly was selected for her perform-
(Continued on page 7)

All Media Will Push 20th 'Scope Releases

Extensive use of both television and radio, in addition to newspaper and magazines, both nationally and on the local level, was planned on the Coast last week for the promotion of 20th Century-Fox's CinemaScope releases for the first quarter of this year.

Participating in the conferences were Spyros P. Skouras, president, and vice-presidents Darryl F. Zanuck, Al Lichtman and Charles Einfeld.

Lichtman and Einfeld will return to New York today.

Walter Reade Joins

Reduced Rate for Elderly Patrons Plan is Spreading

The idea of granting reduced admission prices to patrons over 65 years of age apparently is spreading. The project was originated last November by Stanley Sumner, owner of the University Theatre, Cambridge, Mass., and now the Walter Reade Circuit will test the plan in its houses in Plainfield and Freehold, N. J. Four other theatres in Cambridge are following suit.

Based on the reported success of Sumner with the experiment, the other Cambridge houses that have adopted the plan are the Central Square, operated by New England Theatres, Inc.; the Brattle, operated by Cyrus Harvey, Jr., and Bryant Halliday; Harold Markell's Eliot and the Inman Square, operated by the

Myers' Annual Report

BLASTS ZENITH ON TOLL TV 'MENACE'

Calls Film Terms an 'Unsolved Problem'; Refrains from Asking for Federal Control

By AL STEEN

ST. LOUIS, Feb. 6.—Product supply, film terms, subscription television and consideration of Allied States' proposal to consider asking for Federal regulation of the industry if the major trade practice problems confronting the exhibitor are not resolved within the industry, are cited

by Abram F. Myers, Allied chairman and general counsel, as the principal subjects to be examined by the board of directors at their annual meeting here tomorrow and Tuesday.

Although Myers' report, to be presented to the board tomorrow, calls film terms, particularly the "must" 50 per cent picture, "as one of our most perplexing unsolved problems . . . in the view of over 95 per cent of the exhibitors," the strongest words, nevertheless, are reserved for subscription television.

"The blatant and reckless propaganda and aggressive tactics of those who are seeking government approval for devices for making televised programs available to set owners only upon a pay-as-you-see basis," the Myers report says, "have forced toll TV to the fore as the theatres' most imminent and deadly menace."

Under the heading, "Zenith Thinks It Owns the Air," the report draws a bead on the Phonevision toll-TV sponsor and lets go with both barrels.

"The people must be made to understand that the air which Gene Mc-
(Continued on page 7)



Abram F. Myers

'Times' Credits New Techniques with Industry Recovery

The economic and popular recovery of the motion picture industry was accented in a full-page illustrated review and analysis of the industry from 1946 through 1954, in yesterday's amusement section of "New York Times."

The analysis consisted of three parts, one, titled "In Review," by Bosley Crowther, "Times'" motion picture editor; the second, "In Production," by Thomas M. Pryor, "Times'" Hollywood editor; and the third, "Exhibition," by A. H. Weiler, New York reviewer. The article was titled: "Survey of the Movies: Out of a Crisis, They Achieve Stability."

In his review Crowther contended
(Continued on page 2)

Ruben Shor May Be Allied President

Special to THE DAILY

ST. LOUIS, Feb. 6.—Ruben Shor of Cincinnati is being mentioned by Allied States directors here for their annual meeting as likely material for national Allied president succeeding Ben Marcus, who has declined a second term.

The election of new officers will be held tomorrow or Tuesday.

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has left New York for Chicago and Des Moines.

ROBERT M. WEITMAN, American Broadcasting Co. vice-president in charge of talent and programming, will return to New York today from Hollywood and Las Vegas.

ROY O. DISNEY, president of Walt Disney Productions, and **CARD WALKER**, advertising director, will arrive in New York today from the Coast.

JERRY PICKMAN, vice-president of advertising - publicity - exploitation for Paramount, will arrive in Hollywood today for a week of studio conferences.

IRWIN PIZOR, son of **WILLIAM PIZOR**, vice-president of Lippert Productions, left at the weekend for an extended tour of Europe.

ALEXANDER McDONALD of Douglas Fairbanks, Ltd., will return to London today via B.O.A.C. Monarch.

LOREN RYDER, Paramount studio technical director, arrived here yesterday from Hollywood.

MILTON SPERLING, producer, will leave Hollywood by plane today for New York.

Ira Stevens Named NFS General Mgr.

Ira S. Stevens has been appointed general manager of National Film Service, Inc., it was announced by Chester M. Ross, executive vice-president. Steven's new duties will not only include complete administrative supervision of National Film Service's home office activities, but will also include sales and liaison with film distributors.

This appointment completes the realignment of National Film Service's offices, which has resulted in the reelection of James P. Clark of Philadelphia as president and treasurer and Clint Weyer of Philadelphia as secretary. Stevens, who resigned as treasurer of Cinerama Productions Corp., will continue as a member of the board of directors of that company.

Broidy to Be Named To AMPP's Board

HOLLYWOOD, Feb. 6. — Steve Broidy, president of Allied Artists, will be named a member of the board of directors of the Association of Motion Picture Producers at the regular monthly meeting of the AMPP which is scheduled to be held here tomorrow.

Eugene Arnstein, studio manager of AA, will represent the company on the labor committee of the producer association.

New Techniques Credited

(Continued from page 1)

that the improvement in business was due more to the new processes than to dramatic content of recent films.

"The coincidence of new projection processes with a stabilizing of public viewing of television shows" was called by Crowther "the most important factor in the revival of the motion picture industry." Furthermore, he added, "the great physical difference between the visual impact of the two media has been emphasized and made dramatic by the new wide-screen projection devices."

Pryor Scans Cost Problem

In his review of production, Pryor stated that rising costs still are a serious problem, "but have been arrested somewhat through a new pattern of cooperative, or share-the-cost, production policy between management and talent. "Although the future looks bright for Hollywood," he went on, "it is acknowledged that continued prosperity depends on the ability to improve the quality of entertainment

and, beyond that, on a stable world economy."

Concluding, Pryor maintained that "all signs point toward a decrease rather than an increase in picture production. The stakes are high and the studios, no longer compelled to turn out film to feed their former voracious theatre affiliates, are thinking mainly of their own profit position."

Reviewing exhibition, Weiler said theatre owners "take heart from the fact that the definite rise appears to be continuing with gathering strength in 1955. The one thing the theatre men insist on, even, in the light of the new prosperity, is the necessity of a formula for percentage rentals that will permit them to clear a profit reasonably. Unless such a formula is worked out—unless a flow of product and feasible rental terms are arranged—higher admission prices will be inevitable, they reckon, and a vicious cycle may begin over again," he concluded.

M. H.

Friedlob to Produce 3 Within 18 Months

Bert E. Friedlob, in association with screenwriter Casey Robinson, will produce a program of three top-budget wide-screen motion pictures within the next year and a half on an independent status, it was revealed here at the weekend by the producer of 20th Century-Fox's CinemaScope production of "Untamed."

Following the March 11 opening of his latest film at the Roxy Theatre here, Friedlob, in a trade press interview, announced that he will begin production on "News Is Made at Night," a screenplay which Robinson wrote from the novel "Bloody Spur."

Friedlob, who is in New York to set promotional activities for "Untamed," said that he will make "Seven Nights in Paris," a musical film, and "Maracaibo," hoping to complete his production plans by mid-1956. "No distribution deals have been set as yet on any of my three pictures," the veteran film maker said.

Commenting on the sale of some of his old pictures to television, "A Millionaire for Christy" and "Fireball," the former being only four years old, Friedlob said that he expects to receive from \$75,000 to \$100,000 as additional income from the TV showings. "When a distribution company has obtained all the theatre playdates it could for a picture, and the producer owns the negative, I see no reason for not allowing the film to be sold for TV presentation," Friedlob said.

Bryna's 1st UA Film Is 'Indian Fighter'

Kirk Douglas has selected "The Indian Fighter" as the first picture to be made by his new independent company, Bryna Productions, for United Artists release under his recently signed six-picture agreement.

To Give Theatrical Picture TV Debut

An experiment under which the world premiere of a picture will be presented on television will be undertaken by Draw Poker Films, recently organized by Houston and Dallas business men and headed by George Leppert of New Orleans.

Leppert said here at the weekend that the test would be made on "Accent Spain," which will go into production in Spain on May 1. Under the plan, the picture would be shown on a TV network on what he called a "one-night stand" arrangement. At the end of the picture, a trailer will state that the film may be seen in color at a local theatre. The network and the local theatres would pay for the telecast, Leppert said.

A second project, Leppert said, will be an untitled Texas comedy for which Tay Garnett has been signed to direct. Mari Aldon, featured in "The Barefoot Contessa," and Peter Damon will co-star. Garnett, he said, will direct the picture on a percentage basis. As to distribution on the latter picture, Leppert said that for a "nominal" sum, a releasing organization would be given half of the North American rights.

Screen Gems Ad Post To Henry S. White

Reorganization of the advertising and promotion department of Screen Gems, Inc., television subsidiary of Columbia Pictures has been announced by Ralph M. Cohn, vice president and general manager.

Henry S. White has been named director of advertising and promotion, replacing Elihu E. Harris. Harris will continue with Screen Gems in an executive capacity which will be announced shortly.

Frank Young, press manager, now will report directly to Cohn.

Loew's OK

(Continued from page 1)

26 theatres that were supposed to be separated from Loew's under the consent decree, the Lyric, in Bridgeport, Conn., has been sold.

Murphy, conveying Loew's policy, said the acquisition of the Twin-Oak does not indicate any expansion program. He added, however, that if any proposition looks interesting, Loew's Theatres now is in a position to look into it.

The court, in approving the acquisition, pointed out that the consent decree allows the circuit to acquire new theatres if such acquisitions will not unduly restrain competition.

1,500 Attend

(Continued from page 1)

fast was Robert W. Coyne, executive director of the Council of Motion Picture Organizations. The Rt. Rev. Msgr. John J. McClafferty, dean of Catholic University's School of Social Service, delivered the main address. The principal lay speakers were George Murphy and Lillian Roth.

Among the guests seated at the dais were Kate Cameron, N. Y. "Daily News" motion picture critic; Brian Sullivan of the Metropolitan opera; Una O'Connor; the Rev. Thomas F. Little, executive secretary of the Legion of Decency; and the Right Rev. Msgr. Philip J. Furlong, P.A., who represented Cardinal Spellman.

The fourth annual Communion Breakfast for Catholics in the Los Angeles area will be held next Sunday at the Hollywood Palladium.

Warners Still Silent On TV Film Making

From THE DAILY Bureau

HOLLYWOOD, Feb. 6.—Reports that Warner Brothers will enter television-film production, on a basis similar to Columbia Pictures, continued to circulate here at the weekend in view of the studio's declining to deny or confirm.

The report had Jack M. Warner, who has been engaged in various production activities at the studio for some time, taking charge of the company's telefilm project, which was said to contemplate making its own telefilms at its own studio exclusively.

Edwards-Cistrand Settle Out of Court

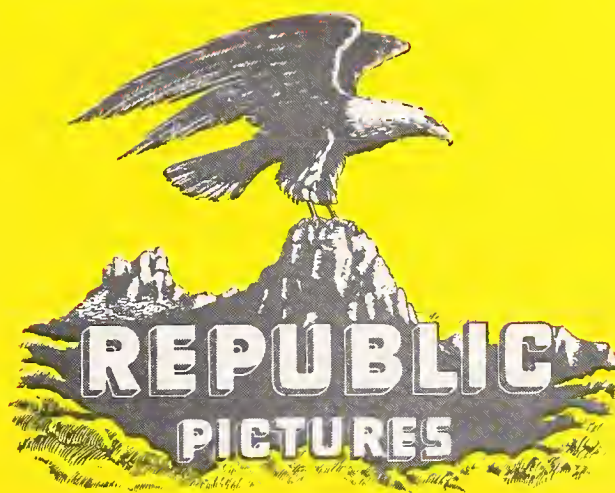
HOLLYWOOD, Feb. 6.—An anti-trust suit against major distributors, demanding more than \$5,000,000, and filed jointly by Edwards Theatre Circuit, Inc., and Cistrand Theatres, Ltd., operating the Alhambra and Garfield theatres respectively, both in Alhambra, Calif., has been dismissed by Federal Judge Harry C. Westover following settlement out of court for what plaintiffs called a substantial sum.

Plaintiffs had charged that the defendants withheld product from them until neighboring communities had exhausted its first run value.

1955 **BOOKING** **CALENDAR**

REPUBLIC ACCEPTS THE CHALLENGE...

**TO DELIVER THE BIG PICTURES
EXHIBITORS WANT...
WHEN EXHIBITORS NEED
THEM MOST...**



**with a guarantee of consistent and regular release throughout
1955 of the greatest number of top money productions in
Republic's 20 years of picture making!**



My optimism for the future of motion pictures is expressed by putting more money into expansion and production at Republic for 1955, than at any time in the history of the company.

HERBERT J. YATES



TIMBERJACK

STERLING HAYDEN • VERA RALSTON • DAVID BRIDGES
ADOLPHE MENJOU • HOAGY CARMICHAEL • CHILL WILSON

Associate Producer-Director **JOE KANE** • **TRUCOLOR** by Consolidated



TEXAS LEGIONNAIRES

STERLING HAYDEN • ANNA MARIA ALBERGHETTI • J. CARROLL NAISH

Directed by **FRANK LLOYD** • **TRUCOLOR** by Consolidated



THE ETERNAL SEA

STERLING HAYDEN • ALEXIS SMITH • DEAN JAGGER

Associate Producer-Director **JOHN H. AUER**



MAGIC FIRE

YVONNE DECARLO • CARLOS THOMPSON • RITA GAM
VALENTINA CORTESA • ALAN BADEL

Produced and Directed by **William Dieterle** • **TRUCOLOR** by Consolidated



SANTA FE PASSAGE

JOHN PAYNE • ROD CAMERON • FAITH DOMERGUE

Directed by **BILL WITNEY** • **TRUCOLOR** by Consolidated



MAN FROM TEXAS

JOHN PAYNE • MONA FREEMAN • LEE J. COBB

Associate Producer-Director JOE KANE • **TRUCOLOR** by Consolidated



REBEL ISLAND

YVONNE DE CARLO • ZACHARY SCOTT • HOWARD DUFF

Associate Producer-Director Edward Ludwig • **TRUCOLOR** by Consolidated



THE LONG WATCH

TRUCOLOR by Consolidated

ADVENTURE EPIC OF THE YEAR... FROM
ROBERT F. MIRVISH'S BEST-SELLER!



THE GUNMAN

starring **RAY MILLAND**

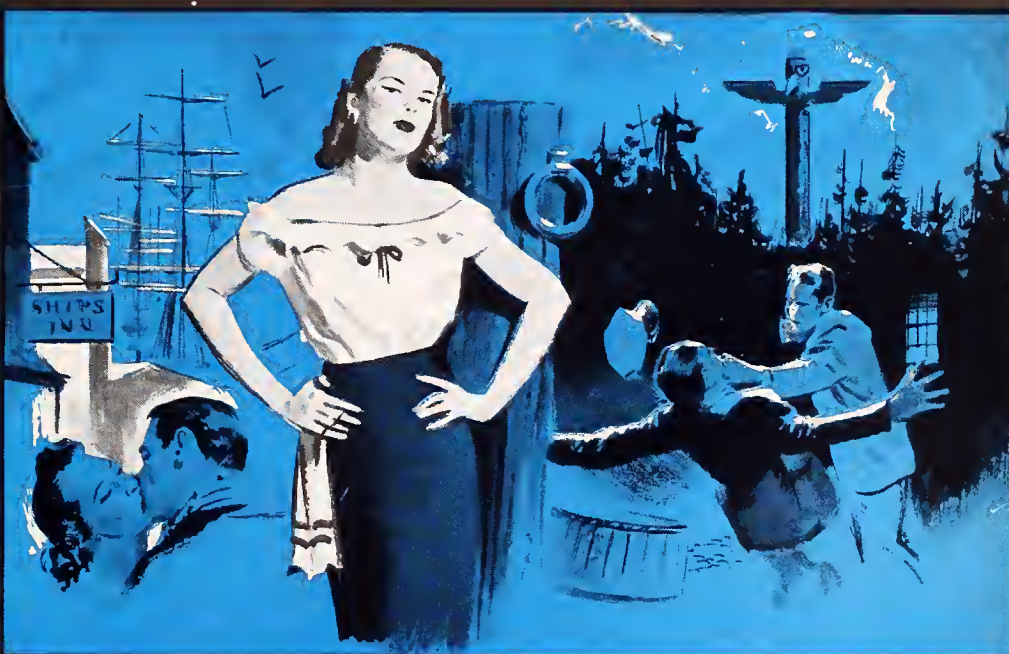
Directed by Ray Milland • **TRUCOLOR** by Consolidated



THREE LEAVES ^{of} SHAMROCK

A JOHN FORD PRODUCTION

starring TYRONE POWER • MAUREEN O'HARA • BARRY FITZGERALD



ANNIE JORDAN

TRUCOLOR by Consolidated

FROM MARY BRINKER POST'S BEST-SELLING
NOVEL OF THE SEATTLE WATERFRONT!

PICTURE AFTER PICTURE FOR RELEASE WEEK AFTER WEEK!

Productions listed below are but a part of the box-office pictures that will make up
Republic's 20th year of entertainment.

Today, more stories are in preparation or in work at the Studio than ever before . . .

Best sellers to be produced with famous stars and top directors.

1

TROUBLE in the GLEN

Starring Margaret Lockwood, Orson Welles, and Forrest Tucker. Produced and directed by Herbert Willcox in Trucolor by Consolidated. A romantic adventure by the author of "The Quiet Man."

2

The ATOMIC KID

Co-starring Mickey Rooney and Robert (Stalag 17) Strauss. A laugh explosion when someone slips a "Mickey" into atomic tests. A Mickey Rooney Production, directed by Leslie H. Martinson.

3

HELL'S OUTPOST

Rod Cameron, Joan Leslie, Chill Wills. The most explosive action picture of the year. From the novel, "Silver Rock," by Luke Short. Associate Producer-Director Joe Kane.

4

AFRICAN MANHUNT

Danger and excitement as the hunt for a killer reaches into the untamed jungles of Africa.

5

TROUBLE IN STORE

With the great international comedian, Norman Wisdom, and Margaret Rutherford. A real belly-laugh comedy.

6

CAROLINA CANNONBALL

Hi-jinks with the inimitable Judy Canova in another great laugh hit.

7

The SQUARE RING

Heart, sweat and tears, in a punch-packed drama of the fight game.

8

DOCTOR in the HOUSE

Universally acclaimed as the smash hit of the year, with the stars of "Genevieve." An irreverent story of medical students—their trials, their errors, their loves.

9

A DAY to REMEMBER

A fast-moving story of light-hearted romance.

10

TIMBERJACK

Robust adventure as wild as the north country which is its magnificent setting. From the novel by Dan Cushman.

11

DON JUAN'S NIGHT of LOVE

Passion and intrigue in the romantic days of Madame Pompadour.

12

The ETERNAL SEA

The romance of the sea, the love of a woman, and the dramatic story of the courage of a gallant Navy hero.

13

YELLOWNECK

Rare suspense as five deserters escape from the battlefield, only to face death in the Everglades. Trucolor by Consolidated.

14

SANTA FE PASSAGE

The dynamic story of fighting men and beautiful women, with heart-stopping action, thrills and romance.

15

I COVER THE UNDERWORLD

Trigger-fast action as a priest invades the underworld to reclaim his twin brother, a big-shot racketeer.

16

MAGIC FIRE

Three women thrilled to his romantic fire, the world to his genius. The story of the life and loves of Richard Wagner.

17

MYSTERY of the BLACK JUNGLE

The terror of the untamed, as men stalk the mysterious jungle country.

18

MAN FROM TEXAS

Roaring outdoor saga of the early frontier, from the Saturday Evening Post story that thrilled millions.

19

PHANTOM RACKETEER

Mystery and suspense of a hidden killer in a crime-ridden town.

20

The BIG JACKPOT

A fast moving comedy romance of a big money payoff that made a marriage of Lady Luck and Dan Cupid.

21

REBEL ISLAND

Romance and intrigue in the lush tropical setting of the fashionable Bahamas.

22

TEXAS LEGIONNAIRE

The immortal story of the Alamo and the Texans' never-to-be-forgotten fight for freedom.

23

CIRCUS GIRL

The spectacle of circus life against the exotic background of Ceylon and India.

24

THE GUNMAN

Academy Award-winning Ray Milland will star in and direct this off-beat story, an original by Talbot Jennings and John Tucker Battle. Big-scale outdoor drama, in Trucolor by Consolidated.

25

The BIG WHISPER

Virginia Van Upp will write and produce the film version of her original story, a high suspense drama of continental intrigue.

26

THREE LEAVES of a SHAMROCK

John Ford, the only four-time Academy Award-winning director, once again brings his magic touch to Ireland, setting of his boxoffice hit, "The Quiet Man."

27

The VILLAGE DOCTOR

A warm, human-interest drama about medicine and faith in a small town. Trucolor by Consolidated.

28

ANNIE JORDAN

The Mary Brinker Post novel has sold millions of copies. To be filmed with a cast of great star names.

29

The LONG WATCH

Action and excitement aboard an old tramp steamer flying an outlaw flag. From Robert F. Mervish's best-seller. Filmed in Trucolor by Consolidated

Discuss Republic's plans for you in '55 with "Mr. Republic" in your territory

Hits Toll TV Propaganda

(Continued from page 1)

Donald (Zenith president) would invade with his peculiar brand of crass commercialism, belongs to them," Myers says, and adds:

'No Pre-emptive Right'

"McDonald has no pre-emptive right to the air, not even a squatter's right; he can exploit it for profit only if the Government authorizes him to do so. The pending petitions before the Federal Communications Commission, filed by Zenith and other gadget makers, involve complicated and serious issues of fact and law. They raise the question whether Toll-TV constitutes 'broadcasting' within the meaning of the Communications Act and, if so, whether such broadcasting would be in the public interest. The act contemplates that determinations of such far-reaching importance and gravity shall be based upon full hearings. Yet McDonald, in the Sooner tradition, has jumped the gun and is demanding that Toll-TV be approved instantly, without any hearing whatever.

"Counsel for the Joint Committee has filed an able brief in opposition to this motion; but in the meantime McDonald's propaganda barrage continues its incessant ra-ta-tat.

"Steps must be taken to put all this in proper perspective and to remind the people, and perhaps a few public officials, that it is in the American tradition for government agencies to hear patiently and fully all who are threatened with injury by any prospective official act. With their business and investments at stake, exhibitors are not called upon to apologize for taking the necessary steps to protect their interests. They should be permitted to urge upon the Commission the view that Toll-TV does not constitute 'broadcasting' within the intentment of the Communications Act. Toll-TV more nearly resembles door-to-door shipments than broadcasting," the report says.

"Even if the Commission should finally conclude that it has power under the Act to approve Toll-TV, it still would have to comply with the statutory requirement that it deter-

mine whether such service would be in the public interest. Such a determination would involve the resolution of the question whether Toll-TV is feasible from an engineering standpoint. It is true that tests were authorized for some of the devices, but these were conducted by the owners themselves and the results fall into the category of *ex parte* evidence. Moreover, in the case of Zenith's Phonevision, the test was made with a device quite different from the one that the company now insists shall be approved without so much as a look-see. And on the broader aspects of the public interest, such as the propriety of requiring set owners to pay for programs which they were told would be free when they bought their sets, the obligation of the Commission to hold open hearings is manifest. Nor would it be proper to resolve such questions on the basis of questionnaires sent to representatives of the public at this time.

"The Toll-TV propaganda has a head start and has made devastating headway and it will take sometime for the theatre men and other interested business interests to expose the falsity of much of that propaganda," the report says.

On the product shortage, the Myers' report reviews actions attempted by Allied to effect relief, such as encouragement of the Makelim production plan and endorsement of other plans for production advanced by non-Allied exhibitors, and the idea of acquiring securities of large production-distribution companies with the idea of influencing their policies in the direction of increased production.

Decision 'Rests with Board'

Of the latter idea, the Myers' report says: "This plan never was formally abandoned and whether it shall be revived now or hereafter rests with the board."

However, the report notes that "with the film companies' earnings zooming through the roof to new and undreamed of heights, it would be difficult to persuade most stockholders to interfere with the management."

Of the Makelim plan, the report says: "Thus far the acceptable exhibition contracts on hand do not aggregate the amount of film rental per picture which he says he must have before starting his first picture."

It adds: "Makelim is slowly making headway, he says his goal is in sight and he is definitely going ahead with his project."

Of production prospects, the Myers' report says: "No accurate forecast for 1955 is available; but based on recent performances, the studios cannot be expected to increase materially 1954's gaunt total. It is apparent, therefore, that exhibitors must look to independent producers for relief from this sellers' market."

Making no recommendation to the board for action on the matter of seeking Federal regulation of the industry in lieu of working out trade practice reforms internally, Myers does remind the board that "as Allied's governing body, it has full discretion in this matter and is not bound by the delegates' views, although they are entitled to the most respectful consideration. Also, it is

clear that the 'discretion' mentioned in the convention resolution was not intended to restrict the board to a 'yes' or 'no' answer on the subject of immediate legislative action.

"If the board feels that the Emergency Defense Committee is making progress and that it should continue its efforts for an additional period before approaching Congress, it is within its province to so order.

Could Defer Action

"Or the board may properly defer action on the legislative front for a reasonable time in hopes that a top level industry conference may be forthcoming, and that it will do some good."

Of film terms, Myers reports that he had attempted to evaluate all types of communications from exhibitors reaching his and other Allied offices to determine what was uppermost in exhibitors' mind today, and that he had concluded it was the subject of high film terms.

"The 'must' 50 per cent picture is given top billing in exhibitor complaints," the report states.

"It would be timely and very popular with exhibitors for this board strongly to denounce terms of 50 per cent or more for sub-run and small town houses. No greater boon can be conferred upon exhibitors than to halt this trend toward a 50 per cent minimum for pictures."

Sees No 'Sales Manager' Aid

The report adds that exhibitors are not likely to get the relief they hope for in terms from sales managers and, therefore, must reach "those who may be wise enough to see the need for moderation in customer relationships and have the authority to effect the necessary reforms . . . in order to secure substantial relief with respect to film rentals without legislation."

Propose Allied-TOA Meeting on EDC

A proposal that a small committee of Allied States Association members and a committee of Theatre Owners of America leaders hold a joint meeting to discuss the matter of TOA's Support of Allied's "declaration of emergency" has been made by E. D. Martin, TOA president.

This was revealed in a letter by Ben Marcus, Allied president, to Martin, in answer to the latter's proposal of such a session. Marcus told Martin that he would submit the suggestion to the Allied board which is currently in session in St. Louis.

Calls Unified Action Urgent

"Our problems are fairly identical and numerous," Marcus wrote in his letter to Martin. "For these problems to be properly solved, requires unified action and intelligent thinking of all exhibitor groups in this country. I repeat, and again extend an invitation to all exhibitor groups to join in the support of Allied's 'declaration of emergency' and the actions initiated by Emergency Defense Committee."

The letter indicated that reports that TOA was opposed to the EDC were erroneous.

Marcus has announced that he would not be a candidate for reelection as Allied president.

Allied Threatens to Use a Callithump

Special to THE DAILY

ST. LOUIS, Feb. 6.—"If company heads refuse to meet with exhibitor leaders (on grievances)," Abram Myers, Allied States chairman and general counsel, says in his annual report, "then those leaders may want to consider treating those executives to a callithump that they cannot ignore."

(Ed. note: "Callithump" is listed in only the largest dictionaries. Definition: A boisterous parade with the blowing of tin horns and other discordant noises.)

'Photoplay'

(Continued from page 1)

ances in "Dial M for Murder," "Rear Window" and "The Country Girl," while Madison was chosen for his playing in "The Command."

A gold medal will be given to "Magnificent Obsession," which was chosen by the public, according to "Photoplay," as the most popular film of the year. In addition, gold medallions and special certificates will be presented to Ross Hunter, the film's producer, Douglas Sirk, the director, and Robert Brees, the writer.

Special bronze achievement plaques will be awarded during the Thursday banquet to Y. Frank Freeman, of Paramount, for VistaVision; Van Johnson, for outstanding dramatic performances in "The Caine Mutiny" and "The Last Time I saw Paris;" Danny Kaye, for "excellent representation" of the industry as "ambassador-at-large" of the United Nations International Children's Emergency Fund; and Otto Preminger, "Carmen Jones" producer.

MPAA to Host Reviewers

Arthur DeBra, director of community relations for the Motion Picture Association of America, will be host at the Hotel Picadilly luncheon at 12:30 p.m. today for some 200 representatives of film reviewing organizations. George Murphy, M-G-M studio public relations director, will be a guest speaker.

Allied-TESMA-TEDA Conventions Set

Special to THE DAILY

ST. LOUIS, Feb. 6.—Allied States has salved its irritation with TESMA-TEDA, dating back several years, and will hold its annual convention in Chicago next October in conjunction with the huge trade show and exhibit the two equipment groups sponsor there annually.

Originally, TESMA-TEDA planned to alternate its trade show with Theatre Owners of America and Allied annual conventions but the break with Allied resulted in the last two exhibits going to TOA conventions. A proposal that TOA hold its convention this year in conjunction with Allied's and the trade show appears to be out. TOA's meet presently is planned for Los Angeles in November.



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HAWAII
\$469**

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

Fly United DC-6 air tourist
service all the way, with stop-
over on the West Coast, if you
like. Only United features 2-
abreast seating and wide cen-
ter aisles on all planes.

UNITED AIR LINES
Fare plus tax.

COMPARE THE FARE AND YOU'LL GO BY AIR

**Setting a roaring
boxoffice pace
everywhere!**



THE RACERS

from 20th Century-Fox in **CINEMASCOPE** Color by **DELUXE**

STARRING

KIRK DOUGLAS • BELLA DARVI • GILBERT ROLAND

also starring

CESAR ROMERO • LEE J. COBB • KATY JURADO

PRODUCED BY

DIRECTED BY

SCREEN PLAY BY

JULIAN BLAUSTEIN • HENRY HATHWAY • CHARLES KAUFMAN

*"It's a pleasure
to do business
with 20th!"*



...and IT'LL BE A BIG WINNER FOR YOU! DATE IT NOW!

All
The News
That
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MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 27

NEW YORK, U. S. A., TUESDAY, FEBRUARY 8, 1955

TEN CENTS

Six Groups Added

Gov't Naming Compo, Allied In 16mm. Case

4 Other Exhibitor Units Also Co-Conspirators

From THE DAILY Bureau

HOLLYWOOD, Feb. 7.—Federal Judge Harry C. Westover, overruling all defense objections, today granted Government attorney Samuel Flatow's motion to amend the complaint in the 16mm. anti-trust suit to include therein six additional organizations as co-conspirators. The Government motion for the amendment had been made Jan. 20 on orders from U.S. Department of Justice.

Judge Westover's decision thereby adds as co-conspirators in the case
(Continued on page 6)

Set World Premiere Plans for 'Eden'

Warner Bros.' new CinemaScope film, "East of Eden," produced by Elia Kazan from the John Steinbeck novel, will receive a glittering world premiere March 9 at the Astor Theatre here when distinguished names of society, stage and screen will attend a benefit performance at a \$50 ticket
(Continued on page 3)

Sees Large Areas 'Sated With TV'

Special to THE DAILY

ALBANY, N. Y., Feb. 7.—The large-city metropolitan areas, particularly New York, Chicago and Los Angeles, are showing impressive boxoffice strength and gains, it was pointed out here by Edward L. Fabian, Fabian Theatres executive, who stated that the residents of these areas have become sated with television.

New York, with seven TV channels, said Fabian, showed in 1954 a 25 per cent increase in grosses over 1953.

Kilgore Heads Toll TV Group

From THE DAILY Bureau

WASHINGTON, Feb. 7.—Senate judiciary committee chairman Kilgore (D., W. Va.) today named himself head of the special judiciary anti-monopoly subcommittee.

This apparently cleared the way for that subcommittee to make a thorough investigation of subscription television. Kilgore had previously announced his intention of studying toll TV and other television problems, but there was some question as to whether the full judiciary committee might not force him to name as subcommittee chairman some other Senator less interested in these matters. At an organizing committee meeting of the full committee today, however, no opposition developed to Kilgore taking the post himself.

Howard Chernoff, a San Diego radio and television consultant, is making a preliminary study of toll TV and other TV matters for Kilgore.

The Senate commerce committee
(Continued on page 3)

Zanuck Coming With Production Plans

From THE DAILY Bureau

HOLLYWOOD, Feb. 7.—Darryl F. Zanuck, 20th Century-Fox production head, will leave here for New York on Wednesday to present the studio's new production plans to a meeting of the 20th-Fox board there on Thursday. The estimated production budget is \$50,000,000.

As Zanuck told a trade press conference
(Continued on page 3)

House Unit Ends Hearings On MPA-Backed Trade Bill

By J. A. OTTEN

WASHINGTON, Feb. 7.—The House Ways and Means Committee wound up three weeks of public hearings today on the reciprocal trade agreement bill.

Chairman Cooper (D., Tenn.) said the committee would start executive session voting on the measure tomorrow. Democrats hope to report the bill out by Wednesday night. The measure was endorsed during the

May Be the Answer

ALLIED OKAYS PLAN FOR INTERIM RELIEF

Project Would Operate on Regional Basis
With Sales Executives Attending Parleys

By AL STEEN

ST. LOUIS, Feb. 7.—An interim relief plan whereby Allied members may seek to resolve trade problems on a regional basis was approved here today by the Allied States Association board of directors. The recommendation was made by Allied Theatres of New Jersey and was included in Allied's interim report of the Emergency Defense Committee.

Allied president Ben Marcus described the project as a form of conciliation and hinted that it could be the answer to the prevailing controversies over film terms and other alleged "evils." Whether it would replace the program of the EDC, at least temporarily, could not be predicted until after all the ramifications of EDC are thrashed out at the board meeting tomorrow.

The so-called interim relief plan
(Continued on page 3)

Edinburgh Festival Now on Approved List of I.F.F.P.A.

The Edinburgh Film Festival has been included in the list of film festivals approved for 1955 by the International Federation of Film Producers Associations. The approval followed the Edinburgh organization's acceptance of the IFFPA's general conditions applicable to all film festivals.

Among the general conditions regulating film festivals are two which
(Continued on page 6)

Stars in Washington For 'Line' Premiere

WASHINGTON, Feb. 6.—With the vanguard of Hollywood personalities arriving in town today, everything is in readiness for the world premiere of Columbia's "The Long Gray Line" at RKO Keith's Theatre
(Continued on page 6)

Wolff and Rembusch To Hit Toll TV Today

Special to THE DAILY

ST. LOUIS, Feb. 7.—Harold Wolff, public relations counsel for the Joint Exhibitors Committee on Subscription Television, and Trueman Rembusch tomorrow will fire the opening salvo to inform the public on
(Continued on page 3)

Selznick to Make Two Films for M-G-M

Special to THE DAILY

MIAMI, Feb. 7.—A deal by which David O. Selznick will produce two pictures for M-G-M was closed here following weekend conferences, Nicholas M. Schenck, president of Loew's-MGM, announced. Schenck said he could give no additional details at this time.

Reported sitting in at the conferences were Frank I. Davis, Jr., Charles K. Feldman and Charles C. Moskowitz.

THE YOUNG STARS OF "MAGNIFICENT OBSESSION"
ROCK HUDSON • BARBARA RUSH in
CAPTAIN LIGHTFOOT

Universal
International
COLOR BY
TECHNICOLOR
IN CINEMASCOPE

ADVERTISED
IN THE
MARCH ISSUE
OF

Redbook

• More than
4,322,140
Primary Readers

THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Hollywood. **AL LITCHMAN** and **CHARLES EINFELD**, vice-presidents, returned here from the studios yesterday.

LT. WILLIAM CHARLES MARCUS, son of **NAT MARCUS**, manager of the Buffalo branch of Warner Brothers, has been called into service with the Transportation Corps.

DORE SCHARY, vice-president of M-G-M in charge of production, is in Cedars of Lebanon Hospital, Hollywood, for a checkup.

THOMAS D. GRACE, of the Eastwood Theatre, East Hartford, has been elected a member of the Chamber of Commerce of that community.

ARTHUR C. BROMBERG, president of Allied Artists Southern Exchanges, has returned to Atlanta from Bayou La Batre, Ala.

IRWIN ALLEN, producer, and **GEORGE SWINK**, his associate, have returned to Hollywood from New York.

E. S. GREGG, president of Westrex Corp., has returned to New York from Europe.

DR. HENRY BROWN, president of Atlas Television Corp., has left New York for San Francisco.

ROBERT S. WOLFF, RKO Radio manager in Britain, will arrive here from England today by ship.

PRINCE LITTLER, British exhibitor, will leave New York today for London via B.O.A.C. Monarch.

ALEX HARRISON, 20th Century-Fox Western sales manager, has left New York for Los Angeles.

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from New York.

MARGOT FONTEYN, ballerina, will leave here today for Nassau via B.O.A.C. Bahamian.

Mrs. Charles O'Reilly

Funeral services for Mrs. Kathryn B. O'Reilly, wife of Charles O'Reilly, head of A. B. C. Vending Co. and former exhibitor organization leader in New York, will be held here this morning at St. Vincent Ferrer's Church. Interment will be in Calvary Cemetery. Mrs. O'Reilly died last Friday.

Sullivan Aids Scouts

Edward E. Sullivan, publicity manager of 20th Century-Fox, has been named to the executive board of the Manhattan Council, Boy Scouts of America. Sullivan will also serve as chairman of the public relations committee for the Manhattan Scout Exposition, to be held May 13 and 14.

Studios Trying to Fill Product Needs, Says George Murphy

By LESTER DINOFF

The major motion picture studios in Hollywood are striving to find the proper level in providing enough product to utilize all available playing time in theatres, George Murphy, M-G-M studio public relations head, declared at a luncheon here yesterday for the Film Estimate Board of National Organizations.

Murphy, speaking at a Hotel Pica-dilly gathering which was sponsored by the Motion Picture Association of America, said that "future film productions from the major studios will be of the highest quality and that the producers are endeavoring to make enough film to supply exhibitors' needs."

The industry depends on the public's acceptance and good will and the production officials' enthusiasm in turning out good product," Murphy said during his informal talk before some 200 film reviewers. "New product and new equipment is giving the theatremen a new lease on life and in turn is helping all businesses near the theatre," he asserted.

"The reactions of unbiased film reviewers give producers an idea of what the public wants for entertainment," Murphy asserted.

MPAA Officials Heard

Other speakers at the luncheon were Ralph Hetzel, MPAA executive vice-president, and Arthur DeBra, MPAA head of customer relations.

Organizations which were represented at the luncheon were the American Association of University Women, American Library Association, General Federation of Women's Clubs, Girl Scouts of America, Daughters of the American Revolution, American Jewish Committee, National Children's Film Library, National Congress of Parents and Teachers, National Federation of Music Clubs, Protestant Motion Picture Council, United Council of Church Women, School's Motion Picture Committee and the National Council of Women.

Court Stays Trust Case Proceedings

Federal Judge A. O. Dawson yesterday stayed all proceedings in motion picture anti-trust cases involving the law firm of Malkan & Ellner until there has been a determination of their qualifications by Federal Judge Abruzzio in Brooklyn.

Among the cases stayed in the New York District court are those involving Lasky Bros. of West Virginia and the Austin Theatre in Queens. Also waiting upon the rulings in Brooklyn Federal court are cases brought in the Federal District of Western Pennsylvania.

Distribution company defendants in the cases moved that the firm of Malkan & Ellner be disqualified because of the former association of members of the firm with Sargoy & Stein, copyright counsel to distributors.

AMPP, CCC Boards Reelect All Officers

Special to THE DAILY

HOLLYWOOD, Feb. 7.—All officers of the Association of Motion Picture Producers and of the Central Casting Corp. today were reelected at a meeting of their respective boards.

Reelected by AMPP were: **Eric Johnston**, president; **Y. Frank Freeman**, chairman of the board; **B. B. Kahane**, **L. K. Sidney** and **Charles S. Boren**, vice-presidents, and **James S. Howie**, secretary-treasurer.

Renamed by CCC were: **Freeman**, president; **Fred S. Meyer** and **Boren**, vice-presidents, and **Howie**, secretary-treasurer.

Gleason Reel to Aid Brotherhood Drive

A special Brotherhood Week campaign kit and a promotional newsreel featuring Jackie Gleason, will be mainstays of the drive, of which John H. Harris is national chairman of the amusements division. The reel, which was made under the supervision of Walton C. Ament, national co-chairman of the newsreel committee for the drive, will be distributed by the news divisions of 20th Century-Fox, M-G-M, Paramount, Universal and Warner Pathe.

A letter from Harris accompanying the campaign kits now being sent to exhibitors, says in part: "Under the leadership of President Eisenhower, our honorary chairman, we are again being called upon to help in the promotion of Brotherhood Week which this year will be held February 20-27. "This kit can only give you an outline of the job to be done. Your ingenuity and your enthusiasm will spell the difference in giving life and meaning to Brotherhood Week."

Mrs. Hugo Fratto Dies

SAN FRANCISCO, Feb. 7.—Mary Fratto, wife of Hugo Fratto, office manager at 20th Century-Fox here, died suddenly. She is survived, in addition to her husband, by two girls, aged four years and 18 months, respectively.

Edward Mix Dead

SAN FRANCISCO, Feb. 7.—Edward Mix, salesman for M-G-M here, died recently. His wife, Henrietta, is a booker of shorts at Affiliated Theatre Service.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"The Bridges at Toko-Ri"

in color by TECHNICOLOR starring

William HOLDEN • Grace KELLY
Fredric MARCH • Mickey ROONEY

A Paramount Picture

and SPECTACULAR STAGE PRESENTATION

Prelate Calls Films God's Gift to Aid Enlightening of Man

That the motion picture is a "gift of God" that should be used for "the enlightenment of man" was stressed Sunday by Rt. Rev. John J. McClafferty, dean of the School of Social Service at Catholic University of America.

Msgr. McClafferty, former executive secretary of the National Legion of Decency, who spoke at the fifth annual industry Communion Breakfast held at the Waldorf Astoria, cited the rapid advances of the past few years in the technical field of film production and projection, advances which he emphasized, gave to the industry the opportunity to use "light" to its greatest advantage, not only in the projection of motion pictures but also in focusing this light "on morally good films."

Cardinal Spellman Represented

Other speakers included Rt. Rev. Philip J. Furlong, who represented Cardinal Spellman, Lillian Roth, singer and author, and George Murphy, M-G-M's "ambassador of good will."

Toastmaster was Robert W. Coyne, executive secretary of the Council of Motion Picture Organizations.

YOU Can Have the LUCK of the IRISH

Universal-International and McCall's are working together to help you get the *luck of the Irish* . . . and to *build box-office*.

Universal-International has put the two young stars of *MAGNIFICENT OBSESSION* into a romantic, action-packed adventure drama of *Ireland's fight for freedom* . . . *CAPTAIN LIGHTFOOT* . . . a picture photographed in Ireland in Technicolor and CinemaScope.

Universal is pre-selling this picture in a campaign in top magazines, spearheaded by McCall's.

McCall's

can do a big pre-selling job for you because

- it has a circulation of more than 4,500,000—reaching over 12 million readers—one of America's really big magazines
- it reaches 1 out of 6 women in the homes in your area
- it influences women—who are the backbone of your business.

Book *CAPTAIN LIGHTFOOT* . . . and get set for some luck of the Irish.

McCall's

McGee in Favor

Allied Names 4 To Meet With TOA on EDC

Special to THE DAILY

ST. LOUIS, Feb. 7. — Allied's board of directors today named a committee to meet with a committee representing Theatre Owners of America to discuss the potentialities of Allied's Emergency Defense Committee. The allied group will consist of Ben Marcus, Allied president; Jack Kirsch of Chicago, Ben Berger of Minneapolis and Abram F. Myers, general counsel.

No date has been set for the session but Marcus said today that the meeting would be held very soon. He indicated that no date would be set until after TOA holds its board meeting in Washington this coming weekend. He added that the sessions would be held either in Chicago or New York.

McGee Wire Received

Pat McGee, TOA leader, wired the Allied board today that he was vitally interested in the proposed Allied-TOA conference and that he could promise "complete cooperation from our side." Whether he was speaking as an individual or as an official TOA spokesman could not be determined from the telegram.

McGee said that "we, too, are vitally interested in the problems of the small theatres and in film rentals."

He added that he was certain that Martin would appoint him (McGee) to the TOA committee.

'Eden' Premiere

(Continued from page 1)

scale for the building fund of the Actors Studio.

A private supper and "stars-in-person" entertainment at the Sheraton Astor Roof will be included in the evening's schedule of events for ticket holders following the world premiere performance, the company disclosed.

Ticket-holders will be ushered to their seats by a group of usherettes already including Margaret Truman, Marlene Dietrich, Imogene Coca, Fleur Cowles, Mrs. William Rhineland Stewart, Mrs. Alfred Gwynne Vanderbilt, Melissa Weston, Beatrice Straight, Anita Loos, Patricia Neal, Meg Mundy, Gypsy Rose Lee and Jayne Meadows, with many other leaders of society, fashion and show business to be announced later.

Kilgore Heads

(Continued from page 1)

has also announced its intention to study subscription television.

Other members of the monopoly subcommittee will be Senators Kefauver (D., Tenn.), Hennings (D., Mo.), O'Mahoney (D., Wyo.), Langer (R., N. D.), Dirksen (R., Ill.) and Wiley (R., Wis.)

Senator Kefauver was named chairman of a judiciary subcommittee to continue studying juvenile delinquency problems. It's possible that this group might eventually take a look at the effects of some films.

Sentiment of Delegates to Drive-in Meet Centers on Items 'Needing Correction'

By WILFRED P. SMITH

ST. LOUIS, Feb. 7.—Drive-in operators arriving here in great numbers for their convention this week are taxing the facilities of the Chase and Park Plaza hotels, in the former of which the Allied States board meeting is being conducted. Looking and listening among the drive-in delegates yielded these few impressions of general thinking as of today:

❑ They are through with the "skirmishes" and are ready for a "hot war" with distributors.

❑ Paramount and Warner Brothers seem to be in disfavor with a majority of the delegates.

❑ Al Lichtman's reversal of a move for a conclusive round-table conference has resulted in much disappointment.

❑ The spectre of the Government-control bill once again is rearing its head.

❑ Delegates feel grosses are high only because of high prices caused by high rentals for product.

❑ Exhibitors are waiting for some sort of "guarantee" before spending heavily for new equipment.

❑ There is virtually unanimous agreement that toll-TV could destroy the assets of both drive-in and conventional theatres.

It was announced today that the 1956 convention of the association will again be held at the Netherland Plaza Hotel in Cincinnati.

Notables to Attend 'Cinerama' Premiere

Social, civic, entertainment and business leaders will be present at the Warner Theatre here tonight for the world premiere of the Louis de Rochemont production of "Cinerama Holiday," the second feature to be filmed in the Cinerama process.

Among those notables who have accepted invitations from the Travelers Aid Society, sponsors of the premiere showing, are Shelley Winters, Rita Gam, Grace Kelly, Donald Cook, William Talbert, Celeste Holm, Peter Lind Hayes, Mary Healy, Faye Emerson, Arlene Francis, Maggie McNellis and Robert Q. Lewis; business leaders Juan Trippe, Alfred P. Sloan, Jerome Ohrbach; former Governor Thomas E. Dewey, Lowell Thomas, Justice and Mrs. Chas. E. Murphy and others.

Cinerama Audience In N.Y. Over 2,470,000

When "This Is Cinerama" closed at the Warner Theatre here Sunday, it had played on Broadway for 122 weeks and three days and had been seen by more than 2,470,000 persons, representing a gross of more than \$4,700,000, according to figures compiled by the distributor.

'Lightfoot' Premiere Feb. 18 in Chicago

The world premiere of "Captain Lightfoot," Universal - International CinemaScope production starring Rock Hudson, Barbara Rush and Jeff Morrow, will be held at McVickers Theatre, Chicago, on Feb. 18, launching a series of Washington Birthday openings.

The openings are being backed by an extensive advertising campaign in 17 of the leading "woman-appeal" magazines.

ACE Awards Fete

HOLLYWOOD, Feb. 7.—The annual ACE Awards dinner dance will be held March 24, honoring cinema editors nominated for Academy Awards and the winner of the Emmy Award, Richard Cahoon, president of the American Cinema Editors, said.

300 Exhibitors to Attend 'Workshop'

RICHMOND, Feb. 7.—Some 300 exhibitors from this area will attend M-G-M's seventh Ticket Selling Workshop to be held here tomorrow at the Jefferson Hotel, it was announced by Mike Simons, director of customer relations for M-G-M.

William Filer, local commercial manager of station WTVR, will address the forum on television as an aid to the promotion of motion pictures, Simons said.

Theatre panelists who will speak for the greater part of the session include Al Reynolds, general manager for Claude Ezell and Associates, Drive-In theatre organization at Dallas; Bernie Hickey, head of advertising, publicity and exploitation for Shea Theatres and Jamestown Amusement Co., Bob and Melba Walker, operators of the Uintah Theatre, Fruita, Col.; and Emery Austin, exploitation head for M-G-M.

M-G-M has enlisted Jack Bruno, city manager for the Cooper Foundation Theatres in Pueblo, Col., to again act as a panelist for the Ticket Selling Workshop which will be held March 3 in the Continental Hotel at Kansas City.

Sabre to Produce 2 for UA Release

United Artists and Sabre Productions have concluded a multiple-picture agreement under which the independent Hollywood producing company will make two films, "Flight from Hong Kong" and "Mr. Tex," for UA distribution in 1955.

Sabre Productions is headed by Victor M. Orsatti, president; Frank N. Seltzer, vice-president; and Joseph M. Newman, secretary-treasurer.

Allied Artists Plans 'Seventh Fleet' Tale

HOLLYWOOD, Feb. 7.—Walter Mirisch, executive producer of Allied Artists, today disclosed that the company will produce a big-scale feature entitled "Seventh Fleet" and notified his assistant, Richard Heermance, now in Washington, to contact the Navy Department for its cooperation.

Allied Plan

(Continued from page 1)

would operate, roughly as follows: if an exhibitor in a particular area has a complaint over a problem that he has not been able to work out with a branch manager, he would call in his regional Allied vice-president to meet with him and the branch manager involved. If the problem then cannot be resolved, a top Allied official and a top level sales representative from the home office would be called in for conferences in an effort to work out a solution.

Marcus said that the distributors had not been approached as yet on the idea, but he said he felt that the companies would cooperate.

The board today did not reach a decision as to whether it would seek Government intervention on film prices. Marcus said, "we are still discussing it" and added that a decision one way or the other would be reached tomorrow.

The directors today heard general counsel Abram Myers' annual report and a "progress report" by the toll TV committee. This report was approved unanimously and the board voted 100 per cent cooperation. The text of the report was not revealed.

The directors approved Marcus' report on Allied's equipment plan under which the original idea was to market equipment under the Allied name. The board also approved formally the proposal by Jack Kirsch of Illinois Allied for a joint convention in Chicago in October with TESMA, TEDA and the International Popcorn Association.

Wolff, Rembusch

(Continued from page 1)

what they will term the dangers of toll TV. They will address the Allied States board of directors, in session here, and, in substance, will assert that every TV set now in use will be obsolete when and if subscription television starts. They will contend that the toll TV issue involves the freedom of the airways and the granting of approval by the FCC would violate the basic principles of public interest protection.

Zanuck Arrives

(Continued from page 1)

ference in New York recently, the company's production schedule will be increased from 16 to 22 this year, but indications are releases will not be. The studio is anxious to develop a product backlog and, at the same time, space releases at intervals which will permit the development and carry-out of full selling campaigns.

53 Firms Exhibiting At Drive-in Meeting

Special to THE DAILY

ST. LOUIS, Feb. 7.—Fifty-three equipment and concession companies, occupying 72 booths, are exhibiting their products at the National Drive-in Theatre Association convention which starts officially here tomorrow at the Chase Hotel.

Advance reservations indicate that between 700 and 800 exhibitors and equipment people will be on hand for the sessions.

NOW THE PHOTOPLAY AWARD AGAIN PARAMOUNTS

PHOTOPLAY
ACHIEVEMENT
AWARD TO
Y. FRANK FREEMAN
ON BEHALF OF
PARAMOUNT FOR..

VISTAVISION
MOTION PICTURE HIGH FIDELITY

"A
MAGNIFICENT
CONTRIBUTION
TO
MOTION
PICTURES"

Photoplay Gold Medal
to



WILLIAM HOLDEN

Year's Most Popular Actor

Now Starring In

THE BRIDGES AT TOKO-RI

and

THE COUNTRY GIRL

Photoplay Achievement Award
to



DANNY KAYE

Ambassador at Large for the United Nations

in behalf of UNICEF and starring soon

in the inspiring featurette:

ASSIGNMENT CHILDREN

Photoplay Certificate
to



WHITE CHRISTMAS

in VistaVision

One Of Year's Most

Popular Pictures



Photoplay Certificate
to

GRACE KELLY

Year's Most Promising Actress

Now Starring in

THE BRIDGES AT TOKO-RI

and

THE COUNTRY GIRL



ARDS CONFIRM S LEADERSHIP!



Paramount thanks Photoplay for another tribute in the long list of honors that have pointed to Paramount's achievements throughout the past year. The Photoplay Awards become another assurance to exhibitors that during the year ahead they can depend upon Paramount for the finest in boxoffice attractions—glorified by VistaVision and starred with the personalities most wanted by the public...

Photoplay Certificate
to

JAMES STEWART

For "Rear Window"

Coming Soon In
STRATEGIC AIR COMMAND
in VistaVision



Photoplay Gold Medal
to

JUNE ALLYSON

Year's Most Popular Actress

Coming Soon In
STRATEGIC AIR COMMAND
in VistaVision



Photoplay Certificate
to

JANE WYMAN

One Of Most Popular
Performances By Actress

Coming Soon In
LUCY GALLANT
in VistaVision



Next To Watch:

**ACADEMY AWARD
NOMINATIONS**

in which Paramount is
predicted a strong contender...

16mm. Suit

(Continued from page 1)

the Council of Motion Picture Organizations, Allied States Association, Southern California Theatre Owners Association of this city; the Metropolitan Motion Picture Theatre Owners Association, both of New York, and the Pacific Coast Conference of Independent Theatre Owners. The latter went out of existence several years ago. With headquarters in San Francisco, it was last known as Western Theatre Owners.

Justice filed the original suit in July, 1952, charging 12 motion picture producers and distributors with a conspiracy to prevent 16mm. feature films from being shown on television or at places competing with commercial theatres. The Theatre Owners of America was named as a co-conspirator—the only exhibitor group to be so named at that time.

Warns of Postponement

Defense counsel Homer I. Mitchell, representing three major studio defendants, told the court the addition of six co-conspirators would place a burden on the defendants, necessitating postponement of the trial date, now set for Sept. 6. The court replied that the defendants will be furnished with the Government's evidence in the case on March 10, and may make motions for postponement at that time if disposed to do so.

Attorney Flatow, on the contrary, argued that the naming of the six organizations as co-conspirators does not make them defendants, nor change their status in the case in any way beyond making their testimony and files available to Government, for use as evidence, and that this is advantageous to all parties, in that it would tend to shorten the time required for the trial itself.

Judge Westover said the court is anxious to get the case to trial and hopes to do so this year.

Edinburgh Festival

(Continued from page 1)

require the agreement of the government authorities concerned. These are:

❑ All foreign films shown at a festival may be distributed commercially within the country over and above any importation quota or other similar quantitative limitation.

❑ All funds deriving from such commercial distribution, in so far as due to interests outside the country, may be freely remitted over and above any remittance limitation or agreement relating to remittances.

The Edinburgh Film Festival has been officially informed by the British Board of Trade that it has no objection to the festival acceding to these regulations. The Board of Trade intimation adds: "Special arrangements will be made to enable earnings to be remitted in respect of American films which have been shown at the Edinburgh Film Festival."

YOU CAN ALWAYS DEPEND ON

FILMACK

FOR THE BEST SPECIAL TRAILERS

1327 S. WABASH CHICAGO 5, ILL.

630 NINTH NEW YORK 36, N. Y.

Television--Radio

—with Pinky Herman—

IT could be that ye scribbler is a sentimentalist and old songs and scenes may well moisten an orb on occasion but methinks there are thousands of others who, like us, could perceive an epic production, were Ben Gross' EnGROSSing tome, "I Looked and Listened" with great names of the 1920-1945 Radio Era adapted for a motion picture. Most of the artists are still around. . . . John F. Tallcott, formerly with Mutual Broadcasting System as account executive and prior to that as staffer with Sesac, Inc., has joined NBC-Radio's sales staff as account exec. . . . First sponsor to sign for a half-hour segment of the new "Ozark Jubilee" ABCountry-style TV'er which bows in next Saturday in the 9:00-10:00 P.M. (E.S.T.) slot, is Regal Amber Brewing Co. of San Francisco. The program which will originate in Springfield, Mo., will be emceed by Red Foley, one of the most popular of folk artists. . . . Fred MacMurray and Pat Crowley will have the leads in General Electric Theatre's TV presentation of "Bachelor's Bride," CBSunday, Feb. 20.

★ ★ ★

Looks like Imogene Coca has finally found a new partner in Hal March, who spent the past three years in Hollywood appearing in nite clubs, radio, TV and motion pictures, including "Yankee Pasha" and the soon-to-be-released musical, "It's Always



Imogene Coca

Fair Weather," starring Gene Kelly. Your reporter recalls having raved about this lad and his partner when Sweeney & March was an early-morning disk jockey team in Gotham. . . . Maestro Hank Sylvern, musical director of the "Jane Froman CBShow" and the forthcoming "Phil Silvers CBShow," has completed the last of a series of 13 original ballet scores to be used in Town Hall recital in the spring. . . . The 139th telefilm produced by the Christophers and skedded for presentation on about 220 stations during the week of Feb. 22 is titled "George Washington Speaks for Himself," and will feature Fred Allen, John Daly, Ella Raines and Thelma Ritter. . . . Prexy Robert M.

Hutchins of The Fund for Republic, Inc. will reveal plans to the press of the firm's first annual television awards at a luncheon next Tuesday at the Waldorf-Astoria.

★ ★ ★

A \$1,340,000 deal is at the signing stage, calling for Bill Stern to emcee a half-hour-across-the-board quiz show TVia ABCoast-to-coast in the 7:00-7:30 P.M. slot. Sponsor is one of the nation's top bottling firms and the pact may be a five-year deal. Stern, for years one of the ace sportscasters on the nets, not only can talk and write about sports but his gift of gab and quick wit makes him a natural quizmaster. . . . Gale ("My Little Margie") Storm, ends her two-year term as "Mme. Mayor" of Sherman Oaks, Cal., February 26, and will be succeeded by Liberace. . . . MBStarting Saturday, Johnny Desmond, Coral recording star, who recently left "The Breakfast Club" after six years in order to free-lance, will launch a new music show, "Phonorama Time," to be heard over 565 stations and sponsored by the Philco Corp. . . . Over at ABC everyone from the top echelon to the mail boy, are walking around with their fingers crossed. Last year that net had four nominees for "Emmy" awards and the four were named. This year, the Noble-Goldenson-Kintner-Weitman-Hudson-ABCombine has 12 nominees up for the March 7 selections.

★ ★ ★

It was during lunch at Sardi's that producer Richard Whorf and David Wayne first got together on "Norby." When J. Walter Thompson first revealed plans about the NBCColor telefilm series to the press it was at a cocktail party at Sardi's famous W. 44th St. (NYC) meet-and-eatery. Thus when a Broadway restaurant setting was needed for the "Helen's Holiday" episode of the series, Sardi's was "location." . . . Beauty expert Claire Mann, whose WABDaily tips on face, figure and fashion have been featured for the past six years, starts her seventh semester with a change from the 1:30-2:00 P.M. slot to the 12:00-12:30 P.M. time. (Probably to catch the eyes and ears of the feminine audience BEFORE they eat).

Trade Bill

(Continued from page 1)

these items to those countries, the committee was told today by Robert E. Lewis, president of Argus Cameras, Inc.

Lewis said these were the latest Commerce Department figures available. Commerce film chief Nathan D. Golden was among the spectators when Lewis testified.

Urging tariff protection for U. S. camera manufacturers, Lewis said that in 1953, the U. S. imported from West Germany 123 times as much in dollar value of still cameras and lenses as it sent to that country, 12.7 times as much from Japan and 21.2 times as much from the United Kingdom. It imported some \$1,315,610 worth from East Germany, while shipping none there, and bought far more from Sweden, France, Switzerland and Italy than it shipped to those countries.

Lewis emphasized that while German and Japanese manufacturing techniques and labor skills are as good as ours, German and Japanese wage scales are one-seventh to one-tenth ours. As a result, he said, even with present tariff rates, the American still camera industry is steadily leaving this country for foreign manufacturing sites.

The National Association of Photographic Manufacturers also submitted a statement for the record requesting more tariff protection for the industry as one essential to any defense mobilization program.

'Line' Premiere

(Continued from page 1)

on Wednesday night, the company announced.

Before a gathering of notables drawn from the Government, diplomatic corps, armed services and capital society, John Ford's CinemaScope-Technicolor tribute to West Point will unfold on the Keith's giant screen. The proceeds of the premiere which is being sponsored by the wives of the officers of the Technical Services of the United States Army, will be donated to the Soldiers', Sailors', Marines' and Airmen's Club of Washington. Mrs. Dwight D. Eisenhower, wife of the president, is honorary president of the club and honorary chairman of the premiere. Chairman for the opening is Mrs. Charles E. Wilson, wife of the Secretary of Defense.

Columbia Sets Huge Promotions for 'Line'

The huge promotion campaign for Columbia's "The Long Gray Line," which was begun with an hour-long salute by Ed Sullivan's national television show, gets into full swing this week with the Washington world premiere of the CinemaScope film tonight and the New York opening at the Capitol Theatre on Thursday.

The New York opening at the Capitol Theatre Thursday will be highlighted by a display of West Point historical material which goes on display today. Radio, television and newspaper plugs and contests are heavily scheduled.

Guest Speaker

HOLLYWOOD, Feb. 7.—Dr. Frank Baxter, television's "Mr. Shakespeare," will be the principal speaker at the Screen Writers Guild of America's seventh annual awards dinner.



Bill Stern



IT SHAKES YOUR SIDES LIKE "SEVEN BRIDES"!

M-G-M's got a very funny comedy that's started off with a bang in its New Haven Premiere and promises to do the same everywhere. It's a big outdoor comedy filmed in CinemaScope and Color that you can sell to a fare-thee-well for the kind of bold, blushing laughs that paid off so well on "Seven Brides For Seven Brothers"! Here's a great Cast, too!

Starring

ROBERT TAYLOR · ELEANOR PARKER

ROARING, ROWDY AND RICH IN
CINEMASCOPE

and **COLOR** with

VICTOR McLAGLEN · RUSS TAMBLYN · JEFF RICHARDS · JAMES ARNESS

Screen Play by **HARRY BROWN and GUY TROSPER**

Based On a Story by Steve Frazee • Photographed in **EASTMAN COLOR**

Directed by **ROY ROWLAND** • Produced by **JACK CUMMINGS**

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



**SHE'S THE MOST IMPATIENT
MAIDEN IN THE VIRGIN WEST—BUT
HE'S NOT THE MARRYING KIND.**
She persuaded him to kiss her and she
never let him forget it. The howling
story of how she got her man is a
feast for the fans!

**Washington, D.C.
February 9**

**New York City
February 10**

**and then...
All America**

The nation's capital will be the host for distinguished celebrities attending the premiere performance of "The Long Gray Line" at RKO Keith's Theatre. TV cameras will capture excitement for millions of home viewers from coast to coast!



All of Broadway will thrill to the opening of "The Long Gray Line" at Loew's Capitol Theatre. And on February 13, the entire Corps of West Point Cadets will parade to the Capitol for a special showing of the film.



All America will line up to see the picture that was made by *Columbia* for All America!



**TYRONE POWER
MAUREEN O'HARA
IN JOHN FORD'S
THE LONG GRAY LINE**

CINEMASCOPE

Color by

TECHNICOLOR

Co-starring

Robert Francis · Donald Crisp · Ward Bond · Betsy Palmer · Phil Carey

Screen Play by EDWARD HOPE · Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion · Produced by ROBERT ARTHUR · Directed by JOHN FORD

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 28

NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 9, 1955

TEN CENTS

To Build and Buy Rank Theatre Expansion in U.K., Ulster

**Restore Bombed Houses,
Will Construct Others**

By PETER BURNUP

LONDON, Feb. 8.—Displaying the J. Arthur Rank Organization's confidence in the future of the film theatre, the Rank group today announced the following ambitious expansion moves:

■ Acquisition of 11 of the most important theatres in Northern Ireland;

■ Plans to construct a new 1,750-seat theatre in a key location in Belfast;

■ Rebuilding of at least nine theatres
(Continued on page 4)

Smadja Elected UA Vice-Pres. for Europe

Charles Smadja, Continental manager for United Artists in Europe, has been elected a vice-president of the distribution company in charge of European production, it was announced here yesterday by president Arthur B. Krim.

Smadja, who will supervise film production for UA in France, Germany, Italy and Spain, in his first American trade press conference here yesterday, revealed that "a healthy industry situation prevailed in Europe at present
(Continued on page 5)



Charles Smadja

WB Asks High Court Rule on Copyright

From THE DAILY Bureau

WASHINGTON, Feb. 8.—Warner Brothers Pictures Co. today asked the Supreme Court to rule that when the company bought the copyright to a book it also bought control over any future use of the characters in that book.

The film company asked the High
(Continued on page 5)

Allied Board Directs EDC to Seek Government Regulation

**Second 'Cinerama'
Feature Is Rich
In Entertainment**

By LESTER DINOFF

Louis de Rochemont's "Cinerama Holiday," the second stimulating feature to be filmed in the wide-screen Cinerama process which paved the way for the successive innovations in new screen techniques a little over two years ago, is a travelogue with a narrative which gives audiences breathtaking thrills, loads of carnival spirit and festival entertainment, along with a feeling of actually accompanying the young American and Swiss couples, Betty and John Marsh of Kansas City, and Beatrice and Fred Troller of Zurich, in their sightseeing jaunt to places of panoramic beauty.

This version is different from the
(Continued on page 5)

UA Plans \$40,000,000 Investment in Films

United Artists will invest about \$40,000,000 of its own funds in the 40 to 45 productions which the company will distribute world-wide during 1955, it was disclosed here yesterday by Max E. Youngstein, UA vice-president.

Youngstein, who recently returned
(Continued on page 4)

Decision to Seek Legislative Control of Film Prices Arrived at Reluctantly, Says Marcus in Announcing 'Last Alternative'

By AL STEEN

ST. LOUIS, Feb. 8.—The board of directors of Allied States Association today formally directed its Emergency Defense Committee to seek the introduction into and the passage by Congress of the bill to regulate film prices which was approved by the delegates to Allied's national convention in Milwaukee last October.

Board chairman Abram Myers, in announcing the directors' action, stated that the interim report of the EDC based upon a survey in mid-December had been fully considered. However, he said, the board concluded that the interim report already is obsolete and that conditions have grown steadily worse since the survey was made.

Toll-TV Is Hit By Rembusch

Special to THE DAILY

ST. LOUIS, Feb. 8.—The proponents of toll television, in an effort to obtain control of the free air waves, have employed the "big lie" technique so successfully that the public as well as some distributors and producers, are accepting as true the false statements made by the proponents, according to Trueman Rembusch, co-chairman of the Joint Committee on Toll TV.

Speaking at the opening session of the Allied Drive-in Theatre Association convention here today, Rembusch said there has been such a general acceptance of the toll TV advocates' statements that "if the matter came before the United States Congress today, that body would
(Continued on page 4)

This was due, Myers explained, "to the distributors' demand for at least 50 per cent of the gross for virtually all desirable pictures released since the survey was made and late reports concerning the failure of some companies to follow through on their promises to sell flat to their smaller accounts and on their assurances of fair and equitable terms to all."

Allied president Ben Marcus said that the board's decision to seek legislative relief was arrived at "reluctantly" and in the conviction that all other measures for preserving the theatres have failed and that as of now no alternative to legislation is in sight.

"It is believed," Marcus said, "that the interest and sympathy of Congress can be gained because the crisis that has arisen in the motion picture industry does not involve merely a dispute between the distributors and exhibitors over the price of film. It involves arbitrary curtailment of production and the creation of a starved
(Continued on page 4)

'The Long Gray Line'

(Columbia)
(CinemaScope)

JOHN FORD delivers another of his justly famous boxoffice sweethearts in "The Long Gray Line," a warm, often moving, and pictorially attractive story of West Point since the turn of the present century. It has been packed full with the surest and best brands of audience-bait developed during the long Ford career, with the result that it is destined to give an unusually generous measure of satisfaction to the huge audiences that are certain to buy it.

Absorbing and picturesque as the camera has made the U.S. Military Academy, its people, traditions, locale and activities, it is nonetheless only the backdrop against which Tyrone Power and Maureen O'Hara play out the story of the long married life of Marty and Mary Maher at the Point. For this is the story of a young Irish immigrant, who attached himself to West Point as a youth and, when past 70, the Army would retire him, he protests to his old friend, the President of the United
(Continued on page 5)

Allied Extends Board Meeting

Special to THE DAILY

ST. LOUIS, Feb. 8.—The Allied States board was unable to complete its business agenda today and will continue its sessions into tomorrow. Election of officers and Allied's stand on the Government 16mm. suit are still to be disposed of.

Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, who arrived in New York from the Coast this week, will leave here Friday for Europe.

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, will leave Charlotte today for Washington, and will return here from there.

ROBERT E. KINTNER, president of American Broadcasting Co., is the father of a son born here this week to Mrs. KINTNER at Doctors Hospital.

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for New Orleans.

GLENN NORRIS, 20th Century-Fox Eastern sales manager, is in Boston from New York.

MICHAEL BAIRD, producer, will return to Hollywood today from New York.

LEON URIS, author of "Battle Cry," has arrived in Chicago from the East.

MIKE FRANKOVITCH, producer, left here yesterday for the Coast.

Walsh to Be Honored By N. Y. Variety Club

Richard Walsh, president of the IATSE, will be honored at the second annual Heart Award Dinner of Variety Club of New York, Tent No. 35, in the Grand Ballroom of the Waldorf Astoria Hotel here on May 2. The announcement was made jointly by Edward L. Fabian, chief barker of the club, and William J. Germain, president of the Variety Club Foundation to Combat Epilepsy. Committees for the dinner are now being formed.



Richard Walsh

Tower, Astor in Pact For Frisco Territory

SAN FRANCISCO, Feb. 8.—A distribution agreement whereby Tower Pictures Co. of this city will handle all Astor Pictures product in the San Francisco area has been signed by R. M. Savini, Astor president, and Sam Sobel, head of Tower.

Following completion of the Astor agreement, Sobel closed a deal with the Fox West Coast Theatre Circuit to play Astor's "The Sleeping Tiger," starring Alexis Smith and Alexander Knox.

Addresses Hartford Ad Club

Advertising Will Suffer From Toll-TV, Says Levy

HARTFORD, Feb. 8.—Despite the claims of the sponsors of subscription television that advertising will benefit from the medium, public relations firms, advertising agencies and telecasters will suffer from toll-TV due to



Herman Levy

a restriction on channels which will present the uninterrupted entertainment, according to Herman Levy, general counsel for the Theatre Owners of America and the Motion Picture Theatre Owners of Connecticut.

Levy, who is also counsel to the joint exhibition committee opposing toll-TV, in an address before the Advertising Club of Hartford here today challenged and refuted many arguments of subscription-TV sponsors.

"The sponsors of toll-TV claim that advertising will benefit, but that argument is wholly without merit," Levy asserted. "In the tremendous 1955 budget of the advertisers of this country a substantial portion of that sum has been allocated to advertising on television—because of the recognized merit of that medium for that purpose," he said.

Most of the funds allocated to TV will not be used by advertisers for other media of advertising if television is not available, nor profitable, the exhibitor counsel said. "If some chan-

nels are to be restricted to toll-TV, without advertising, then substantial inroads will be made in the vast new audience that television has brought into being and public relations offices, advertising agencies, and telecasters will be bound to suffer," Levy asserted.

Almost every segment of our everyday life has been promised something good out of this system and people in various fields of endeavor have been moved to speak in favor of this system, Levy said. The sponsors hope eventually to get a grant from the Federal Communications Commission in order to be able to proceed to sell their decoders for home TV sets, he said.

Decoder All-Important

"Without a decoder the entertainment will not be available," Levy asserted.

The public has purchased sets with the implied understanding from the FCC and the manufacturers, and of the advertisers on TV that they would not have to pay a charge for the programs they were to see on their TV sets, he said. Why should those TV set owners now be asked to pay for certain programs and why should the manufacturers and the FCC say to those people that everything is still free on their TV sets except certain entertainment? Levy asked.

Find Col. Warm To TV Tie-Ups

Columbia Pictures has manifested a keen interest in utilizing top dramatic television shows for the development of its young talent, it was reported here yesterday by Robert Weitman, vice-president of programming and talent for American Broadcasting Co., a subsidiary of American Broadcasting-Paramount Theatres.

Weitman, who returned here from an eight-day trip to the Coast, said the plan envisions the use of Columbia's upcoming stars and starlets on the U.S. Steel and Elgin shows. Weitman forecasts that if the Columbia program works out successfully, other studios will take similar steps.

Buchsbaum Files NY Tax Appeal Papers

Assistant Corporation Counsel Stanley Buchsbaum has filed motion papers in the Appellate Division for leave to appeal of the recent Supreme Court decision which held that New York City cannot collect the "breakage" in excess of five per cent in levying the city amusement tax under the State Enabling Act of 1947.

Buchsbaum said yesterday he expects a ruling on the petition "by and not before next Monday."

Premiere at the U.N. For Kaye Film Today

"Assignment Children," Danny Kaye's film of his recent round-the-world trip on behalf of the United Nations Children's Fund, will have its world premiere here today in the UN's General Assembly Hall.

Co-hosts and principal speakers at the premiere, which it is expected will be attended by more than 700 persons, will include Dag Hammarskjold, Secretary-General of the UN; Henry Cabot Lodge, Jr., Permanent Representative of the United States to the UN, and Dr. Balachandra Rajan, of the Permanent Mission of India to the UN.

Doctor Asks \$200,000 In WB 'Them' Suit

Warner Brothers Pictures was named a defendant in a \$200,000 damage action filed by Dr. John B. Grant in New York Federal Court yesterday who charged that his personal and professional dignity was damaged as a result of the picture "Them." A doctor of medicine and of public health at the Rockefeller Institute, Grant claims his professional activities were depicted in the Warner release without his consent.

Name Youngstein to Head Cinema Lodge Succeeding Robbins

Max E. Youngstein, vice-president of United Artists, has been nominated as president of New York's Cinema Lodge of B'nai B'rith, it was announced yesterday following a meeting of the Lodge's executive committee.



Max Youngstein

Elections will be held at the Cinema Lodge meeting at the Hotel Sheraton Astor on March 24th. Youngstein had served as a vice-president and was chairman of the Lodge's successful \$25 contribution Share Certificate Sale this past year. He would succeed Burton E. Robbins, who has held office for the past two years.

Nominated as vice-presidents by the executive committee were Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Jack Weissman, Al Wilde and Lou Wolff. All are incumbents.

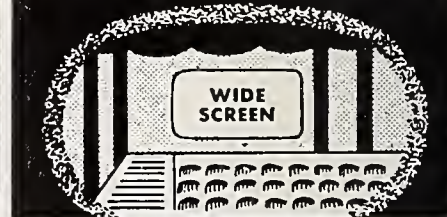
Jack H. Hoffberg was nominated as treasurer; David Kelton as secretary and Burton Robbins as chaplain. Nominated to the board of trustees were Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Moses L. Kove, Joseph Maharam, Louis A. Novins and Arthur H. Schwartz.

'Gray Line' to Bow In Washington Today

WASHINGTON, Feb. 8.—The world premiere of Columbia Pictures' "The Long Gray Line" will take place here tomorrow night at the RKO Keith's Theatre before an audience that will include government leaders, top military figures, important members of the diplomatic corps and outstanding society personalities.

The special guest of the evening will be retired Sgt. Martin "Marty" Maher, who served 50 years at West Point and whose life is portrayed in the film.

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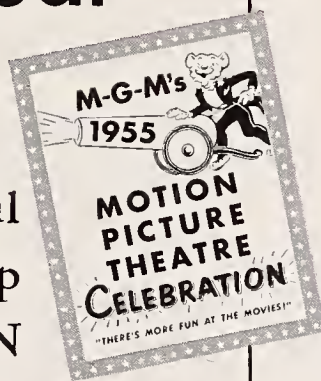


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Narration and novelty presentation by George Murphy with footage from these great pictures:

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MELODY" • "HIT THE DECK" • "LOVE
ME OR LEAVE ME" • "THE KING'S THIEF"
"MOONFLEET" • "IT'S ALWAYS FAIR
WEATHER" • "THE PRODIGAL."

Stars in the order of their appearance: George Murphy, Esther Williams, Howard Keel, Marge and Gower Champion, Anne Baxter, Steve Forrest, Leslie Caron, Michael Wilding, Glenn Ford, Eleanor Parker, Walter Pidgeon, Tony Martin, Vic Damone, Russ Tamblyn, Jane Powell, Debbie Reynolds, Gene Raymond, Ann Miller, Doris Day, James Cagney, Cameron Mitchell, Ann Blyth, Edmund Purdom, David Niven, George Sanders, Joan Greenwood, Viveca Lindfors, Gene Kelly, Cyd Charisse, Michael Kidd, Dan Dailey, Lana Turner, Louis Calhern.

Introduction of author William Gibson and cast of "THE COBWEB": Richard Widmark, Lauren Bacall, Charles Boyer, Lillian Gish, Susan Strasberg, John Kerr, Paul Stewart.

Narration about great M-G-M story properties: "BLACKBOARD JUNGLE" • "BHOWANI JUNCTION" • "I'LL CRY TOMORROW" "THE TEAHOUSE OF THE AUGUST MOON" "MARY ANNE."

Renews Support

Allied Urges Compo to Aid Toll TV Fight

Special to THE DAILY

ST. LOUIS, Feb. 8.—The Allied States board of directors today voted to continue the association's support of the Council of Motion Picture Organizations, but at the same time demanded that COMPO take up the fight against subscription television.

According to Ben Marcus, Allied president, the directors felt that toll TV was in COMPO's province and that it should lead the fight. Marcus said that when the chips are down and a decision must be made as to which project should receive financial support, Allied's money would go for the battle against toll TV and not to COMPO if COMPO is not actively engaged in the toll TV issue.

Report by Snaper

COMPO's activities were reported by Wilbur Snaper, a member of the triumvirate governing the organization, and the board approved and endorsed the COMPO activities to date. However, Snaper was instructed to insist to the other two members of the governing body that economies be practiced and that its funds be so budgeted that the audience poll project can be conducted without an additional assessment. It was indicated that COMPO had approximately \$150,000 in its treasury.

The board passed a resolution demanding that national COMPO refrain from becoming involved in regional COMPO units or in any way absorbing the functions of the regional groups.

The board also passed a resolution approving the Southern California Theatre Owners Association's plea to the Department of Justice to restrain the "divorced" circuits from acquiring drive-ins.

Gehring to Address Allied Convention

William C. Gehring, 20th Century-Fox executive assistant general sales manager, will be one of the principal speakers tomorrow at the national Allied States Drive-In convention at the Chase Hotel in St. Louis, it was announced here yesterday.

Speaking at the invitation of Ben Marcus, Allied president, Gehring will discuss the current state of the motion picture industry with special emphasis on the drive-in business and the prospects for the future of the industry.

Cleve. City Council Asks State Censoring

CLEVELAND, Feb. 8.—By a vote of 30 to two the Cleveland City Council last night passed a resolution favoring state film censorship.

This action followed the recent unanimous recommendation of the council welfare committee of six councilmen who spoke on the motion. Only two opposed it. They labeled it "contrary to free democracy and free enterprise and in direct violation of the constitutional rights of freedom."

Allied Votes for Policing

(Continued from page 1)

market which enables the film companies to impose upon the theatres film rentals so exorbitant and conditions of license so onerous as to threaten the forced closing of upwards of 5,200 sub-run and small town theatres with resulting loss to the American economy from the destruction of investments and unemployment."

The board pointed out that another aspect of the public interest involved was the fact that the theatres now facing disaster are the only source of motion picture entertainment for millions to whom the big city first runs are not accessible or are beyond their means.

"Depriving a large segment of the population, especially those in moderate circumstances, of such entertainment in the carrying out of a monopolistic scheme to restrict films to the high admission price theatres will not appeal to Congress as sound public policy," the board stated.

In further explaining the association's stand, the directors, in a clarifying statement said: "But the board's

main reliance in engaging the sympathy and support of Congress lies in the fact that the film companies, by steadily advancing film prices since April 1, by their palpable efforts to establish 50 per cent of the gross as the standard price for motion pictures and by demanding double weekends, advanced admission prices and other numerous conditions on such deals, have nullified the intent of the tax bill passed last year and have confiscated the benefits of that measure.

Sees 'Relief' Nullified

"The Congressional proceedings establish beyond a shadow of a doubt that Congress intended that the tax measure should inure to the benefit of the theatres and preserve them for the American people. When it is explained to members of Congress that due to the film companies' lust for profits, the tax savings were drained off and that as a result most of the theatres are even worse off today than they were when the relief was granted, it is believed that the interest of Congress will be aroused to the point of indignation."

Rembusch

(Continued from page 1)

overwhelmingly support the use of the free air waves for toll TV."

Attacking the proponents' claims one by one, Rembusch cited the alleged dangers that would result from FCC approval of Zenith Radio's petition. The assertion that subscription television would bring an instantaneous and economical electronic distribution system was refuted by Rembusch, who cited that, in addition to the cost of decoders ranging from \$75 to \$100, there would be installation costs up to \$50. All the buyer would get, Rembusch said, would be "the privilege to pay for programs."

The telephone requirement of two systems makes the toll TV medium dependent upon the capacity of the telephone company, he said. For example, he explained, if in New York 100,000 subscribers within 10 minutes decided to buy a program, facilities of the phone company would be completely paralyzed and unable to handle the demand.

Rembusch denied the assertions that toll TV would increase the broadcasting business. Station profits rise and fall directly in proportion to the station's regular listeners, he said, adding that toll TV "breaks that habit, for, as has been previously shown, in any television market only 25 per cent of the sets will be equipped with decoders."

There would be a potential \$7,000,000 nightly boxoffice if every set owner were equipped with a decoder, Rembusch said. If only 25 per cent were equipped, the potential gross would drop to \$1,750,000. However, he continued, other factors would reduce the potential nightly gross to around \$875,000 per attraction. Under the Zenith plan the station and producer would split the \$1 charge to a family so station revenue nationally, per toll TV attraction, would amount

Government-Okayed Toll-TV Will Create Monopoly: Wolff

ST. LOUIS, Feb. 8.—If the Federal Communications Commission sanctions subscription television, the stage would be set for a giant grab of the public domain which could lead to a 10-billion dollar-a-year combine of all entertainments in a powerful monopoly, according to Harold Wolff, public relations counsel for the joint exhibitor committee opposing the toll-TV medium.

Wolff, speaking at Allied States second annual national drive-in convention at the Chase Hotel here, said that an FCC decision on toll-TV may be handed down in Washington "probably within the next two weeks."

'Handful' in Control

An FCC decision permitting the broadcast of scrambled television programs over existing channels on a pay-as-you-see basis would turn over the control of all TV broadcasting and receiving to a handful of patent holders, Wolff declared. "Armed with this economic power, they would be in a position to dominate the television industry, the film industry, and every aspect of communications, entertainment and sports," he said.

to \$437,500 or an annual gross of \$160,000,000.

"Proponents of toll TV, he said, 'would have television stations allowed use of the free air waves for toll TV and place in jeopardy advertising revenue of over one billion dollars to pick up \$160,000,000. Is this increasing the broadcast business?'"

Rembusch said that the committee is not opposed to toll TV per se, but that toll TV should use cables for which no FCC approval is needed. He said there must be three campaigns; one to inform the FCC, another to inform Congress and the third to inform the public on the facts of toll TV.

Rank Theatre

(Continued from page 1)

in important British cities which were destroyed by bombs during the war;

Building of theatres in so-called "overspill" new towns now in the course of construction at the direction of the government to relieve overcrowded cities.

Rank, together with Associated British Cinemas, is pledged not to expand his British holdings without the consent of the Board of Trade, but the pledge does not bar expansion in Northern Ireland. The "overspill" building is certain to meet with government approval.

Similar to Dublin

The new theatre group in Ulster will be similar to the Dublin circuit, which is wholly owned by Rank but under the operating control of Louis Elliman. In other words, George Lodge, highly respected delegate of the Cinematograph Exhibitors Ass'n, and booking manager, will remain as managing director of the Ulster theatres acquired now by Rank.

Rebuilding of the bombed-out theatres required licenses which the government reportedly issued grudgingly. Kenneth Winckles, Rank's theatre controller, in making the announcement said he anticipated that at least three of those theatres would be in operation by early summer with the most modern projection and seating.

The first of the new "overspill" projects is designed for the Essex town of Harlow, 20 miles from London which, it is anticipated, will have a population of 15,000 two years hence, by which time the Rank theatre will be ready.

Seats Total 27,750

The aggregate seating capacity of Rank's newly acquired houses and those in the course of restoration and building is 27,750. Rank currently has 542 theatres in Britain, 105 in Canada and interests in a large number of others in Australia, New Zealand, Malaya and elsewhere.

Winckles said it is "reasonable to suppose that Rank's Canadian circuit also will continue to expand."

In reply to questions, Winckles said the product problem resulting from the Rank Organization's break with 20th Century-Fox has been largely solved with booking dates now penciled in as far ahead as April.

He expressed his personal view that the public is rapidly becoming accustomed to all types of wide screens and that the days in which CinemaScope itself will continue to stimulate the boxoffice are numbered.

UA Investment

(Continued from page 1)

here from the Coast, revealed that while UA has a tentative release program of 40 to 45 pictures for this year, it is probable that more films will be sought and released, especially in the foreign market.

During the current year, Youngstein said, seven major UA films will be produced in Europe at costs ranging from \$10,000,000 to \$12,000,000. The seven are: Robert Rossen's "Alexander the Great," Joseph L. Mankiewicz's "The Story of Goya," Norman Krasna's "The Ambassador's Daughter," Hecht-Lancaster's "Trapeze," Kirk Douglas' "Viking Raiders," an untitled production being readied by Anatole Litvak, and Stanley Kramer's "The Gun."

Cinerama

(Continued from page 1)

original "This Is Cinerama" in that it has a semblance of a plot, a story line which ties together the domestic and foreign locales.

At times, the synchronization of the three strips of film welded together on the screen in the Cinerama process is slightly off and distracts from the viewer's enjoyment, especially in the sightseeing sequences during the Marsh's and Troller's travels.

Bob Sled Run a Thriller

In place of the renowned scenic railway ride of the initial Cinerama film, a bob-sled trip down a Swiss mountainside at St. Moritz is included and is equally exciting, along with the final event in the absorbing two-hour show, a thrilling ride in a Navy jet fighter from an aircraft carrier. There are enormous and breathtaking Cinerama shots of the impressive Swiss Alps, a New England country fair, where the viewer is taken on a ferris wheel ride, a journey through the American West and Southwest, including a trip to Las Vegas, and the rousing night life of New Orleans and Paris.

"Cinerama Holiday" in color by Technicolor, is an actual adventure derived in part from the "Realites" magazine story, "America Through a French Looking Glass," by Renee and Pierre Gosset.

Produced by the Stanley Warner Cinerama Corp. by de Rochemont, "Cinerama Holiday" achieves many memorable dramatic effects. The Marshes' Cinerama holiday began in Switzerland at St. Moritz and Davos where they enjoyed the thrills of a carnival on ice, of ski-jumping and making a lightning-fast descent on a bob-sled run. The American couple's adventure becomes more or less a tranquil and romantic affair which is like an Alpine honeymoon.

Musical Score Excellent

"Cinerama Holiday" is enhanced by a wonderful musical score written by Morton Gould and Van Cleave and directed by Jack Shaindlin. It is directed by Robert Bendick and Phillip de Lacy from an adaptation by Otis Carney and Louis de Rochemont, III, and is narrated by John Stuart Marlin. Directors of photography were Joseph Brun and Harry Squire while Richard J. Pietschmann, Jr., and Rolp Epstein had charge of the impressive stereophonic sound.

Since the presentation of the original "This Is Cinerama," the technique has undergone many modifications and improvements. Among these are faster lenses, which permit greater flexibility in making interior scenes, a perfected Cinerama sound system that extends the range and fidelity of the audio effects, and the sense of audience participation is further intensified by reproducing not only the sights and sounds of famous places, but the emotions and reactions of flesh-and-blood people.

Runs 134 Minutes

The production runs 134 minutes, including the 15-minute intermission. It is designed, of course, for exhibition only in Cinerama-equipped theatres and on the advanced admission, reserved seat policy which pertains to the first Cinerama production. That policy ordinarily includes a 15-minute intermission midway in the picture which is in two parts to facilitate that arrangement.

'The Long Gray Line'

(Continued from page 1)

States, that he's in better shape than he was the day he arrived at the Point.

Maher's story, "Bringing Up the Brass," by himself and Nardi Reeder Campion, the screen play by Edward Hope, makes an excellent show window for essentially everything of public interest in a cadet's life. Their recreation, disciplining, traditions, living conditions, magnificent drills, parades and reviews of the entire cadet corps, are here in abundance. And, in Cinema-Scope and color by Technicolor, the Point and its beautiful setting never looked better.

MAHER'S life at the Point, which began as a waiter and, following his enlistment in the Army, continued as an aide to the athletic director, provides opportunity to present glimpses of Army football, boxing and swimming. As one term after another expires, Maher reenlists, early becoming a part of West Point tradition himself.

Ward Bond, as athletic director at the Point, and Erin O'Brien Moore as his wife, conspire to effect a romance between Maher and their young Irish cook, played by Miss O'Hara. Married, the couple take up their life together at the Point, soon joined by Maher's father, played by Donald Crisp, who is brought over from Ireland with Maher's brother, played by Sean McClory. Early in their married life, tragedy strikes in the form of the death of an infant son and the knowledge that Mrs. Maher will never have another child.

Between them, the Mahers encourage a romance between their friend, played by Betty Palmer, and a cadet, played by William Leslie. The match is consummated, but the young husband and father is killed in World War I. Their son, played by Robert Francis, grows up and becomes a cadet. On the eve of his graduation he violates Academy regulations but respecting the school's honor system, reports himself and resigns. World War II is under way and he enlists as a private, later winning both honors and a commission on the battlefield.

Meanwhile, time rolls on, taking its toll of the elder Maher first, then of Miss O'Hara, but Power remains at the Point, living alone. On a Christmas Eve a group of cadets arrive at his home to cheer him up and are joined later by Miss Palmer and Francis, the latter home on a wound furlough. The inference is that the Mahers' friend, Miss Palmer, will remain with old Maher as his housekeeper. With the President's intercession, arrangements have been made to retire Maher from the Army but permit him to continue on at the Point. He returns there from Washington to find the entire cadet corps in full dress parade in his honor.

Commencement exercises, football games and other Academy events offer stellar name-dropping opportunities—Eisenhower, Bradley, Pershing, Van Fleet, MacArthur, Knute Rockne, Gus Dorais, Cagle and others.

The Robert Arthur production is first class in all respects—ably augmented by Ford's knowing direction of a cast that has been well chosen and delivers accordingly. It is a fine, entertaining and memorable picture for all ages.

Running time, 138 minutes. General audience classification. Release, in March.

SHERWIN KANE

Smadja Elected

(Continued from page 1)

resulting from last year's good business."

As continental manager, Smadja headed the company's distributing network for the past two years and has been associated with Krim and Robert Benjamin, UA board chairman, since 1948.

Will Send Print to Italy

Commenting on the color printing of releases in Italy, a situation which has the Motion Picture Export Association disturbed, Smadja said that UA will send over one negative print to be processed in Italy as a trial. The Italian government has insisted that all color printing, with the exception of Technicolor, be done in Italy while the American distributors feel that the Italian color printing, in the Ferrania-color process, has been of inferior quality. The Italians have set a Jan. 1, 1955, limitation on the importation of American films in color which have been processed outside the country, Smadja said, and hoped that a solution to the problem could be worked out amicably.

Local production throughout Europe is on the upswing, he said, and added that a vast majority of the films being produced are not suitable for American exhibition.

Arnold M. Picker, UA vice-presi-

WB Asks High Court

(Continued from page 1)

Court to reverse lower court rulings that its acquisition of the rights to "The Maltese Falcon" also gave it control over any future use in any entertainment media of Sam Spade and other characters in that book.

Warners bought the copyright for "The Maltese Falcon" from author Dashiell Hammett and publisher Alfred Knopf, and specified that its purchase should cover all rights for radio, television, motion pictures and other entertainment media. However, Hammett later sold CBS the right to use Sam Spade and other "Maltese Falcon" characters in a radio and television series. Warners and Knopf then sued CBS and others involved in the radio and TV series for copyright infringement, claiming the film company had bought the characters as well as the plot.

Both the Los Angeles District Court and the Ninth Circuit Court of Appeals ruled that the original sale covered only "The Maltese Falcon" story and that the characters in the book remained Hammett's, to exploit as he pleased in the future.

dent in charge of foreign distribution, said UA has "some plans for entering the production and distribution field in a number of European countries." He didn't reveal the plans.

National Pre-Selling

THE review of Paramount's "The Bridges at Toko-Ri," appearing in the current issue of "Life," was merchandised to the readers of 36 markets located across the nation through ads placed by "Life" in key city newspapers. The ad calls to the attention of the readers that the James Michener novel was published first in its July 6th issue. In the current issue color photos are used to illustrate a laudatory review of "Toko-Ri."

Also in this issue is an eye-catching full color ad of RKO's "Underwater."

The "Companion" Family-Approved Movies department of Woman's Home Companion, February issue, lists among its recommended pictures: "Desiree," "The Heart of the Matter" and "Carmen Jones."

Look's editorial policy has always placed emphasis on the happy marital lives of motion picture stars. With this thought in mind, "Look's" photographers have gone into the Hollywood homes of Lauren Bacall and Humphrey Bogart, Jeanne Crain, Ida Lupino, Van Heflin, Edmond O'Brien and Ronald Reagan to photograph their children, whose ages range from two to eight years. The photos, made in full color, appear in the current issue on a two-page spread and another full page.

Two striking full color ads appeared in the February eighth issue: a two-page spread on RKO's "Underwater," and a full page on UI's "Far Country."

In the motion picture department of "Family Circle," under the title of "The Reel Dope," eight pictures now in release are given discerning reviews. The films are: "Green Fire," "The Far Country," "The Bridges at Toko-Ri," "Six Bridges to Cross," "Destiny," "Track of the Cat," "Violent Men" and "The Purple Plain." In addition, four other pictures are recommended.

A striking full color ad on MGM's "Jupiter's Darling" will appear on the back page of Sunday's Pittsburgh Sun-Telegraph Pictorial Review. The same ad will be in other editions of Pictorial Review in cities where the film is scheduled to play important dates.

Florence Somers reports in "Redbook's" February issue that "So This Is Paris," like Paris, bubbles with gaiety and fun, pretty girls and lively music.

"Three for the Show" has been selected for the featured review in the February issue of "American" magazine. This Columbia production, starring Betty Grable, Jack Lemon, Marge and Gower Champion, has been highly recommended to the readers of "American" magazine.

An excellent full color ad on UT's "Far Country" appeared in the Sunday issue of "Parade."

WALTER HAAS



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VOL. 77. NO. 29

NEW YORK, U.S.A., THURSDAY, FEBRUARY 10, 1955

TEN CENTS

For Drive-ins

Cafeteria-Type Of Concession Seems Choice

Refreshments Big Topic at Allied St. L. Meet

By MARTIN QUIGLEY, Jr.

ST. LOUIS, Feb. 9. — The major issue in the refreshment field facing drive-ins is whether or not to shift to a cafeteria-style arrangement instead of the usual "station" selling in which different items are available in different locations in the concession building.

Several hundred drive-in exhibitors listened to a number of experts in the vending field discuss this problem at the concession forum of the national Allied Drive-in Theatre Association convention. Most of the speakers were in favor of the cafeteria-style system although feeling was not unanimous.

Principal talks were given by Stu Tomber, Rio Syrup Co.; Henry Rolnick, Berlo Vending Co., and Mrs. Maude Jefferis, wife of Jeff Jefferis, convention general chairman.

Tomber stressed the advantages of the cafeteria-type set up. He pointed out the importance of the proper placing of equipment and items in the
(Continued on page 7)

RKO Theatres in Drive-in Market

RKO Theatres is interested in acquiring drive-ins, Sol A. Schwartz, RKO Theatres president, disclosed here.

Schwartz made it clear that he did not regard his "interest" as a program of expansion. He did say, however, that if an attractive offer was made to RKO Theatres, the company would seek court approval for the acquisition of a drive-in property. "We might even build one," he added.

The RKO Theatres president was
(Continued on page 7)

Senate Group Would Limit Jap Film Tax

WASHINGTON, Feb. 9. — The Senate foreign relations committee approved a tax treaty with Japan which limits the Japanese tax on film rentals to 15 per cent. The tax is presently about double that.

The committee approved the same treaty in the last Congress but it was blocked on the Senate floor.

Higher Trust Fines Likely

From THE DAILY Bureau

WASHINGTON, Feb. 9. — A House judiciary subcommittee approved a bill increasing anti-trust fines, and subcommittee members said they thought they'd soon approve another measure to set a uniform statute of limitations on private anti-trust suits.

The subcommittee today approved a bill increasing the maximum Sherman Act fine from \$5,000 to \$50,000. Chairman Celler (D., N. Y.) said he thought the full committee would approve the bill tomorrow. Attorney General Brownell asked for the bill this year. It had passed the House several times before but always bogged down in the Senate. The outlook for final enactment this year is considered excellent.

The subcommittee today also dis-
(Continued on page 7)

Capital Notables Attend 'Line' Bow

From THE DAILY Bureau

WASHINGTON, Feb. 9. — With an immense group of notables drawn from the ranks of the industry, Government, diplomatic corps, Armed Services and capital society, John Ford's CinemaScope production of "The Long Gray Line" had its world premiere at the RKO Keith's Theatre here tonight under the sponsorship of wives of officers of the Technical Services of the United States Army.

The Columbia Pictures' tribute to
(Continued on page 6)

Could Abandon Gov't Move

ALLIED WILLING TO 'NEGOTIATE'

Wants Rentals Talks with Top Executives; Hits Delays in Convening Roundtable Meet

By AL STEEN

ST. LOUIS, Feb. 9. — Allied States Association is "ready and willing" to sit down with distribution leaders to discuss the film rentals situation and if the problems can be solved as a result of the sessions, the proposed bill for Federal regulation of rentals could be recalled.

This was stated here today by retiring president Ben Marcus at the conclusion of three days of board meetings. However, there will be no delay in the preparation of the bill and it is mandatory on the Emergency Defense Committee to proceed with its instructions to press for the introduction and passage of the measure in Congress, Marcus said.

Al Lichtman, 20th Century-Fox distribution director, who proposed the roundtable discussions, talked to Marcus this morning by telephone from New York. Lichtman assured Marcus, it was stated, that he would try to organize a meeting of exhibitor representatives and distribution presidents and general sales managers.

The Allied directors feel that the company heads could act quickly on the matter if they wanted to, Marcus said, adding that the proposal to perfect the
(Continued on page 7)

Shor Elected President of Allied States

Special to THE DAILY

ST. LOUIS, Feb. 9. — Ruben H. Shor of Cincinnati was elected president of Allied States Association at the closing session here today of Allied's board. Shor's election was exclusively forecast by MOTION PICTURE DAILY last Monday. He succeeds Ben Marcus of Milwaukee who declined a second term.

Irving Dollinger of New Jersey was elected treasurer and Julius Gordon of Beaumont, Tex., was elected secretary. William Carroll of Indianapolis was named recording secretary. Abram F. Myers was reelected chair-
(Continued on page 7)

Won't Affect Roundtable Plans

Distribution Dismayed By Allied 'Go-to-Gov't' Move

Distribution leaders here yesterday roundly condemned the move of Allied's board of directors in St. Louis Tuesday to seek Government regulation of film rentals.

Most company executives, asking that their names be withheld to avoid "adding fuel to the fire," felt that nothing would be solved by Government "interference." On the contrary, they held, additional problems would evolve from such a step, even if it were ever adopted.

One company sales head called the recommendation "very destructive," adding that it is "preposterous" to think the Government would regulate one branch of the industry, distribu-

tion, as proposed by Allied, and not exhibition. Allied, he went on, meeting on "Black Tuesday" in St. Louis is playing around with a "Pandora's Box." How can the Government tell us what to charge for a film, or which film to produce, and how many? he asked.

Al Lichtman, distribution director of 20th Century-Fox, said "no comment" when asked how he felt about Allied's move. He added, however,
(Continued on page 7)

'Other Areas' Seen Left for TOA-Allied

Allied's intent of seeking Government regulation of film rentals does not rule out cooperation "in other areas" between Allied and Theatre Owners of America, Walter Reade, Jr., TOA board chairman, declared yesterday.

Reade, reached at his circuit's headquarters in Oakhurst, N. J., declined comment on the action of Allied's
(Continued on page 7)

DCA Stockholders To Meet Feb. 16

The exhibitor stockholders of Distributor's Corporation of America will meet at the Hotel Sheraton Astor here Feb. 16, to elect a board of directors for the corporation, it was announced yesterday.

Following the first annual stockholders' meeting of the newly formed distribution organization, the board of directors will elect officers for the coming year.

Personal Mention

LOREN L. RYDER, technical director for Paramount Pictures, plans to leave here today for the Coast.

MAURICE CASEY, manager in the Philippines for Universal Pictures, will leave New York tomorrow on the return trip to Manila, by way of Hollywood.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY**, his assistant, are in Minneapolis from New York.

BELLE MEYER, of Madison Pictures, has become a grandmother with the birth of a child to her daughter, Mrs. **IRVING ANOLIK**.

RAY MOON, Universal Pictures assistant general sales manager, left New York yesterday for New Orleans.

HAROLD HECHT, of Hecht-Lancaster Productions, will leave here tomorrow via United Airlines for Los Angeles.

ETTORE GIANNINI, Italian producer, will arrive in New York today from Italy.

Approves 'Bamboo' After Memphis Ban

Special to THE DAILY

MEMPHIS, Feb. 9.—Twenty-four members of the Better Films Council of Memphis have approved as patriotic a film banned by the Memphis and Shelby County board of censors as unpatriotic.

Lloyd T. Binford, chairman of the censor board, when told the council had found nothing objectionable in "Bamboo Prison," replied:

"Well, that's all right if they like it, but I don't care what they think. Difference of opinion is what makes people trade horses."

Binford, who saw "Bamboo Prison" but did not vote when it was banned, asked a reporter, "Why don't they (the council) ban some films if they are interested in them? If they've ever expressed an unfavorable opinion about a picture, I never heard of it," the 88-year-old chief censor declared.

Krasna to Produce 2 for UA Release

Norman Krasna and **Arthur B. Krim**, president of United Artists, have announced jointly here the conclusion of a production-distribution agreement under which Krasna will write, produce and direct two pictures for UA release.

It was reported last week that Krasna and actor **Van Johnson** had formed an independent film company to produce a minimum of four films for UA distribution. The two which Krasna will make are "The Ambassador's Daughter" and "Red Roses," both original screenplays.

Poster Suit Against NSS Is Old Charge, Nizer Tells Court

From THE DAILY Bureau

WASHINGTON, Feb. 9.—The Supreme Court was told today that the charge of conspiracy brought by the Independent Poster Exchange against National Screen Service Corp. is the same charge made by the same outfit in 1942.

Speaking for NSS, attorney **Louis Nizer** explained that Independent's 1942 charge had been settled with a consent judgment, in which NSS agreed to sub-license its posters to Independent for distribution in theatres.

Nizer spoke for half an hour today, following **Francis Anderson**, who argued for Independent. There is another hour of argument scheduled for tomorrow.

Suit Had Been Dismissed

Charles Lawlor and **Mitchell Pantzer**, trading as the Independent Poster Exchange, brought the case to the Supreme Court after the third Circuit Court of Appeals threw out their suit. Independent had charged that NSS maintained a monopoly in the poster and trailer field and declared that the eight major distributors, whom they also named as defendants, aided NSS in keeping the monopoly.

"To this very hour," Nizer said, "the Independent Poster Exchange has received these materials and the record will show that they have doubled their profits."

He went on to say that in the new complaint, Independent charged that the sub-licensing agreement "was a further way of effectuating our monopoly."

Nizer declared that the lower court judge said that the conspiracy alleged in the new complaint is the same conspiracy alleged in the 1942 complaint and that the new suit should be barred.

Chief Justice **Warren** interposed to say that in the new complaint Independent "charged something that couldn't have been charged in the original, because at the time of the old complaint the relationship of licensor and licensee did not exist." Warren wanted to know if that didn't "change the character of the action." Nizer replied, however, that it did not change the character of the action at all and that all the charges were alleged in the 1942 complaint.

Claims New Evidence

Earlier in the argument, **Anderson** told the court that the current action "takes up where the first action left off." In the first action, he said, nothing was ever presented to the court and "the court knew nothing about it."

He declared that Independent signed the sub-licensing agreement because the company thought "that was the only way it could stay in business." Otherwise, he said, the company would not have been able to obtain posters.

'Master Plan' Bow Set

Astor Pictures' "The Master Plan," starring **Wayne Morris**, will open at the Loew's Metropolitan, Brooklyn on Feb. 16.

No Revival of 3-D Is Seen for Ohio

CLEVELAND, Feb. 9.—The I.T.O. of Ohio as a service to members booking Universal's "Revenge of the Creature" set up a clearing house arrangement for those needing 3-D glasses and those having a surplus on hand to dispose of.

The organization reports demand for glasses has been light, leading to the conclusion that "most everyone is going to play it in 2-D" with the exception of those with surplus glasses they are unable to get rid of. The latter play the picture in 3-D to use up their supply of glasses.

See 'Cry' as Top Grosser for WB

Based on sturdy business racked up by "Battle Cry" in its initial dozen engagements across the country, the picture is shaping up as the top grossing Warner Brothers production of all time, the company reports.

Some early "Battle Cry" receipts are: Stanley Theatre, Baltimore, five days plus preview \$28,705, with an estimated \$40,000 for the week; Paramount, New York, five days \$70,553, with estimated \$90,000 for the week; Paramount, Los Angeles, five days \$38,375, with an estimated \$47,000 for the week; Egyptian, Hollywood, five days \$28,059, with an estimated \$40,000 for the week; Fox California, San Diego, five days \$30,334, with an estimated \$40,000 for the week; Metropolitan, Washington, D.C., four days \$22,085, with an estimated \$35,000 for the week; Ambassador, Washington, D.C., four days \$15,241, with an estimated \$25,000 for the week.

Moclair Hosts Party For Contest Winners

William Moclair, managing director of the Roxy Theatre here, will be host at a cocktail party and reception today for the winners of the "N. Y. Journal-American's" motion picture contest, it was jointly announced by the Independent Theatre Owners Association and Metropolitan Motion Picture Theatres Association.

The winners of the contest will be presented with \$1,000 in prizes during the affair in the Roxy's executive suite. **Eve Marie Saint**, **Rita Gam**, **Pearl Bailey**, **Thelma Ritter**, **Janis Paige**, **Richard Conte**, **Betsy Palmer**, **John and Betty Marsh**, and **Fred and Beatrice Troller** will be among the guests, it was announced.

Goldman Acquires Bronx Opera House

The real estate firm of **Berk and Krungold** has announced the sale of the 2,000-seat Bronx Opera House in the Bronx, New York, to **Morris Goldman & Associates**, operators of a group of motion picture theatres throughout the city. The house was built in 1913 and was the uptown playhouse for legitimate stage shows.

U. S. Court Indicates Schine Conspiracy Charges Will Stand

Special to THE DAILY

BUFFALO, Feb. 9.—Federal Judge **John Knight** indicated today that he will not dismiss the conspiracy charge against most of the defendants in the Schine Theatres criminal contempt-of-court trial, but that he is tentatively excluding Council president **Elmer F. Lux** and **Donald G. Schine** in this consideration.

Referring to the defense motion for dismissal of the conspiracy charge the judge said: "My view is quite definite. I am inclined not to grant the motion as to the original defendants. By that I don't mean that you are to consider that I am referring to Mr. Lux and Donald Schine."

Lux, president of Elmart Theatres, Inc., and former vice-president and general manager of Darnell, and **Donald G. Schine**, 30-year-old vice-president of Schine Theatres, Inc., and former president of Darnell, were not among the original defendants in the case.

Defers Decision

Judge Knight reserved decision on motions for the dismissal on all counts, including conspiracy and charges of alleged unlawful film booking and buying practices, pending examination of memoranda and briefs.

The trial will continue next Tuesday when the defense expects to open its case.

Government attorney **Lewis Bernstein** today argued against the defense contention that the case against **Lux** and **Donald Schine** should be dismissed on grounds that they cannot be charged with contempt of court because they had no knowledge of Judge Knight's 1949 decree which the defendants are charged with violating.

UA Sets Six for March and April

Six productions will be released by United Artists during the months of March and April, it was announced yesterday by **William J. Heineman**, vice-president in charge of distribution. They are: "Big House, U.S.A.," "Stranger on Horseback," "Marty," "The Purple Plain," "A Bullet for Joey," and "Lilacs in the Spring."

Sales Managers Meet

The sales managers committee of the Motion Picture Association of America, headed by **Morey Goldstein** of Allied Artists, met here yesterday to discuss the appointment of area chairman throughout the U.S. for the industry's charitable drives during 1955 and 1956.

Salmon Recovering

Monty Salmon, managing director of the Rivoli Theatre here, plans to leave St. Mary Abbots Hospital in London on Tuesday. Salmon, recovering from injuries sustained in an automobile accident while visiting in London, plans to return to the U.S. about Feb. 20.

People

Douglas King has been named sales manager in London for M-G-M, succeeding Edwin Hancock, who has left the company after many years of service. F. D. Russell-Roberts, formerly executive assistant to Sam Eckman, Jr., chairman, has been placed in charge of Metro's 16mm. operations in the British capital.

□

Louis Nizer, attorney, has accepted the post of chairman of the speakers division of the United Jewish Appeal for the 1955 campaign. He will coordinate the activities of some 200 speakers for the cause.

□

James Rihacek, of the Tivoli Theatre, Toledo, O., has been elected president of the Young Democrats Club of Lucas County.

□

Juan Pellicer, Mexican lawyer, is the new chairman of the National Cinematographic Board, succeeding Alfonso Cortina, who has been granted a six-month leave of absence.

□

Thomas L. Johnson, who for the past two years has headed operations of the Canadian National Film Board in the United States, with headquarters in New York, has been named chief of information and publicity for the board. His post in the States will be taken by John Duerkop, formerly of the Chicago office.

□

H. B. Rotus Harvey and R. W. Harvey, Harvey Amusement Co., San Francisco, recently purchased the stock and interest of Gerald Hardy in Westland Theatres. Hardy will continue to operate seven theatres under his own name.

Maryland Censor Says Objectionable Films on Increase

Special to THE DAILY

BALTIMORE, Feb. 9.—The moral quality of recent films, especially foreign ones, has reached "a pretty low ebb," according to Sidney R. Traub, chairman of the Maryland state board of motion picture censors.

Traub was due to appear before the House judiciary committee which is considering a bill revising the Maryland censorship statute. Although the bill cuts out some categories under which the board could disapprove a picture, it retains the board's powers to censor pictures that are obscene or "tend, in the judgment of the board, to debase or corrupt morals or incite to crimes."

Traub said that he and his board stand 100 per cent behind the bill. He added that it is the purpose of the board and himself to keep salacious pictures out of Maryland. "Lately we have had some of the most morally corrupt pictures before the board that I have ever seen," he said.

700 World Leaders Attend UN Premiere Of Kaye's 'Children'

Some 700 United Nations delegates and aides, members of the press, key representatives of leading non-governmental organizations and of the motion picture and allied industries attended the world premiere of "Assignment Children," Danny Kaye's Technicolor film of his recent round-the-world trip in behalf of the United Nations Children's Fund, at the U. N. General Assembly Hall here yesterday.

Co-hosts and principal speakers at the international event were Dag Hammarskjöld, secretary-general of the U. N., and Dr. Balachandra Rajan, of the permanent mission of India to the U. N. and chairman, UNICEF executive board.

Delivers Address

Kaye, who addressed the gathering via a two-way amplified telephone relay, covered 40,000 miles in making the picture as Ambassador-at-Large for UNICEF, publicizing the needs and accomplishments of the organization dedicated to the cause of children's health and well-being everywhere, and to a continuing fight against the diseases and privations threatening them.

Narration for "Assignment Children" has been translated into every important language, and prints of the picture are being processed by Paramount Pictures for world-wide distribution.

Following the premiere of the picture, a reception for the guests was held in the Delegates' Lounge at U. N.

Says Censors Protect 'Weak-Willed People'

Special to THE DAILY

COLUMBUS, O., Feb. 9.—"Weak-willed people" must be "protected from themselves," it was stated here editorially by the "Catholic Times" in calling for enactment of a stronger Ohio censorship law. The paper is the official publication of the Columbus diocese.

The editorial, titled "Freedom for the Movies," called for a censorship law which would "weed out the filth from the movies and every sort of entertainment," saying that this is but the "practical application of the Commandments given by an all-wise and loving Father to His children for their own Good."

The newspaper, contending that censorship is needed "for the protection of the morals of youth," said that the basic issue is whether the state's control of examining and licensing of films and the prohibition of "obscene, immoral films" constitute a violation of our rights of freedom of speech and expression.

Col. Sales Drive To Run to June 23

"Columbia's Sales Salute," currently underway among the company's 33 domestic branches, will run through June 23, A. Montague, general sales manager, said yesterday.

The drive, which will involve all Columbia division and branch managers, salesmen, bookers and office managers in the domestic organization, has cash awards as prizes.

Selznick-MGM Deal For Finance-Release On Partnership Basis

M-G-M will finance and release on a partnership basis the two large-scale films which will be made for the company by the Selznick Co., and which will be produced by David O. Selznick.



David Selznick

This agreement is called for in a contract about to be signed by Nicholas M. Schenck, president of Loew's, Inc. The two stories from which the films will be made have not been chosen, but will be announced shortly, it was stated here yesterday by M-G-M.

MOTION PICTURE DAILY on Tuesday exclusively reported Schenck's announcement in Miami, where he is visiting, that an agreement had been reached on the two-picture deal.

11,287 Theatres Have CinemaScope

With 273 theatres installing CinemaScope equipment during the week ending Jan. 29, latest dealer reports reveal that 11,287 houses in the United States and Canada are equipped and showing pictures in the wide-screen medium, 20th Century-Fox discloses.

Of the 11,287 theatres in the domestic market equipped for CinemaScope, 9,586 are conventional theatres, 1,508 are drive-ins, 183 are Army installations and 10 are non-theatrical installations, the dealers report.

Indicative of the rapidity of the new installations, 678 conventional and 143 drive-ins switched to CinemaScope during the month of January in the U. S. and Canada while a commensurate pace is being kept in the international field where orders for CinemaScope installations stand at 6,000, it was said.

Gell, Nathanson in Co-Production Deal

A co-production deal between William J. Gell, chairman of Monarch Film Corp., Ltd., and Sam Nathanson, president of Gibraltar Motion Picture Distributors, Inc., for a picture to be titled "A Yank in Ermine," was announced here yesterday.

Tesma N. Y. Office

The new office of Theatre Equipment & Supply Manufacturers' Assn. in New York has been opened in the Times Tower Building, Times Square, with Merlin Lewis, recently appointed executive secretary in charge.

Light 'Underwater' Sign

The five-story-high illuminated lucite cut-out of Jane Russell in Howard Hughes' "Underwater!" has been lighted over Brandt's Mayfair Theatre here, where the Superscope-Technicolor film now is playing.

News Roundup

New Car Heater in Cleveland

A new in-car heater has been put on the market in Cleveland by David Sandler, of Sandler Manufacturing Co. It uses no motor and no blower, can be placed anywhere inside an automobile without scorching or burning, and, says Sandler, generates twice the heat of the average in-car heater.

■

Wometco Adds Another

With the acquisition of the 550-seat Sunset Theatre in South Miami, Fla., another house has been added to the Wometco circuit. Dick Trecasse, manager, will supervise alterations and redecorating.

■

To Shoot Film in Guatemala

Robert L. Lippert, Jr., on March 1, will start shooting "Charge of the Rurales" in Guatemala for Lippert Pictures release, this being the first film in a co-production deal with the Central American country.

■

Wisconsin V. C. Installs

Wisconsin Variety Club, Tent No. 14, has installed Oliver Trampe as chief barker, Edward Johnson, first assistant; Morris Anderson, second assistant; Harold Pearson, property master, William J. Pierce, dough guy.

■

Dahlgren Sells Theatre

C. R. Hess and Mrs. Hess, of Portland, Ore., have purchased from A. D. Dahlgren, of Rainier, Ore., the Rainier Theatre of that city. New projection equipment and wide screen will be installed.

Ticket Prices in Big Cities Dip, U. S. Bureau Reports

From THE DAILY Bureau

WASHINGTON, Feb. 9.—Motion picture theatre admission prices in large cities dropped during the last quarter of 1954, the Bureau of Labor Statistics reported.

The Bureau collects data each three months in 18 large cities, and weighs the results to represent trends in the 34 largest cities.

The Bureau's figures showed that at the end of December, the combined adult-child admission price index had dropped to 196.9, compared with a record 199.9 at the end of September. The December figure was still the second highest on record. The 1935-39 average is figured as 100.

The adult admission price index dropped from a record 204.5 at the end of September to a next-to-record 202.0 at the end of December. The children's price index fell from 172.2 at the end of September to 167.7 at the end of the year. This was the third highest figure on record, ranking behind only the September total and the record 172.5 figure at the end of 1953.

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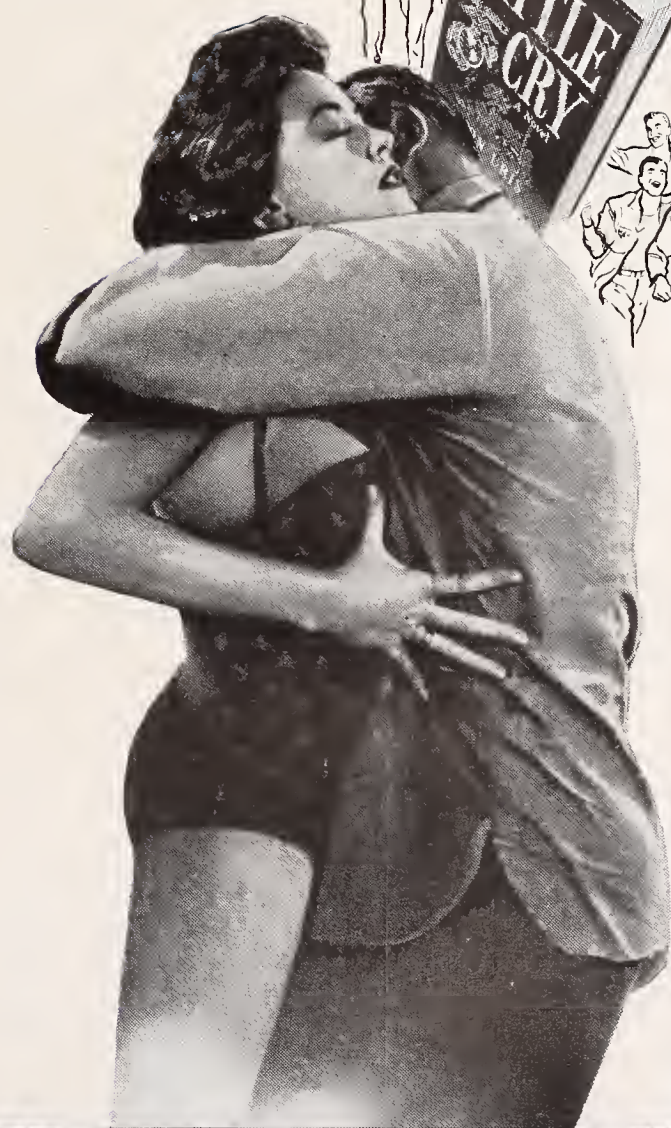
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SCREEN PLAY BY
LEON M. URIS
DIRECTED BY
RAOUL WALSH

STEINER

In the THEATRE Equipment & Refreshment World . . . with RAY GALLO

"ROBIN RO-RO" is the name of a new static phase converter designed to provide three-phase power from a single-phase line for the operation of selenium type rectifiers. Marketed by J. E. Robin, Inc., East Orange, N. J., the equipment is particularly designed for communities where only single-phase power is available and three-phase is desirable for efficient operation. The converter consists essentially of one special transformer and two groups of capacitors. It is available for any size equipment presently obtainable for projection arc lamps and is built to accommodate one or two projection lamps from the same unit.

A new product for the drive-in theatre market, designed to increase refreshment sales, is a steel tray which fits onto the car window from a chain attached to the speaker post. The tray will hold all types of foods and has a nameplate which serves as a menu to remind patrons of snacks available. Constructed of steel and coated with plastic, the tray measures 10 by 13 inches. It is attached to the speaker post by an adjustable bracket and connected to it by a six-foot steel chain, also coated with plastic.

The Strong Electric Corp., Toledo, O., has announced that its Super-135 projection arc lamp is now available with an 18-inch diameter f/1.7 reflector for projection with f/1.8, f/1.7 or f/1.5 objective lenses. The Super-135 lamps will continue to be offered with a 16½-inch diameter f/1.9 reflector. The company states that with the 18-inch diameter reflector and matching high-speed objective lens system a total of 31,000 lumens can be projected through a standard .825 x .600 aperture, or 38,000 lumens through a CinemaScope magnetic print aperture, using 10mm. "Hitex" carbons at 135 amperes. The company reports further that all Super-135 lamps, with either size reflector, will be available for 9, 10, or 11mm. regular trim, as well as 10mm. "Hitex" operation, and will have an improved positive carbon contact that has proved outstanding in tests in several "grind" schedule theatres. They will also be equipped with a new ventilated reflector frame to cool the reflector and rear section of the lamp even at extreme angles of projection. The lamps are also being provided with a special blower fan for keeping the

'Long Gray Line' Bows

(Continued from page 1)

West Point, as seen through the eyes of retired M/Sgt. Marty Maher, who served at the military academy for 50 years, was for the benefit of the Soldiers', Sailors', Marines' and Airman's Club of Washington.

The streets outside the theatre had all the trappings normally connected with motion picture premieres: The world-famed Air Force Band performed as the thousands of citizens gathered at the Keith's to join in the festivities. The premiere was one of the industry's most thoroughly-covered film openings as newspaper and news service still photographers competed with newsreel and television cameramen, both live and film, for the best angles. Radio interviews were conducted from the theatre's lobby with celebrities.

Among the dignitaries and celebrities who attended the premiere were Mrs. Dwight D. Eisenhower, honorary chairman of the premiere; Mrs. Charles E. Wilson, wife of the Secretary of Defense is overall chairman for the premiere's sponsors.

At the conclusion of the picture, Gen. Matthew B. Ridgway, Army Chief of Staff, presented Columbia Pictures with a citation from the Association of Graduates of West Point hailing the studio, Ford, the picture's stars and crew "for their contribution in bringing the traditions and glories of West Point forcefully and entertainingly to the attention of the American public."

After the screening and other activities at the Keith's, the invited digni-

taries joined with company and industry representatives and stars of the picture at a reception in the Motion Picture Association of America's headquarters here.

Motorcade Marks New York Premiere of 'Gray Line'

A motorcade to the Capitol Theatre here, preceded by a special breakfast, marked the pre-opening festivities for the local premiere of Columbia's "The Long Gray Line" this morning.

Hosts at the Hotel Statler breakfast were three players from the West Point picture, Betsy Palmer, Bill Leslie and Harry Carey, Jr.

Guests at the Penn Top breakfast included eight leading New York radio disc jockeys and the winners of "The Long Gray Line" contests the platter spinners have been conducting for the past two weeks. Following completion of the breakfast, the entire party rode to the Capitol in a long motorcade.

West Point Cadets to See 'Gray Line' on Sunday

The corps of cadets of the U.S. Military Academy at West Point will invade New York on Sunday to see a special performance of Columbia Pictures' tribute to their school, John Ford's Technicolor, CinemaScope production of "The Long Gray Line," at the Capitol Theatre here.

The cadets will stage a half-hour parade to the Capitol Theatre at 12:30 P.M. Sunday.

Legion of Decency Condemns 'Love'

The Legion of Decency has condemned the French picture, "Game of Love," which is being distributed in this country by Times Films, and has placed five other features in the Class B category as objectionable, according to the latest Legion release.

"Game of Love" was condemned by the Legion on the ground that "this picture, in the story it tells, condones immoral actions. Moreover, in treatment, it seriously offends Christian and traditional standards of morality and decency by reason of grossly suggestive dialogue, costuming and situations."

Associated Artists' "The Belles of St. Trinian's" was objected to by the Legion for its "low moral tone." Allied Artists' "Cry Vengeance" portrays excessive brutality; M-G-M's "Many Rivers to Cross" has suggestive sequence; 20th Century-Fox's "The Racers" tends to condone immoral actions; Columbia's "Three for the Show" contains a frivolous treatment of marriage and flippant attitudes towards purity, together with suggestive situations, indecent costuming and dancing," the Legion report states.

light filtering device at a lower operating temperature.

Improvements in its large capacity soft ice cream freezer (Model 1-200) have been announced by the Sweden Freezer Mfg. Corp., Seattle, makers of soft-serve freezers and milk shake machines. The major changes include the removal of all switches on the front panel and the development of a new control system.

Loew's Lou Brown At Detroit Workshop

Lou Brown, advertising, publicity and exploitation chief for the Loew's Poli New England Theatres division, will be a panelist at M-G-M's "Ticket Selling Workshop" in Detroit on Feb. 22. Brown is the first Loew man to be named as a panelist at an M-G-M Workshop, according to Mike Simons, company director of customer relations in charge of the Workshop program.

L. J. "Bill" Williams, who appeared as M-G-M's small-town panelist in Indianapolis and Denver, where Workshops were held Nov. 16 and Jan. 12, will make his third Workshop appearance in Detroit. Williams comes from Union, Mo. He operates theatres in the small towns in that state.

Additional panelists for Detroit will be named in the next few days, M-G-M said.

Coca-Cola to Host All 'Workshops'

The Coca-Cola Co. will be luncheon host to all exhibitors attending M-G-M's Ticket-Selling Workshops from now on, according to Charles Bourdelais, national theatres and entertainment representative, who announced that Coca-Cola has completed arrangements with M-G-M's representative Mike Simons, director of customer relations, to foot the food bill on the 15 meetings to be held between now and June 13. Bourdelais came to New York from Atlanta, where he met with Coca-Cola executives following his first hand appraisal of the Workshops in Jackson, Miss., and Memphis.

Map Program for VV Double-Frame On Ryder N.Y. Visit

A program for the manufacture of more double-frame VistaVision projectors is now being mapped, Loren L. Ryder, technical director of Paramount Pictures, disclosed here in an interview.

Ryder, in New York from the Coast to set up the program, said the horizontal VistaVision projectors, to be produced, are destined for the larger cities of the U.S., as well as the principal cities of Europe.

Horizontal projectors, he went on, are now in use at Radio City Music Hall, Warner's Beverly Theatre on the Coast and at the Paramount studio. Ryder further disclosed that Century Projector Corp., which built the first three sets of horizontal projectors, now is in the process of manufacturing the second group of projectors. The Paramount technician declined to state how many horizontal projectors will be made by Century or are envisioned in the program, explaining that question is now being studied.

Ryder reiterated his recommendation that horizontal projectors be used only in "certain of the very larger theatres." He went on to say that Paramount's arrangements with Century are non-exclusive, adding that Paramount is willing to make its data available to any projector manufacturer.

Asked about further experimentation, Ryder said the new double frame material on the Coast does give a greater "depth effect" not heretofore evidenced.

4 New Camera Lens Used for 'Holiday'

Four newly-designed cameras with faster lens systems, especially created by Eastman, were used in the course of shooting "Cinerama Holiday," according to Hazard E. Reeves, president of Cinerama, Inc., Cinerama equipment-producing firm.

The cameras have new lens systems which are much faster than the original F/4.5 lenses, Hazard said. "With the new F/2.8 lenses, scenes previously impossible now can be shot easily," he stated.

"The precision design of these cameras and the improvement in the projector mechanism," Reeves said, "has pointed up the fact that new printing methods must be devised to parallel the steadiness of the Cinerama picture. The film going through the camera is seven times more steady than the accurate printing process in existence today."

Morgan in Southern Tour on Shorts Study

A one-month survey of Southern motion picture operations in relation to exhibition of short subjects and newsreels will be started this weekend by Oscar A. Morgan, Paramount general sales manager in charge of those two departments, who will leave here today on a tour of exchange areas.

The tour is the second phase of a national survey on short subjects and newsreel exhibition developments that Morgan started a few months ago when he visited New England and Eastern branches.

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Cafeteria

(Continued from page 1)

cafeteria line. It was noted that such a line should never be over 26 feet long. Drive-ins needing greater space to handle selling need a double line or a multiple line cafeteria arrangement, it was pointed out.

Rolnick urged drive-in owners to watch carefully the payroll of concession stand operators, saying that it should never amount to over 15 per cent of the concession gross. He urged exhibitors to exercise care in the selection of cafeteria equipment. Those planning new drive-ins, he said, should secure reliable advice in advance so that a concession building of sufficient size may be erected.

Mrs. Jefferis in Uniform

Mrs. Jefferis, attired in the uniform worn by the concession stand sales people at the Jefferis Family Drive-in, said their operation, by careful attention to details and thorough instruction of the staff, brought in an average of 29.2 cents per 50 cents admission.

It was reported that the Walter Reade circuit has found cafeteria selling to be less profitable than the station set-up. Other exhibitors reported success with the cafeteria style. One exhibitor settled the point to his own satisfaction with the remark that Easterners, unlike Midwesterners, were used to crowding, and so accepted crowding better.

One exhibitor reported concession sales of 70 to 80 per cent of the regular admission scale and 95 to 115 per cent on the two midweek evenings when the admission is \$1 per car.

Among other points commented on was the value of offering patrons both 15-cent and 25-cent bags of popcorn. There was general agreement that the appearance and attitude of the sales personnel contribute much to the success of refreshment merchandising.

Popcorn Official Speaks

William E. Smith, representing the Popcorn Institute, spoke on means of increasing the sale of popcorn. He showed various promotion items, including paper hats, banners and stickers, made available to exhibitors through their popcorn suppliers. He said that exhibitors should do everything possible to attract attention to popcorn because it is bought on impulse.

"Don't price popcorn out of the market. Keep its mass appeal," he cautioned.

Higher Fines

(Continued from page 1)

cussed proposals for a uniform Federal statute of limitations on private suits, and members said they thought they'd ultimately agree on a five-year time limit. At present, the time limit is provided by state law, and varies from state to state. This has been a hot issue in previous Congresses, exhibitors urging a five or six-year time limit, and distributors urging a two to three-year statute.

Subcommittee members said they thought the uniform Federal statute would be tacked on as an amendment to another bill to give the government the power to sue for damages. Brownell is being invited to testify on this bill next Wednesday. Members said they doubted he'd be asked his views on the uniform statute since "we've

Allied Willing to 'Negotiate'

(Continued from page 1)

arbitration plan was a "weak reason for delaying" the round table talks.

Marcus said that Allied would insist that distribution be represented by people with authority to make final decisions and not with those who would have to go back and get approval from "higher-ups."

The Allied board also today discussed the Government's 16mm. suit, but decided that it should do nothing until there are further developments. Commenting on the naming of Allied as a co-conspirator, Marcus said that "Allied believes it has participated in no conspiracy." "We merely exercised our rights of freedom of speech," he declared.

The 1956 national convention will be held in Dallas in early November. This year's national meet will be in Chicago on

Oct. 7-9. Next year's drive-in convention will be held in Cleveland and the 1957 drive-in meeting will be in Cincinnati.

Two resolutions were passed at today's board meeting. One favored "any and all action" that brings the real implications of toll TV to the attention of the public and interested parties, and requested public hearings by the FCC on the subject.

The other resolution deplored the misuse of the name COMPO by any group or individual seeking to form a regional exhibitor organization to function outside the public relations field to which national COMPO is restricted.

A luncheon today, sponsored by the Coca-Cola Co., was followed in the evening by a "Showboat Party" at which the host was the Pepsi-Cola Co.

Distribution

(Continued from page 1)

"there is nothing new" in the proposal, referring to his previous statement opposing the government intervention proposal when it was first outlined at White Sulphur Springs, W. Va., last Spring. Lichtman said that Allied's position will in no way alter his plan to call a roundtable conference of industry leaders to discuss exhibitor complaints, a call which will await agreement on arbitration.

Another sales head held out the hope that Allied would back down on its proposal once an industry roundtable conference is held and an arbitration and conciliation plan is agreed upon. He contended that although the Allied organization is not a party to the current arbitration and conciliation talks, the system would be open to Allied members and it would work to lessen dissatisfaction.

Silent on Parallel Systems

None of the sales managers would comment on the Allied board's plan to hold regional conciliation meetings, a plan in outline similar to that being worked out currently in arbitration talks. The sales managers said they would have to examine Allied's plan more closely, declining to comment on whether film company executives would lend themselves to parallel conciliation systems.

One film company executive, deploring the hue and cry of Allied leaders, contended that 50 per cent rental terms on good pictures leave an exhibitor with more profit than he ever had before. "Any sound thinking people in the industry," he maintained, "will resent governmental interference." All film problems, even the film rental "beefs," he went on, could and should be discussed and settled on a local level.

all pretty well made up our minds on this already."

The lawmakers said there had been some talk about another proposal to give Federal judges discretion to award less than treble damages in private anti-trust suits but that "there doesn't seem to be much steam behind this right now." Such a proposal has been urged by film distributors but opposed by exhibitors.

Shor Elected

(Continued from page 1)

man of the board and general counsel. Appointed to the Caravan Committee were Leo Jones, Upper Sandusky, Ohio; Truman Rembusch, Indiana; Elmer Huhnke, Omaha, and Red Harpst, Kansas City.

Selected to represent Allied on the COMPO executive committee were: H. A. Cole, Texas; Nathan Yamins, Fall River, Mass.; Wilbur Snaper, New Jersey; Ben Berger, Minneapolis; Leon Back, Baltimore; Abe Berenson, New Orleans; Marcus and Rembusch.

'Other Areas'

(Continued from page 1)

board of directors, saying that the matter would probably come up this weekend at the TOA board meeting in Washington. It would be "premature" for him to say anything now, he added.

When Allied's proposal for government intervention was initially made, TOA opposed the move as unwise.

Meanwhile, a spokesman for the Independent Theatre Owners Association of New York declared that his membership is definitely opposed to government regulation of the industry.

RKO Theatres

(Continued from page 1)

sounded out in the wake of court approval here last week for Loew's Theatres, another divorced circuit, to acquire the Twin-Oak Drive-In Theatre, in Oak Lawn, Ill. Schwartz added that RKO Theatres has received a number of offers in the past, none of which, he added, resulted in a deal.

The divorced circuits' consent decrees allow the circuits to acquire new theatres if such acquisitions will not unduly restrain competition.

7,346,715 TV Sets in '54

WASHINGTON, Feb. 9. — Television set production last year totaled 7,346,715 units, the second highest output on record, the Radio-Electronics-Television Manufacturers Association reported.

Screen Strength and Width Big Problems Of Drive-in Owners

Special to THE DAILY

ST. LOUIS, Feb. 9.—Problems of drive-in operators concerning screens include making them strong enough to withstand hurricanes, bright enough to give a good picture throughout the ramp area and wide enough for CinemaScope, according to discussions at the screen tower forum at the second annual Allied Drive-in Association convention. Ruben H. Shor, new Allied president, was chairman of the forum.

Three Speakers Heard

Speakers at the forum were John Selby, David Siegel and Ted Kuhn. They all pointed out the value of having screen towers built strong enough—at least to withstand pressures of 30 lbs. per square foot and to have them erected by experienced, responsible organizations. Exhibitors were cautioned against buying steel separately and then arranging with a half dozen different contractors to handle the design, delivery, assembly and erection of the tower and screen.

Questions from the floor also concerned problems of widening the screens for CinemaScope. In order to do this, it was pointed out, additions must be made at each side of the screen, at a cost approaching that of the original tower and screen.

Considerable interest of the delegates was shown in a new screen surfacing material, called Lumiscreen, made by the Midcentral Electronic Development Corp. of Web City, Mo.

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VOL. 77. NO. 30

NEW YORK, U.S.A., FRIDAY, FEBRUARY 11, 1955

TEN CENTS

No Hearings Now FCC to Invite Written Views On Toll TV

Action on Medium to Be Deferred 60 to 90 Days

From THE DAILY Bureau

WASHINGTON, Feb. 10.—The Federal Communications Commission will issue tomorrow morning its announcement inviting interested parties to comment on various aspects of subscription television.

At a secret all-day session today, the commission decided to seek comment in writing and not to hold public hearings at this time. It approved a list of questions drawn up by the staff and on which public comment will be invited. Commissioners said that at least 60 or 90 days would be given interested parties to submit their comments.

The commission action, in effect,
(Continued on page 4)

Wide Agenda Facing TOA

From THE DAILY Bureau

WASHINGTON, Feb. 10. — Subscription television, arbitration, the Allied States plan to seek governmental regulation of film prices, and the Exhibitor Film Financial Group are expected to be the four main topics at the mid-winter board meeting of the Theatre Owners of America which officially begins on Sunday at the Mayflower Hotel here.

Some 50 exhibitor leaders from the TOA and its affiliated regional theatres
(Continued on page 4)

House Group Okays Trade Pact Bill

From THE DAILY Bureau

WASHINGTON, Feb. 10. — The House Ways and Means Committee approved—practically without major change—the Administration's reciprocal trade agreements bill.

The bill was endorsed by the Motion Picture Association and by the president of Bell and Howell, but opposed by other photographic equipment manufacturers.

The bill extends the reciprocal trade
(Continued on page 3)

FREEMAN IS PRESENTED 1955 'FAME' AWARD FOR FOSTERING VISTAVISION

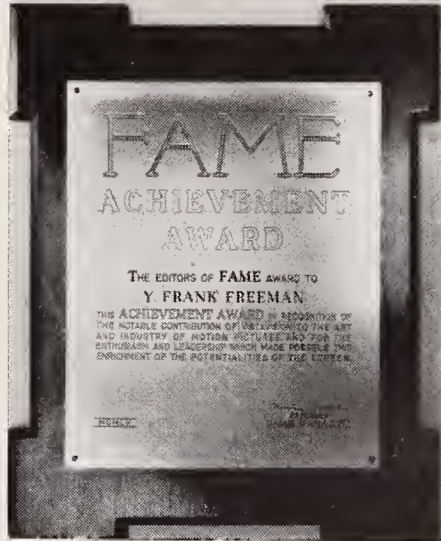
By SAMUEL D. BERNIS

HOLLYWOOD, Feb. 10.—Martin Quigley today presented the 1955 FAME Award of Achievement to Paramount Pictures Corporation, represented by vice-president Y. Frank Freeman, at a luncheon in the studio dining hall attended by the press, wire services, exhibitors, company executives, technicians and players.

The plaque conveying the award, the second to be designated by the editors of FAME magazine, bore an inscription stating that the award was given "in recognition of the notable contribution of VistaVision to the art and industry of motion pictures, and for the enthusiasm and leadership which made possible this enrichment of the potentialities of the screen."

The dining hall where the presentation took place is a short walk from the studio's vast Stage 17 where the VistaVision system was developed from experimental blueprints to a point of completion warranting its first use in filming "White Christmas," and the engineers and technicians who took part in that development were present at Thursday's presentation.

In presenting the Award to Freeman, Quigley said: "The development of VistaVision provides a new and valuable instrumentality for widening the horizon of the art and industry of the motion picture. The Paramount company, Mr. Freeman, and those associated with him in the develop-



The plaque presented to Y. Frank Freeman in Hollywood yesterday.

ment of this technique have written a new chapter of progress.

"That there should be multiple un-

(Continued on page 3)

'Inquiring Photographer' Finds No One With a Kind Word for Subscription TV

One of the rare, impartial samplings of public opinion of subscription television appeared in "The Inquiring Photographer's" column on the editorial page of yesterday's New York "Daily News," largest newspaper circulation in the United States.

The result: Of six published interviews, six expressed uncomplimentary views of toll TV.

The question put by Jimmy Jemal, the News' Inquiring Photographer, was "What will coin-TV do for sports?"

H. O. Landgren, a foreman, said it "would destroy a lot of the present interest in sports. . . . In effect, you would be paying another admission at home. It would damage the movie industry and throw thousands of persons out of jobs."

L. C. Tepel, service supervisor,

said, "The television people will get top prices for . . . a championship fight, etc., but home viewers won't pay to see lesser spectacles. For the same price, they would rather get out of their homes and see a movie."

Susan Krauss, bar and grill owner: ". . . would be bad for sports" and "would cause resentment among home viewers."

Jack Fine, cornetist: ". . . would defeat its own purpose. I think it will boomerang. If people have to pay,

(Continued on page 4)

In Conclave Talk Myers Warns Of Circuits in Drive-in Field

Urges Owners to Develop Contacts with Congress

By MARTIN QUIGLEY, JR.

ST. LOUIS, Feb. 10.—Abram F. Myers, Allied States chairman of the board and general counsel, in the closing business session of the second drive-in convention sponsored by the organization, urged drive-in theatre owners to be prepared to resist efforts of the divorced circuits to get into the drive-in business. For this purpose and also to be helpful in any campaign for Federal regulation of rentals, Myers urged the exhibitor delegates to develop political power through contacts with Senators and Congressmen.

"You are no longer the hat-in-hand boys. You are a powerful factor in the industry," Myers said, referring to the important contribution of drive-ins to the welfare of the industry as a whole. He noted that, while years ago the fall months when new
(Continued on page 5)

New Format For Caravan

Special to THE DAILY

ST. LOUIS, Feb. 10.—Allied States Association's Caravan committee is changing its operational methods to conform with new conditions and to effect certain economies, it was learned here today. Leo Jones of Upper Sandusky, O., is the new chairman of the committee which tabulates film terms in different parts and distributes the
(Continued on page 5)

Will Meet Exhibitors In 3 Weeks: Gehring

Special to THE DAILY

ST. LOUIS, Feb. 10.—The industry conference of exhibitor representatives and presidents and sales managers of distributing companies will be held "within the next three weeks," William Gehring, 20th-Fox executive assistant general sales manager, told the national Allied drive-in convention today. Following up a letter and
(Continued on page 5)

Personal Mention

HENRY GINSBERG, producer, will leave the Coast on Sunday by plane for New York.

RALPH COHN, vice-president and general manager of Screen Gems, and **JOHN MITCHELL**, sales manager, will leave here today for London via B.O.A.C. Monarch.

PETER G. PERAKOS, president of Perakos Theatres Associates, and **JOHN PERAKOS**, district manager, will leave New Britain, Conn., today for a Caribbean cruise.

JOHN R. PATNO, JR., formerly house manager of the Paramount Theatre, Springfield, Mass., has been named manager of New England Theatres' Strand, in Holyoke, Mass.

MORI KRUSHEN, United Artists exploitation manager, will leave New York today for Miami and other cities of Florida.

DENNIS HOEY, British actor, and **JACK COLE**, choreographer, will leave here tomorrow for London via B.O.A.C. Monarch.

HARRY FELLERMAN, head of Universal-International's special sales division, will be in Pittsburgh Monday from New York.

GLYNIS JOHNS will arrive in New York on Sunday from Hollywood via TWA and will leave here the same day for London by B.O.A.C.

IRVING HELFONT, home office assistant to **GEORGE A. HICKEY**, M-G-M Western sales manager, has returned to New York from the Coast.

G. RALPH BRANTON, Allied Artists vice-president, left Hollywood by plane yesterday for Honolulu.

JAMES WEINBERG, Allied Artists resident attorney, has returned to Hollywood from New York.

IRVING H. LUDWIG, Buena Vista sales manager, will be in Atlanta Monday from New York.

Amended Complaint Filed in 16mm. Case

HOLLYWOOD, Feb. 10.—Amendments in the Government's complaint in the 16mm. case, filed today following Judge Westover's granting of the Government's motion to add six organizations as co-conspirators, included changes in Paragraph 31 of the complaint making it read:

"Defendants have maintained an intricate system to police and enforce, and with assistance of co-conspirators herein named, have policed and enforced, license restrictions imposed upon exhibitors of 16mm. feature films, and have blacklisted or boycotted exhibitors who disregard such restrictions."

Film News Coverage In Nation's Papers Hit by Compo Ad

The 37th Council of Motion Picture Organizations advertisement in Editor & Publisher, appearing in the issue out tomorrow, takes a dig at the tendency of newspapers to bury constructive motion picture industry news in the back pages.

Reprinting a paragraph from a recent issue of the New York "Times" that told of the help Hollywood personalities had given worthy causes, the ad carries the headline, "Just a Stick of Type on Page 28. . ."

The paragraph was in the Hollywood news column in the "Times" and quoted figures of personal appearances made by Hollywood people at national and local patriotic and public service activities.

Sign Talent Pact for TV Commercials

From THE DAILY Bureau

HOLLYWOOD, Feb. 10.—Committees representing the Film Producers Association of New York, the Alliance of Television Film Producers here, and the Screen Actors Guild, jointly announced the completion of negotiations for a new collective bargaining contract governing pay minimums and working conditions for actors, singers and announcers in television film commercials.

The proposed new contract will be submitted to the governing bodies of the organizations participating for approval.

American Association of Advertising Agencies representatives attended the negotiation meetings.

Houser Returning To the Coast Today

Mervin Houser left here for Hollywood last night via TWA following a month in the New York RKO home office during which time he set up the national and New York campaigns for Howard Hughes' "Underwater!"

Houser, who is executive assistant to **Perry Lieber**, RKO's national director of publicity and exploitation, came to New York directly from Silver Springs, Fla., where the world premiere of the Jane Russell Superscope - Technicolor production was held on Jan. 10 before members of the New York and Hollywood press.

\$33,402 to Rogers Hospital from Loew's

Loew's Theatres, Inc., nationally, in making a 10th payment of \$4,711 from lobby donations to the Will Rogers Memorial Hospital, brings that circuit's total contributions, since the lobby plan has been in effect, to \$33,402. Largest collections in the Loew group were made by Loew's-Poli, Worcester, Mass. (\$2,205), Loew's Theatre, Rochester, N. Y. (\$1,832) and Loew's Jersey City (\$1,831). Average collections have been \$260 per theatre.

House Group Okays Trust Fines Boost

From THE DAILY Bureau

WASHINGTON, Feb. 10.—The full House Judiciary Committee today approved a bill to boost the maximum Sherman Anti-Trust Act fine from \$5,000 to \$50,000.

The measure, requested by the Administration, passed the House twice in previous Congresses, but bogged down in the Senate. The outlook for Senate action this year is said to be very good.

Conclude Argument In NSS-Poster Suit

From THE DAILY Bureau

WASHINGTON, Feb. 10.—The Supreme Court took under advisement today the question of whether the Independent Poster Exchange's suit against National Screen Service should be barred because of a similar suit settled by a consent judgment in 1942.

Attorneys for both parties concluded argument today on the case which was thrown out by the Third Circuit Court of Appeals. In both suits, Independent charged NSS with a conspiracy to create a monopoly. In the current suit, eight major producers were named as defendants. At the time of the 1942 suit, however, NSS had contracts with only three producing companies and only those three were named.

Argument from Francis Anderson, attorney for Independent; Louis Nizer, NSS attorney, and Earl Harrison, representing the producers, centered on proving whether or not the same issues were being tried now as were tried in 1942. Nizer maintained that the suit was the same, that the court's 1942 decision meant that NSS had not been engaged in any illegal practices, and so could not be sued a second time on the same grounds. Anderson insisted that the suit was not the same and claimed that the 1942 decision was not a deterrent to a new action. Chief Justice Warren and Justices Black, Frankfurter and Clark directed considerable questioning on this point to both attorneys.

N.Y. Tent to Honor Suzan Ball Here

Suzan Ball, Universal star, will be the guest of honor at the first 1955 luncheon meeting of the Variety Club of New York, to be held at Toots Shor's on Tuesday.

Martin Levine, chairman of the luncheon, said that the Variety Club will present a citation to Miss Ball in recognition of her "great heart that enabled her to carry on successfully in her profession, under circumstances that would have ended the career of a less stalwart character." Edward L. Fabian, chief barker, will make the presentation.

The luncheon is the first of a series that are being planned by Tent No. 35 this year. The election of officers will take place at 2:00 P.M. after the luncheon.

News Roundup

Attend Workshop

Ben Burger, sales manager of Loew's International, and **Dave Blum**, publicity manager, attended the Richmond, Va., M-G-M Workshop as observers. Each delegate to the meeting was presented with an orchid by **Bob Walker** of the Uintah Theatre, Fruita, Colo.

Writers' Awards

Thirty-three Hollywood writers have been nominated by 750 members of the screenwriters branch of the Writers' Guild for awards to be bestowed on Feb. 28. The awards will be given for the best written American comedy, drama and musical, with five pictures nominated in each classification.

"Beast" in Regiscope

Live action is combined with Regiscope (animation process for puppets evolved by Edward Nassour) in "The Beast of Hollow Mountain," now being shot in Cuernavaca, Mexico. The "beast" of the picture will be of monstrous proportions in the manner of the pre-historic creatures.

Two Join RCA Information

William Fenton, formerly financial and news reporter of the "New York Times," and **Donald G. Robinson**, who in the past was a training director at the Foundation for Better Reading, have joined the staff of the RCA department of Information.

SW Ad Men Hold Drive Meeting Here

A meeting of the Stanley Warner advertising men was held here yesterday by **Harry Goldberg**, director of theatre advertising and publicity, to discuss plans for a new drive.

The meeting was addressed by **Samuel Rosen**, executive vice-president; **Harry M. Kalmine**, vice-president and general manager, and **Nat D. Fellman**, circuit film buyer. Among those present were **Stanley Gross**, Milwaukee; **James M. Totman**, New England; **Edgar Goth**, Newark; **Irving Blumberg**, Philadelphia; **Frank LaFalce**, Washington, and **Henry Burger**, Pittsburgh.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"The Bridges at Toko-Ri"

in color by TECHNICOLOR starring

William HOLDEN • **Grace KELLY**
Fredric MARCH • **Mickey ROONEY**

A Paramount Picture

and SPECTACULAR STAGE PRESENTATION

People

Paul S. Aex has been named assistant manager of the Kodak processing laboratory at Palo Alto, Cal., by Ivar N. Hultman, vice-president of the company. Henry A. Yeoman has been appointed assistant superintendent of the Kodak Park film processing division in Rochester.

□

Phil Reisman, president of Michael Todd Productions, has accepted the co-chairmanship of the motion pictures committee for the 1955 premiere of the Ringling Bros. and Barnum and Bailey Circus to be held at Madison Square Garden on March 30, for the benefit of the New York Arthritis and Rheumatism Foundation.

□

George Mitchell, branch manager of Republic Pictures in San Francisco, suffered injuries in an auto accident recently and is in Sequoia Hospital in Redwood City.

□

George C. Wells has been elected executive vice-president of Union Carbide International Co., a division of Union Carbide & Carbon Corp.

□

J. Wren is the new film buyer for the Viking Theatre in Philadelphia. He terminated his association as film buyer and general manager for Paramount Theatres, Inc., before accepting the post.

□

L. S. Hamm, president of the Northern California Theatres Association, will represent that unit at the Theatre Owners of America board of directors meeting in Washington next week.

□

Russell Brown, Oregon general manager for Evergreen Theatres, is serving as acting editor of National Theatres house organ, "Showman," filling in for editor Dean Haskell who is recovering from a broken hip. Oscar Nyberg, manager of the New Fox in Portland, will carry on Brown's functions until Haskell is released from the hospital.

□

Bob Ullman has been promoted from office manager to salesman for National Theatre Supply in Cleveland. James Kubis has been appointed office manager.

House Group Ok's

(Continued from page 1)

agreements act for three years and gives the President broad power to cut tariffs under new international trade negotiations. The measure was reported out by a 20 to 5 vote.

House Democratic leaders plan to bring the bill up on the House floor next Thursday, and hope to bring it up under a procedure allowing only one amendment. A bitter fight is expected on the House floor both on this procedure and on the bill itself.

'FAME' AWARD TO PARA.

(Continued from page 1)

dertakings directed toward the betterment of the format of the screen is altogether good. The motion picture came originally of the efforts of many over a long period of time. The door must ever be kept open to those who bring something capable of increasing the appeal of the motion picture, because it is only out of such contributions that the highest standards of the art of the future can be assured. In the record of the recent important contributions to the betterment of the screen VistaVision occupies a distinguished position."

Praises Scientists

Accepting the Award, Freeman expressed pride and appreciation on behalf of the company, the studio and the "technicians and scientists who conducted the research and designed the cameras" necessary for perfection of "the best means yet devised of putting a motion picture on the screen."

He said he and they are completely open-minded regarding other processes, present and future, and are ready to welcome any system or process that can be demonstrated to be superior to VistaVision. He closed his direct acceptance remarks with an expression of thanks to exhibitors and to the public for their reception of VistaVision, and then called on studio associates active in VistaVision development.

Calls Upon Technicians

Technologists called on by Freeman included Loren L. Ryder, special effects and sound department head; Jack Bishop, camera department; Frank Caffey, production manager; chief; Charles R. Daily, optical engineer; Ray Hinsdale, technical superintendent; Russ Brown, operations manager; Hal Pereira, supervising art director; Charles West, editing department head; and Henry Fracker

and Walter Beyer, sound department.

Studio officials attending in addition to Freeman included Don Hartman, Jacob H. Karp, D. A. Doran, John Mock, William Meiklejohn and Luigi Luraschi.

Home office executives present at the presentation were Adolph Zukor and Jerome Pickman.

Among exhibitors attending the luncheon were Ben Wallerstein and Leo Miller, of Stanley Warner circuit; Jerry Zigmond, of UPT, and Hugh Bruen, of the Whittier Theatre Circuit.

Following Freeman's response to the presentation, Quigley said, "There is one man present at this marking of a new step of progress whom I have known a long time. He has manifested, over a lifetime of dedication to this business, more perhaps than any other major executive, a relentless determination to advance, widen and better the motion picture. I hope Adolph Zukor will honor us with one of his timely observations."

Zukor Sees Prediction Fulfilled

Responding Zukor said, "I made a statement two years ago, on my 80th birthday, that this industry will make greater strides in its next 50 years than it did in its first half-century. When Frank Freeman started to develop VistaVision I urged him to give up his experimenting and go along with other processes then being widely adopted, but he said if the Paramount board insisted that he do so that he would resign. I told him if he felt that way about it he should go ahead, and the board would not interfere. I am happy today to say he was right in wanting to go ahead, and that I was wrong. VistaVision confirms my belief that the motion picture industry will progress more greatly in the next 50 years than in the past half-century."

Fonda to Produce Six Films for UA

Henry Fonda has formed an independent motion picture production company that will make six films for United Artists release over a three-year period with the actor starring in at least three of them, it was announced yesterday by Arthur B. Krim, president of United Artists.

Formation of his own company marks Fonda's entry into the production side of the film industry. His most recent screen appearance is in "Mr. Roberts."

City Investing Post To Wagner in D. C.

WASHINGTON, Feb. 10.—Gerald Wagner, general manager of the Playhouse and DuPont theatres, has been appointed coordinator of general promotion and advertising for all the City Investing Co.'s interests here.

Wagner will be in charge of advertising and special projects for the legitimate-stage National theatre, the Wilson Excursion Line, the Marshall Hall Amusement Park in Maryland, and the Playhouse and DuPont theatres—all City Investing Co. operations.

Sen. Monopoly Unit Membership Is Set

From THE DAILY Bureau

WASHINGTON, Feb. 10. — The Senate Small Business Committee announced the membership of the monopoly subcommittee for the coming Congress.

This is the subcommittee which in recent years has been studying film industry trade practices. As reported earlier, Sen. Long (D., La.) will be chairman of the subcommittee. Members will include Senators Sparkman (D., Ala.), Humphrey (D., Minn.), Saltonstall (R., Mass.) and Schoeppel (R., Kans.).

WB Launching New Search for Talent

BURBANK, Feb. 10.—A new personal scouting plan is being launched immediately by Warner Brothers Studios to intensify the drive for fresh motion picture personalities.

The new plan, being put into effect with the authorization and guidance of Jack L. Warner, executive producer, will send Solly Baiano, studio casting head, on a nation-wide talent hunt, and will keep him in the field for an indefinite period.



MGM presents

JUPITER'S DARLING

from

Coast
to Coast

in Pictorial Review

Pictorial
Living

Pictorial
T-View

Exciting color pages featuring MGM's cinemascope color musical "Jupiter's Darling" will reach over 5 million families in the following areas:

New York	Chicago
Boston	Milwaukee
Baltimore	San Francisco
Pittsburgh	Los Angeles
Detroit	Seattle

REPRESENTED NATIONALLY
BY

HEARST
ADVERTISING
SERVICE

FCC to Invite

(Continued from page 1)

turns down Zenith Radio's petition for immediate authorization of toll-TV. However, at the same time the commission also vetoed a suggestion of Commissioner Frieda Hennock that the commission hold full-dress public hearings on the question before asking for views in writing. This represented some victory for Zenith. Miss Hennock, it was reported, will dissent from the order asking for written comment.

Precise Questions to Be Asked

Under the procedure approved by the commission today, all interested parties will be asked to submit written comments on a series of specific questions. These will cover such topics as whether the commission has authority to approve toll-TV, whether this is in the public interest, whether toll-TV should be classed as a common carrier or broadcast service, whether it should be restricted to the ultra-high-frequency band, etc.

After the written comments have been received, the commission will then decide whether to hold oral hearings, whether to reject or approve subscription television immediately, whether to go to Congress for more authority, or what. At least two commissioners admit privately that they will always oppose public hearings, on the ground that they would be too time-consuming.

Motion picture exhibitors, who are leading the fight against toll-TV, have argued that the commission is duty-bound at some point in the proceedings to hold public hearings.

Heavy Agenda for TOA

(Continued from page 1)

tremen's associations, headed by TOA president E. D. Martin of Columbus, Ga., will begin arriving here tomorrow to engage in pre-board meeting discussions.

The agenda of the three-day convention will include the president's report, EFFG, arbitration, the TOA's liability insurance plan, subscription television, COMPO, field organization, the pre-release of pictures for the Army and Navy, a liaison with overseas exhibitor groups, the naming of committees to meet with the Department of Defense, the Department of Justice on petitions to permit divorced theatre circuits to produce films, and the appointment of a number of TOA leaders to meet with representatives of Allied on the possibility of joint action with the Emergency Defense Committee and on other matters, it is expected.

First Meeting Today

The first meeting of TOA leaders will begin tomorrow evening at the Mayflower Hotel when George Kerasotes, Walter Morris and Art Adamson will sit down to discuss TOA organizational and membership matters. On Saturday, the EFFG board of directors, headed by Sam Pinanski, will meet.

The first business meeting of the TOA mid-winter board meeting will take place on Sunday afternoon at 2:30 p.m. and it will be followed by a buffet supper at the Mayflower at which Congressmen and Senators, at the invitation of TOA representatives,

will attend. The TOA's finance committee will also meet sometime through the day.

On Monday and Tuesday, the TOA executives and representatives will be concerned with organizational business with a TOA committee expected to meet with the Department of Justice on Tuesday in regard to a petition to allow divorced theatre circuits to produce films. On Wednesday, an exhibitor committee, headed by Walter Reade, Jr., chairman of the TOA board, will meet with D. Walter Swan, Deputy Assistant Secretary of the Department of Defense to discuss the pre-release of films for military exhibition.

Leading Executives to Attend

TOA headquarters in New York reports that exhibitors who will attend the mid-winter board meeting are: Myron N. Blank, Tom Bloomer, Bob Bryant, Julian Brylawski, Edwin Canter, James Carbery, Horace Denning, S. H. Fabian, Edward L. Fabian, Nathan C. Greer, L. S. Hamm, Thomas James, Mack Jackson, R. M. Kennedy, George Kerasotes, H. F. Kincey, K. K. King, Paul Krueger, Herman M. Levy, M. A. Lightman, Jr., Bob Livingston, Arthur Lockwood, E. D. Martin, R. E. Martin, Jr., Pat McGee, Walter Morris.

Also, M. J. Mullin, Albert M. Pickus, Samuel Pinanski, Walter Reade, Jr., J. J. Rosenfield, Robert O'Donnell, John R. Rowley, A. Fuller Sams, Jay Solomon, Alfred Starr, Milton Starr, J. H. Strauss, Morton G. Thalheimer, E. L. Thorne, Ben Trustman, Mitchell Wolfson, Nat Williams, Joseph G. Alterman and George Gaughan.

'Fotographer'

(Continued from page 1)

they'd rather go and see live sports."

Don Downes, bar manager: "... will help kill interest in sports ... people will resent too much greed ..."

Bill Mortimer, music student: "... will be bad for sports ... wouldn't be long before home viewers would be asked to pay for other television presentations, like draams and musicals. That ... would harm the theatre."

Heretofore, virtually all publicized "polls" on the public's willingness to pay to see special events on home TV have been those conducted by promoters of coin-in-the-slot TV devices. They have uniformly revealed an overwhelming public desire to buy costly attachments for home TV sets and to drop coins into them.

Wren to New Post With Viking Corp.

PHILADELPHIA, Feb. 10.—Jay Wren, film buyer and city manager of AB-Paramount's Philadelphia theatres, has been appointed general manager and film buyer of the Viking, Philadelphia's newest first-run house, and the suburban Locust theatre, it was announced by Harry Sley, president of the Viking Theatre Corp. He will assume his duties on March 1.

Wren, who has been in charge of Paramount's Philadelphia houses since February, 1952, was formerly advertising and publicity director and film buyer for the Paramount-Adams interests in Newark and Paterson, N. J.

Toll TV Closer Than Realized, Exhibitor Told

Information letters concerning the joint exhibitor committee's program in opposing subscription television and Zenith's petition on Phonevision currently pending before the Federal Communications Commission were mailed cut this week to theatre organizations throughout the United States.

Accompanying the Alfred Starr-Trueman Rembusch letter, co-chairmen of the Joint Committee on Toll TV, was a pledge card asking exhibitors to contribute to the campaign.

The committee heads, after recounting the discussions which took place during a two-day exhibition meeting on subscription television at the Hotel Sheraton Astor here last Jan. 19-20, declare that "unless we take immediate action, the possibility of this serious competition is much closer than you may have realized."

"To protect our industry," says the letter, "your committee has retained Washington legal counsel, who have already filed a hard-hitting opposition brief to Zenith's FCC petition and we have retained public relations counsel to furnish to the press the true facts and figures about toll TV."

Big Job Described

To stay in this fight, Starr and Rembusch report, "we must maintain a vigorous legal presentation of our position before the FCC; convince the public that pressure for toll TV is not in the public interest; rally the radio and TV industry, advertising agencies, film producers, our suppliers and concessionaires to oppose toll TV in their own interest; alert Congress, and especially members of committees concerned with this problem, to the implications of toll TV."

In order to support these efforts, the committee asks exhibitors to contribute an amount equal to last year's contribution to COMPO. Contributions to the "war chest" should be sent to Philip F. Harling at 1585 Broadway, New York City.

Brandon Acquires 13 Swiss Cartoons

Distribution rights to a new series of 13 color cartoon films produced in Switzerland by Pinschewer Film Atelier have been acquired by Brandon Films, Inc. The pictures were directed and produced by Julius Pinschewer who has been operating in Switzerland since 1932 after leaving Germany.

The "Swiss Cartoon Series" is based on themes from Swiss folklore and on Swiss folksongs.

Suit Against Brandt Settled Out of Court

A \$400,000 breach of contract suit against circuit operator Harry Brandt was settled out of court here yesterday in a pre-trial hearing before Federal Judge John C. Knox.

Lujacks, Inc., a real estate firm of Coral Gables, Fla., had charged that it had constructed a theatre in Coral Gables on the promise that it would be leased by Brandt who, it was alleged, did not fulfill the agreement. Terms of the settlement were not revealed.

First 1955

Luncheon Meeting

of the

VARIETY CLUB

of New York

Guest of Honor:

SUZAN BALL

who will receive a special

Variety Club Citation

Tuesday, February 15

12:30 P.M.

Toots Shor's Restaurant

51 West 51st Street

Goldenson Is Optimistic On New Product

By MURRAY HOROWITZ

Hollywood today, with studio heads encouraged by the business upswing, sees great possibilities in motion picture production, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, reported on his return here from a three-week visit to the Coast.

Goldenson, saying he found this attitude heartening, pointed out that such an atmosphere is conducive to the production of films. Producers, he went on, now see the potential grosses of good pictures and with this in mind, are more inclined to "gamble," he added.

The AB-PT president expressed these views in response to a question as to whether he thought the problem of product supplying is in process of being solved.

Wants Teen-Age Plan

Goldenson also commented on the growing recognition by Hollywood of the box-office potential in the use of TV, and on his own proposal that an intermediate price scale be introduced at theatre box-offices to draw teen-age audiences.

On the use of TV, Goldenson pointed out that there will be 21,000,000 youngsters in the U.S. who will reach the age of 12 within the next five years. It is important, he went on, to develop new young stars and starlets with whom these youngsters can grow up. Pictures, too, he continued, should be pointed to this audience, for these youngsters can form the backbone of the industry in years to come.

In this regard, he maintained TV can become the "testing ground" for new talent, ranging from actors and directors to writers. He maintained that TV should supplant the "B" picture of former years as a vehicle for new talent, arguing that the TV approach is not costly.

Goldenson forecast that all studios eventually will engage in TV production along the lines adopted by Columbia Pictures with its Screen Gems subsidiary, that is, of forming a separate company specifically designed for TV production. He stated that the current "Disneyland" TV show has activated further studio interest in TV. The show, according to Goldenson, is seen as a big pre-selling vehicle for Disney productions in motion picture theatres.

Says TV Can Help

From 1947 to 1952, Goldenson contended, there was quite a void in the development of new, popular screen talent. TV is the medium which can hasten the development of new personalities if properly used, he added.

Hollywood today, he continued, is much more receptive to the use of TV than a year ago when he visited the Coast. The AB-PT president said he is still hopeful that an industry TV show can be put on the air.

Regarding his proposal for an intermediate price scale for teen-agers, Goldenson said he already has broached the idea to a number of circuit executives who, he said, thought the idea

Gorden, Shor Address Meet

Special to THE DAILY

ST. LOUIS, Feb. 10.—Julius Gordon, in a joint report of the large and small drive-in film clinics, said current policies of the distributors are putting many exhibitors out of business and threatening many more with a similar fate. Furthermore, he noted that this means that large segments of the American public is losing the opportunity to see the fine pictures.

The speaker called some of the distributors "octopi sucking blood out of the exhibitor system." He also said, "the company with the most insatiable lust for blood and strongest tentacles is Paramount." In particular, sales policies for "White Christmas" and "The Country Girl" were denounced. Gordon reported that the two clinics held here unanimously wanted that company, and also Warners, cited, said the Allied secretary.

Prints, Rentals Seen One Problem

The problem of prints, Gordon reported, was found by speakers in the film clinics to be a problem of rentals. "An exhibitor has no difficulty in obtaining prints if he pays high enough film rental or plays on percentage. In many cases prints are just not available otherwise."

Ruben H. Shor, new Allied president, was chairman of the final business session of the convention. He said that after being out of exhibition he returned to it because he loves the business. He pledged to do everything in his power to help Allied members. He said he hopes that conditions may be improved so that an exhibitor's time is not spent on constant negotiation of film terms.

The convention ended with banquet. One of the entertainers was a singer, Maureen Arthur, daughter of David Arthur of the Fanchon and Marco circuit.

New Format

(Continued from page 1)

information to Allied Caravan subscribers.

In the past, the confidential rentals information has been sent to members individually on a weekly basis. Under the new setup, it is planned to prepare the data every two weeks and to have the material published as a supplement in the regional units' bulletins. In effect, the Caravan reports will be similar to the Kiplinger letters which evaluates political news out of Washington for subscribers.

Kintner Named Trustee

Robert Kintner, president of American Broadcasting Co., and a director of American Broadcasting-Paramount Theatres, has been elected a trustee of the Public Education Association.

a "good one." The proposal, as outlined by Goldenson, calls for a student price scale of from 40 to 50 cents when the price range is from 10 to 15 cents for youngsters under 12, to 95 cents for adults.

It's an expensive proposition when a teen-ager wants to take his girl to the theatre today, the AB-PT president stated, stressing the importance of instilling the film-going habit in

It Seems There Are Two Walter Reades

ST. LOUIS, Feb. 10.—There was a flurry of excitement at the Chase Hotel here during the Allied board and drive-in meetings when the name of Walter Reade was paged in the lobby. Rumors got around that the former TOA president was here for secret parleys with Allied leaders. Upon investigation, it was learned that the Reade who was being paged was the hotel's interior decorator.

Gehring

(Continued from page 1)

phone call from Al Lichtman, 20th-Fox sales head, who offered several months ago to call such a conference, Gehring explained that yesterday in New York, at a meeting of lawyers and sales managers, approval was given to the arbitration draft. He predicted that it would be accepted by the exhibitor organizations who participated in its drafting within a week. This, he felt, would open up the way for the industry conference to follow shortly.

Gehring said, "We think the meeting will be good for all of us." He also reiterated the basic 20th-Fox sales policy as outlined at a number of exhibitors' meetings. The key word of the policy is "flexibility," Gehring said, and added that his company would do business with an exhibitor in any known way. "Tell me and we shall try it out," he declared.

The problems of making good pictures today were stressed. "Have some of your people come to our office for a week," Gehring suggested, so that first hand knowledge of the claims of top actors and their agents for participations and other problems of production and distribution can be understood."

Quotes CinemaScope Figures

Gehring gave figures on the results of CinemaScope to date: Class I theatres, paying rentals over \$200—increased with CinemaScope 56.6 per cent; Class II, rentals from \$100 to \$199—75.48 per cent increase; Class III, rentals \$50 to \$99—89.56 per cent increase; Class IV, rentals below \$50—134 per cent increase.

Taking all drive-ins as one class and excluding "The Robe," CinemaScope pictures have grossed 95.6 per cent more than previous, comparable 20th-Fox product, according to Gehring.

Gehring also made a strong plea for working out industry problems within the industry. He said, "go to the courts, if you insist. When you have found a judge who can make good pictures and sell them below cost, let us know. We'll hire him."

the youth of America. In order to lighten the "jump" in the price scale in larger cities, Goldenson felt such a move is necessary.

He expressed assurance that some AB-PT affiliate will adopt his proposal, but said he could not name the affiliate or the time the experiment would be adopted, explaining that such "determination" under AB-PT's decentralized operation, must come from the field.

Myers

(Continued from page 1)

product used to come on the market were the biggest at the boxoffice, July and August are now the top months. Obviously this is due to the tremendous grosses of the country's drive-ins at the height of their season.

Myers outlined the reasons for the action of the board of directors in ordering the Emergency Defense Committee to press for a bill in Congress regulating rentals. The move, he said, was taken most reluctantly. If this "legislative experiment," as he termed it, becomes a reality, he believes the responsibility rests with executives of the distributing companies who failed to heed Allied's warnings on excessive rentals last summer and during the fall.

Cites 'Terrific Pressure'

"There has got to be some relaxation of the terrific pressure being put on theatres," according to the Allied general counsel, who said a top level industry conference might help but outside that, in Allied's view there is no alternative to the fight to control rentals but through law. Myers, however, commented, "our door is open every day for the reception of any plan to get the necessary relief." He warned the drive-in owners that if the fight has to be made for the bill "it isn't going to be a pleasant fight." The reason for this is that Allied plans to attempt to show the committees of Congress concerned "that the tax benefit has been confiscated by the film companies and that the theatres are in as bad a way or worse than when Congress gave relief on the admissions tax."

Myers made a special plea for treating the 5,200 "marginal" theatres grossing under a \$450 a week as a special class. He said it was impossible to handle complaints of exhibitors in that group on an individual basis with one distributor, let alone all the distributors.

'Economically Impossible'

If it is economically impossible to have sufficient prints to enable exhibitors to play pictures on their normal availabilities, Myers suggested that the rental should be scaled down. He said it was unjust for exhibitors to pay the same percentage rate weeks and months after national release as paid by theatres in early runs. In his view the runs held back through lack of prints lose the effects of the national advertising campaign.

Myers Sees Futility In Distributor Talks

Special to THE DAILY

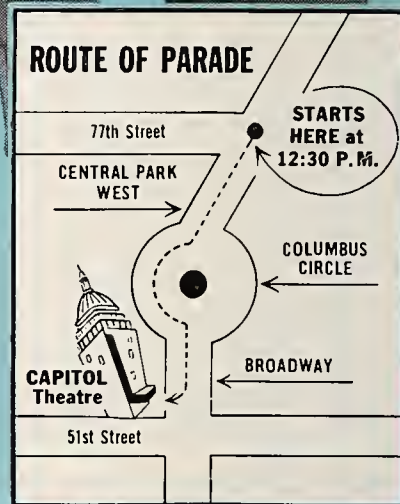
ST. LOUIS, Feb. 10.—"Old ladies' busy work" was the way Abram F. Myers, Allied chairman and counsel, characterized the arbitration negotiations which representatives of other exhibitor organizations and the distributors have been carrying on for some time.

"We have not felt our time, our somewhat meager resources, and the energies of our leaders should be devoted to old ladies busy work in view of the rentals situation," was the way Myers expressed it.



The Big Parade!

West Point's entire Corps of Cadets is coming to town! And when they do, New York's millions are going to get the thrill of their lives as the greatest marching group in the world parades down Broadway on Feb. 13 to the Capitol Theatre for a special showing of *Columbia's*



**TYRONE
POWER**
**MAUREEN
O'HARA**
IN JOHN FORD'S
**THE LONG
GRAY LINE**

CINEMASCOPE

Color by **TECHNICOLOR**

Co-starring **ROBERT FRANCIS · DONALD CRISP · WARD BOND · BETSY PALMER · PHIL CAREY**

Screen Play by EDWARD HOPE • Based upon "Bringing Up the Brass", by Marty Maher and Nardi Reeder Campion • Produced by ROBERT ARTHUR • Directed by **JOHN FORD**

A COLUMBIA PICTURE

ADVERTISING!

BALLYHOO!

EXPLOITATION!

RADIO!

NEWSREELS!

TELEVISION!

PUBLICITY!

PHOTOGRAPHERS!

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 31

NEW YORK, U.S.A., MONDAY, FEBRUARY 14, 1955

TEN CENTS

TV-Radio Event

Nominees for 1954 Academy Awards Named

Pick 'Oscar' Eligibles For March 30th Event

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 13.—In a 90-minute, nationwide telecast, bringing more Hollywood professional personalities to the stay-at-home television audience than on any previous video program, the television network of the National Broadcasting Co., under the sponsorship of the Oldsmobile division of General Motors, last night disclosed the Academy of Motion Picture Arts and Sciences nominees for its 27th annual Awards of Achievement.

(Continued on page 4)

FPC in 3-Year Deal For 20th-Fox Films

A major three-year motion picture exhibition deal, estimated as resulting in excess of \$10,000,000 in film rentals for the years 1955-1957, has been consummated between Famous Players Canadian Corp. Ltd., one of the leading theatre circuits of the world and 20th Century-Fox Film Corp., it was announced here today.

The agreement, in which the theatre company will exhibit the

(Continued on page 4)

Canadian Exhibitors Attending TOA Meet

A group of Canadian exhibitors, headed by J. H. Strauss of the Theatre Owners Association of Quebec, in Montreal, are attending the mid-winter board meeting of the Theatre Owners of America in Washington as observers, it was announced here.

TOA-Allied Meet Thurs.

Theatre Owners of America's committee to meet with a group from Allied States Association to discuss the ramifications and potentialities of Allied's Emergency Defense Committee was announced at the weekend by TOA president E. D. Martin. The committee will consist of Walter Reade, Jr., Alfred Starr, Pat McGee and Martin. The sessions probably will be held here on Thursday.

TOA has indicated its interest in the issue of film rentals and the problems of the smaller theatres.

The Allied committee consists of Ben Marcus, Jack Kirsch, Ben Berger, and Abram F. Myers.

Smith Retiring; East Para. W. Sales Head

George A. Smith, Western sales manager for Paramount, who joined the company in 1922 as exploitation representative in Toronto, will retire from the company on March 1.

Smith will be succeeded in the Western division sales managerial post by Neal East, who has been assistant Western division manager, and who joined the company in 1921. In 1924 he was named branch manager in Portland, Ore., after which he headed, successively, the company offices in Seattle and San Francisco prior to his promotion to the Western division post.



A. Silverstone

But for Different Reasons

FCC Move on Toll TV Pleases Both Factions

Both sides in the controversy over subscription television's acceptance by the Federal Communications Commission appeared to be pleased by the FCC's decision to seek public comment, according to statements at the weekend by interested parties.

"The tremendous latent opposition (to toll TV) on the part of the public . . . , the television industry, Hollywood, and other interested parties" will be disclosed in the Federal Communications Commission's investigation, it was forecast by Trueman Rembusch and Alfred Starr, co-chairmen of the joint committee on toll TV.

Rembusch and Starr, in a statement issued here at the weekend, "applauded" the FCC for its decision to conduct "a full scale investigation into the pros and cons of subscription television."

Other comment on the FCC decision follows:

Leonard Marks, of the Washing-

FCC Ruling on Toll TV

PUBLIC COMMENT DEADLINE MAY 9

Formal Hearings Issue to Be Settled Later; To Seek Views of All Interested Parties

By J. A. OTTEN

WASHINGTON, Feb. 13.—The Federal Communications Commission has asked for public comments to be filed by May 9 on whether it should approve subscription television. In a notice of proposed rule-making issued over the weekend, the commission declared, "the purpose of this proceeding is to determine whether the commission should amend its rules and regulations to authorize television stations to transmit programs paid for directly on a subscription basis."

20th-Fox to Re-Tool Western Ave. Studio For TV Film Making

Twentieth Century-Fox will allocate several million dollars for the complete re-tooling of its Western Avenue studio in Hollywood to television production, it was announced here at the weekend following a meeting of the film company's board of directors.

The move, which was met with unanimous board approval, sets plans into immediate motion for transforming the film lot into a modern and complete studio for the production of television films.

Sid Rogell, executive production manager at the 20th-Fox studio, has

(Continued on page 5)

The FCC said its present rules do not authorize subscription television operations and that before it could adopt "such a significant change as subscription television" it felt it should have the views of interested parties on all phases of the problem.

The commission's action turns down petitions made late last year by Zenith Radio Corp. and Teco, Inc., asking immediate authorization of subscription television. The commission's action also denies—for the time being,

(Continued on page 5)

Regional Compo Unit Defended by McGee

Commenting on the resolution passed last week by the Allied States board of directors to the effect that the national organization of Council of Motion Picture Organizations should not permit the use of the expression COMPO in connection with regional units, Pat McGee, head of Rocky Mountain COMPO, in a

(Continued on page 4)

Senate Group May Defer Toll Study

From THE DAILY Bureau

WASHINGTON, Feb. 13.—The Senate Commerce Committee may lay aside for the time being its plans to study toll-TV, a committee official said. He declared he felt that the Federal Communications Commission announcement would change the committee's plans to study the subject, and "we should stay out until we see what happens at the commission."

Personal Mention

BERNARD JACON, vice-president in charge of sales for I.F.E. Releasing Corp., will return to New York today from a Southern trip.

GRACE LYNCH, of the N.B.C. publicity ticket department, will be married to **JOHN HANEY**, son of **JACK HANEY**, general manager of Fox Movietone News, on June 14.

MARGARET BACK, executive secretary to the president of Transfilm, was married to **PETER SCHLENKER**, former treasurer of the company, on Feb. 5.

EDWARD L. HYMAN, vice-president of AB-PT, Inc., and his assistant **BERNARD LEVY**, have returned to New York from Des Moines and Minneapolis.

KERRY SMITH, of Transfilm's publicity department, has announced her engagement to **DICK STUKAS** of the Harold Oram public relations firm.

JESSE T. MILLS, vice-president and controller for Loew's, Inc., returned here at the weekend from Culver City, Cal.

RALPH ROSENBERG, producer at Shepperton Studios, London, has arrived here from England via BOAC Monarch.

FRANK A. UNGRO, financial manager of Westrex Corp., has left here for Europe.

FRED FELDKAMP, head of FF Productions, has returned to New York from London.

ROBERT TAYLOR left New York over the weekend for London.

High Cost of Lenses Delays 16mm. 'Scope

The high cost of anamorphic lenses is holding up the presentation of CinemaScope product in 16mm. versions, according to a 20th Century-Fox representative who said that the domestic and foreign 16mm. market "has been steady and rising in some situations."

Bell & Howell and Bausch & Lomb have developed satisfactory anamorphic lenses for 16mm. CinemaScope, but some imperfections in printing and the high costs of the lenses to schools, educational groups and some exhibitors, are delaying the presentation, the film official said.

As a whole, the 20th-Fox representative stated, the domestic and foreign markets for 16mm. product are on a par with last year and slightly ahead and rising in a number of situations. "In some overseas territories, 20th-Fox is expanding its 16mm. business to virgin markets, among those being New Zealand," he pointed out.

The largest market for 20th-Fox 16mm. product is France, he said.

'Frisco Exhibitors Seek Clarification Regarding Buena Vista, DCA, Makelim

Special to THE DAILY

SAN FRANCISCO, Feb. 13.—As spokesman for a number of exhibitors in the area, **Homer Tegtmeier**, vice-president of the Northern California Theatre Association and operator of four theatres, asked the following questions:

❑ "We would like to know the score in relation to Buena Vista Film Distributing Co., Disney's new outlet here. There is only one representative for the whole area and key-run theatres seem to be getting preferential treatment.

❑ "We would also like to know who will handle the Distributors Corp. of America product and on what conditions.

❑ "And, finally, exhibitors want to know what has happened to the Makelim plan. If he wants action, why haven't contracts been sent to exhibitors in this territory? We would like to see some statement as to policy—who will sell, when and whether or not there will be pre-viewing prior to selling."

Ezell to Be Honored In Dallas March 9

DALLAS, Feb. 13.—A golden jubilee banquet honoring **Claude C. Ezell** for his more than 50 years in show business will be held in the Hotel Adolphus here on March 9 by the Committee of the Ezell Golden Jubilee.

Friends in all phases of showbusiness, including distribution and production executives from all parts of the world have already indicated their desire to attend, according to the committee.

Ezell started in the entertainment business when he left his home in Mexia, Tex., to join the Wallace Brothers Circus. Later he opened a film exchange in New Orleans and, successively, became southern division manager for General Films Co., assistant to **Lewis J. Selznick**, branch and division manager of Warner Brothers, Monogram and Republic franchise holder in Dallas and now an extensive drive-in theatre operator, a field in which he was a pioneer.

Allied of W. Pa. to Convene March 21-22

PITTSBURGH, Feb. 13.—Allied Theatre Owners of Western Pennsylvania will hold its 33rd annual convention and Showmanship Forum at the Roosevelt Hotel here on March 21-22.

Added to this year's convention will be an equipment mart and exhibit displaying innovations in theatre equipment.

Allied's registry contains 175 independent theatres in Western Pennsylvania. **Harry Hendel** has been appointed general chairman of the convention.

RETMA Winter Meet Starts Here Today

The four-day mid-winter industry conference of the Radio-Electronics-Television Manufacturers Association will begin at the Roosevelt Hotel here today.

About 25 sessions are scheduled. They include meetings of the board of directors, radio-TV industry committee and electronics industry committee, legislative matters and RETMA organizational proposals.

UA, Schine Named In Fight Film Suit

ALBANY, Feb. 13.—A Supreme Court action for damages against United Artists for breach of contract and against Schine Service Corp. for "illegal, unlawful and improper interference" with the contractual right of plaintiff, has been started by **Sylvan Leff**, operator of the Town Theatre in Watertown. It resulted from alleged print switching which enabled Schine's Avon in that city to show the Marciano-Charles fight picture June 20-26, simultaneously with its exhibition by Leff, who claimed an exclusive first-run license.

Asks \$10,163

The complaint, prepared by **Lewis A. Sumberg**, Albany attorney, charged that "Such exhibition of said fight picture by Schine Service Corp. was caused, suffered and permitted to be done with malice and with the intent to injure the plaintiff."

The plaintiff asked damages of \$10,163 against Schine, plus exemplary and punitive damages.

Leff demanded the same amount of damages against United Artists, which, he contended, took no steps to prevent or bar the picture's exhibition in the Avon, after he had notified the Schine company of the license infringement.

'Assignment' Wins NCCJ Film Award

"Assignment: Children," produced for the United Nations by the combined efforts of the motion picture industry and **Danny Kaye**, was the recipient of the motion picture division award of the National Conference of Christians and Jews.

The NCCJ, selecting material from all divisions of the mass communications media, chose "Assignment: Children" for outstanding contributions promoting the cause of good will and understanding among the people of our nation."

Johnston in Jordan

AMMAN, Jordan, Feb. 13.—Eric Johnston, President Eisenhower's special envoy, has arrived here for further talks on the Jordan irrigation project.

News Roundup

Next 3 at 'Hall' from MGM

The next three motion picture attractions at the Radio City Music Hall here will be M-G-M's 88th, 89th and 90th films to play the theatre since the company started presenting product there, M-G-M said here.

Beginning on Feb. 17, M-G-M will present "Jupiter's Darling" which will be followed at the Music Hall by "Hit the Deck" and "The Glass Slipper."

H-63 Asks PFL Vote Here

The Home Office Employees Union, Local H-63, IATSE, has filed a petition with the National Labor Relations Board calling for an election among the office workers at the Precision Film Laboratories here to establish the union as a bargaining agent, according to **Russell M. Moss**, H-63 executive vice-president.

Rodney Taylor Meets Press

Rodney Taylor, featured in "Long John Silver," conducted an interview in Hartford last week for members of the Connecticut press and representatives of the state's exhibitors. Later in the day a dinner was held in the actor's honor.

Premiere at Negro Theatre

"Carmen Jones" began its first-run showing in Charlotte on the same day at two theatres; the Grand, a Negro house, and the Carolina, an uptown white theatre.

To Process 'Horizon'

Pathe Laboratories has closed a deal to process **John Calvert's** feature, "Strange Horizon" in Pathecolor.

SW in Santa Barbara Sold to Metropolitan

From THE DAILY Bureau

HOLLYWOOD, Feb. 13.—In a multi-million-dollar transaction consummated at the weekend, Metropolitan Theatres Corp. acquired ownership and operation of the Stanley Warner Theatre Circuit theatre interests in Santa Barbara, Calif., Metropolitan president **Sherrill C. Corwin** announced. Negotiations were started last fall, with agreement on terms reached in December and legal details undergoing processing until now. Metropolitan will take over ownership and operation late this month.

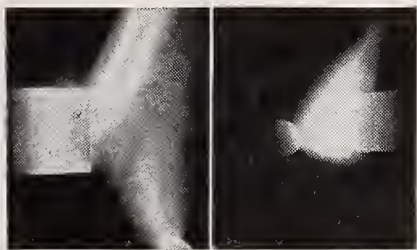
The properties acquired include the 1700-seat Granada and the 900-seat California theatres, as well as the eight-story Granada office and store building. Complete modernization of all properties is planned.

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Nominees

(Continued from page 1)

ment and presented most of them in person on the home screens.

Using 18 cameras to pick up personalities from four points of origination, NBC set several new technological records for live program coverage. In addition to the basic origination at the NBC studios, the program offered "remotes" from three of the most prominent of Hollywood's gathering places: the Cocoanut Grove, Ciro's and Romanoff's.

From nominees named in Saturday's telecast, Academy members will select, by sealed ballot, winners in each category to receive their Academy "Oscars" on a similarly-sponsored telecast from the Hollywood Pantages Theatre on March 30.

Saturday's telecast was the first in Academy history used for naming nominees. The decision as to whether this will become a regular practice will be reached after reaction from exhibitors and the public has been evaluated. Meanwhile, consideration will be given nominations in the following principal categories:

Best Motion Picture: "The Caine Mutiny," Columbia, Stanley Kramer, producer; "The Country Girl," Paramount, William Perlberg, producer; "On the Waterfront," Columbia, Sam Spiegel, producer; "Seven Brides for Seven Brothers," M-G-M, Jack Cummings, producer; "Three Coins in the Fountain," 20th Century-Fox, Sol Siegel, producer.

Best Actress: Dorothy Dandridge, "Carmen Jones"; Judy Garland, "A Star Is Born"; Audrey Hepburn, "Sabrina"; Grace Kelly, "The Country Girl"; Jane Wyman, "Magnificent Obsession."

Best Actor: Humphrey Bogart, "The Caine Mutiny"; Marlon Brando, "On the Waterfront"; Bing Crosby, "The Country Girl"; James Mason, "A Star Is Born"; Dan O'Herlihy, "The Adventures of Robinson Crusoe."

Best Supporting Actress: Nina Foch, "Executive Suite," M-G-M; Katy Jurado, "Broken Lance," 20th Century-Fox; Eva Saint Marie, "On the Waterfront," Columbia; Jan Sterling and Claire Trevor, "The High and the Mighty," Wayne-Fellows, Warner Brothers.

Best Supporting Actor: Lee J. Cobb, Karl Malden and Rod Steiger, "On the Waterfront," Columbia; Edmund O'Brien, "The Barefoot Contessa," United Artists; Tom Tully, "The Caine Mutiny," Columbia.

Best Director: George Seaton, "The Country Girl," Paramount; William Wellman, "The High and the Mighty," Warner Brothers; Elia Kazan, "On the Waterfront," Columbia; Alfred Hitchcock, "Rear Window," Paramount; Billy Wilder, "Sabrina," Paramount.

FPC-20th Deal

(Continued from page 1)

producing company's feature films and short subjects, is the largest deal ever worked out on 20th Century-Fox CinemaScope product.

Details of the huge deal were worked out by president John J. Fitzgibbons, Rube Bolstead and Ben Geldsaler of the theatre organization; while representing 20th Century-Fox were Al Lichtman, director of distribution; Arthur Silverstone, assistant general sales manager, and Peter Myers, Canadian division manager.

Reviews

"The Glass Slipper"

(Metro-Goldwyn-Mayer)

LESLIE CARON, the girl of "Lili" fame, captures many a charming moment for "The Glass Slipper." In this adaptation of the Cinderella story, she does her captivating bit to introduce the necessary whimsy and fancy to lift the fairy tale from falling into a too familiar pattern.

The outline of the story is a literal translation of the fairy tale, telling the plight of a much-abused girl, her step-sisters and her prince charming. It is dressed up in Eastman color and punctuated with two ballet sequences—one quite comical and fetching. There should be a warm audience for this lush flight into fancy, an audience not too concerned with the factors of action or surprises.

Aiding Miss Caron in her capers is Michael Wilding as the prince, Keenan Wynn, as the principality's aide-de-camp, and Estelle Winwood, as a pixyish old maid with a streak of kleptomania who does the chores of the fairy godmother. Miss Winwood's portrayal has many delights. Elsa Lanchester is the mean step-mother, while Amanda Blake and Lisa Daniels are those awful step-sisters of story-book fame.

Poor, rejected, Miss Caron, told that her loved one is a cook in the prince's palace, imagines a ballet sequence, featuring the Ballet de Paris, which offers a fresh, spritely sequence. The other ballet has as its theme the responsibility of the prince to marry an Egyptian princess, despite his love for Cinderella. The latter does not come off as well.

The opening scene finds the small principality preparing for the return of the handsome prince—and Ella, the girl called "Cinderella" by the towns-folks, for she always is covered with cinders, is seen as rejected, unloved, unwanted. Her final triumph in the picture should please many a heart, as the book heartens many a soul.

Others in the cast include Barry Jones, Lurene Tuttle and Liliane Montevecchi. Edwin H. Knopf produced and Charles Walters directed. Helen Deutsch did the ballet numbers, lyrics and screenplay.

Running time, 94 minutes. General classification. For April release.

MURRAY HOROWITZ

"White Feather"

(Panoramic-20th Century-Fox)
(CinemaScope)

A TIP-TOP WESTERN, marked by professional craftsmanship of a high order, is offered in this 20th Century-Fox release, starring Robert Wagner, John Lund, Debra Paget and Jeffrey Hunter. Most everyone participating in the production, from the director and writers to the stars, contributes something that adds to the picture's saleability.

In color by Technicolor, the picture tells a story which comes within the traditional framework of stories about the old West. Yet, due to expert craftsmanship, suspense is built, character is developed and the magic of CinemaScope delights the eye. Extras are used lavishly and the production values are high. Most customers, especially those with a yen for adventure and action, will be well satisfied with this product.

The story evolves from the decision faced by the proud Cheyennes in 1877, when they are faced with a choice to war against the white men or to move peaceably from the Northern territory to land allotted them in the South. Playing the principal roles in that decision are Robert Wagner, a young surveyor who wins the respect of the Indians for his fearlessness; Jeffrey Hunter, the son of the Cheyenne chief, and Debra Paget, the Cheyenne chief's daughter who falls in love with the young surveyor and leaves her tribe.

The characterization and the acting are so well handled that there is a good deal of identification, drawing the audience into the drama, which rolls to an unusual and climactic end.

The closing scene finds the defiant Cheyenne chief's son and his closest tribal friend Hugh O'Brien challenging the entire cavalry troop to a fight to the finish. How Wagner and Lund, the cavalry colonel, cope with the situation without losing face or arousing the Cheyennes into retaliatory measures becomes the high point of the picture.

The late Leonard Goldstein was executive producer, while Robert L. Jacks is credited as producer. Robert Webb directed from a screenplay by Delmer Daves and Leo Townsend, based on a story by John Prebble. Others in the cast include Eduard Franz, Noah Beery, Virginia Leith, Emile Meyer and Milburn Stone.

Running time, 102 minutes. General classification. For February release.

M. H.

New England Allied To Meet March 1

BOSTON, Feb. 13.—Independent Exhibitors, Inc., of New England, a unit of Allied States, is to hold its annual meeting and election of officers on Tuesday, March 1, at the Hotel Bradford here.

Toll TV will highlight the discussion period. The unit is soliciting members and all independent theatre owners in the area for funds to be sent to the Joint Toll TV Committee. Irving A. Isaacs, president of IENE, will preside at the meeting.

80 Films for TV To M.C. Pictures

Two packages of motion picture features totaling 80 films, a majority of the product belonging at one time to Producers Releasing Corp., will be made available to television this month, it was announced by Jerome Balsom, general sales manager of M. C. Pictures, Inc., who acquired the pictures recently.

The packages consist of 45 features and 35 westerns, which previously have been shown on a number of TV stations in the U. S.

Compo Unit

(Continued from page 1)

statement to the national organization, has declared:

"In all friendliness, I must emphasize the fact that Rocky Mountain COMPO is not out to replace any exhibitor organization, but is the outgrowth of the largest exhibitor organization in the Rocky Mountain area. Our single purpose is to defend our mutual industry against all adverse factors."

Membership All-Inclusive

McGee pointed out that the Rocky Mountain group welcomes as members groups denied inclusion in the national organization because they do not own theatres. Among these, he said, are supply houses, buyers and bookers of cooperative groups, film salesmen and other fringe segments.

The only other regional COMPO group, said McGee, is Texas COMPO. The success of which, he said, prompted the formation of the Rocky Mountain unit.

Dealers to Distribute Superscope Abroad

HOLLYWOOD, Feb. 13.—RKO foreign exchanges, which have been handling the sales of Superscope lenses for the Tushinsky brothers, are contacting distributors in foreign countries to handle sales and service on Superscope.

Walter E. Branson, RKO world-wide sales head, felt that Superscope lenses and Superscope pictures would benefit by having the lenses handled by companies equipped to install and service the product.

The reported demand for the lenses abroad has made it impossible for the RKO representatives to give proper attention to Superscope and handle their own chores, it was said.

Follows Overseas Survey

A survey made by RKO abroad indicated that licensed distributors would be able to obtain sufficient import licenses to take care of unlimited orders. Orders from abroad are said to have been so numerous that securing the needed import permits has posed a severe problem for the Tushinskys.

Meanwhile the Tushinskys report progress in attempts to obtain concessions on remittable funds from the British Board of Trade in their attempt to establish a Superscope factory in London.

Studios Start Three, Complete Four More

HOLLYWOOD, Feb. 13.—Three new pictures were started and four pictures were completed last week, for a total of 21 pictures in work.

Started were: "The Lonesome Trail," L & B Productions (independent); "House of Bamboo," CinemaScope, color (20th Century-Fox); "The Brass Ring," Challenge Pics. (United Artists).

Completed were: "Bring Your Smile Along," Technicolor (Columbia); "The Cobweb," CinemaScope, EastmanColor (Metro-Goldwyn-Mayer); "Soldier of Fortune," CinemaScope, color (20th Century-Fox); "The McConnell Story," CinemaScope, WarnerColor (Warner Bros.).

FCC Move

(Continued from page 1)

said the FCC decision to "initiate active consideration" of toll TV "should be welcomed . . . by all those who have the true interests of the television industry at heart."

Paul MacNamara, vice-president of the International Telemeter Corp., said in a statement issued in Hollywood that the FCC "notice specifically and by clear implication disposes of any petitions by special interests and opens the door for full discussion of the subject by all interested parties."

Commander E. F. McDonald, Jr., president of Zenith, in a statement out of Chicago, claimed that the FCC ruling "will enable those interested to show the commission . . . with a minimum delay, that subscription television can bring right into the American living room the great entertainment which is not now available except in the theatre or stadium."

McDonald's contention and the feelings of other toll TV interests were strongly opposed in the statement issued by Rembusch and Starr. Declared the co-chairmen: "The FCC's refusal of Zenith's request for immediate toll TV sanction without public hearings seems evidence that the commissioners feel the issue of the public interest should be investigated thoroughly and broadly before serious consideration is given to such a radical change in the traditional philosophy of free broadcasting."

'Welcomed' by Committee

The joint exhibitors' committee, the Rembusch-Starr statement continued, "welcomes" the opportunity to present the case of the exhibitors as well as "many other groups to be affected" before the FCC.

Meanwhile, it was learned that the joint committee plans to hold another meeting in New York, late this week or next, when a report is expected to be rendered on other groups who may ally themselves with exhibitors in their fight against the allotment of the airwaves to toll TV interests.

Crown Productions Picks 2nd for UA

"A Kiss Before Dying," the first novel by Ira Levin that won the 1954 Edgar Allan Poe award as the best mystery of the year, will be brought to the screen by the newly-formed Crown Productions for release by United Artists.

Robert Jacks, who will produce the property as Crown's second film, plans to put the picture before the cameras in CinemaScope and color early in June, following completion of the first Crown production for UA, "A Killer Is Loose."

Crown Productions is a new independent company headed by Jacks, Robert Goldstein, Spyros S. Skouras and Plato Skouras.

Metropolitan Circuit 'Trust' Suit Settled

HOLLYWOOD, Feb. 13.—An appeal by Metropolitan Theatre Corp. from the Oct. 4, 1954 verdict in favor of defendant majors in Metropolitan's \$900,000 anti-trust suit, was dismissed at the weekend by the Ninth Circuit Court of Appeals here following a settlement for a consideration which Metropolitan counsel John Binkley called a "substantial sum."

Comment Deadline May 9

(Continued from page 1)

at least—the request of the Joint Committee on Toll TV for a full and public hearing on the question.

The commission indicated that after it gets the written comments, it will then decide whether to hold public hearings on the question or whether to issue proposed rules authorizing subscription television without any formal hearing. At least two commissioners have said they feel that public hearings at any stage would be too time-consuming and should be avoided, and that at the most there should be oral argument at a later stage on proposed rules.

FCC chairman McConnaughey and commissioners Hyde, Webster, Doerfer, Lee and Bartley favored the commission action Friday. Commissioner Hennock dissented, asking for a public hearing on the question to be held "without delay."

The commission asked for comments on more than two dozen questions relating to law, facts and public interest. One question asked specifically for information "disclosing the role to be played by the motion picture industry in subscription TV."

Here are the questions on which the FCC asked for comment:

Law—whether the FCC has authority to authorize and regulate subscription TV; whether the latter constitutes "broadcasting" under the Communications Act, or whether it is a common carrier or other type of service, and whether the FCC has authority to permit it to use channels assigned to TV broadcasting; if the FCC does not have authority to authorize and regulate subscription TV, what amendments to the act would be required to permit it.

Equipment Cost Explored

Fact—technical data relating to the operation of proposed subscription TV systems; possibility of degradation of and interference to regular TV service, and any adverse effect on TV receivers now in the hands of the public; cost of equipment, including necessary modification of existing transmitters and receivers; cost to the viewing audience; means, methods and organizations intending to engage in toll-TV operations; needs of TV broadcasters for additional revenue and program resources from subscription TV; anticipated capacity of subscription TV to increase the use of TV channels and bring the public programs now unavailable; anticipated nature and extent of use of time on commercial TV stations by subscription TV operators; time required to establish subscription TV in existing markets; patent control and licensing arrangements; roles to be played by the motion picture industry and the networks; types of programs to be available and who will control their production and distribution.

Would Guard Against 'Monopoly'

Public Interest—whether subscription TV will "generally encourage the larger and more effective use of radio in the public interest"; its impact on advertiser-sponsor broadcasting; its effect on broadcast of news and diverse views on controversial issues, and safeguards to insure that

such broadcasting will continue to be available to the public without charge; safeguards to insure that the public will continue to receive well-balanced TV programming without charge; safeguards to prevent monopolistic control; means to make subscription TV available to all stations on a non-discriminating basis; regulations required to insure that the public interest would be served both during and after the establishment of subscription TV, particularly (1) whether it should be limited to a single system or general standards provided to enable a number of systems to operate; (2) whether it should be limited as to number of hours or segment of the broadcast day, be permitted on more than one station in a community or be limited to single-station communities; (3) be limited to UHF stations only, or to stations in small markets.

Replies to Comments by June 9

The commission notice said that comments in reply to the original comments should be in by June 9.

In her dissent Commissioner Hennock said, "The commission should not arrive at well-founded conclusions on so far-reaching and basic a change in American broadcasting methods, on the basis of written comments alone. Since hearings would be needed in any event, it would be preferable to hold them without delay and not to wait until after written comments are filed."

Re-Tooling

(Continued from page 1)

been named by the directors to head the multi-million-dollar project which will see Western Avenue's 10 stages and theatres transformed for TV production.

At the same time, the 20th-Fox board approved plans to increase from 16 to 22 the number of CinemaScope productions to be made in color this year at the studio under the supervision of production head Darryl F. Zanuck. Zanuck, who returned to the Coast over the weekend, came to New York last week expressly for the board meeting to present plans for the nearly 40 per cent stepped-up production schedule.

The board approval will see \$50,000,000 earmarked for the 22 pictures, an increase of \$13,000,000 over the 16-picture slate previously planned.

Set Church Support Of 'Man Called Peter'

As a result of conferences by 20th Century-Fox vice-president Charles Einfeld and Arthur deBra, community relations director of the MPAA, acting in an advisory capacity, a special meeting has been called for tomorrow when Mrs. Jesse Bader of the Council of Churches will meet to map nationwide support for the Easter release of the CinemaScope production, "A Man Called Peter."

Mrs. Bader will discuss aid to be given in the field by 10,000 secretaries of the Council of Churches.



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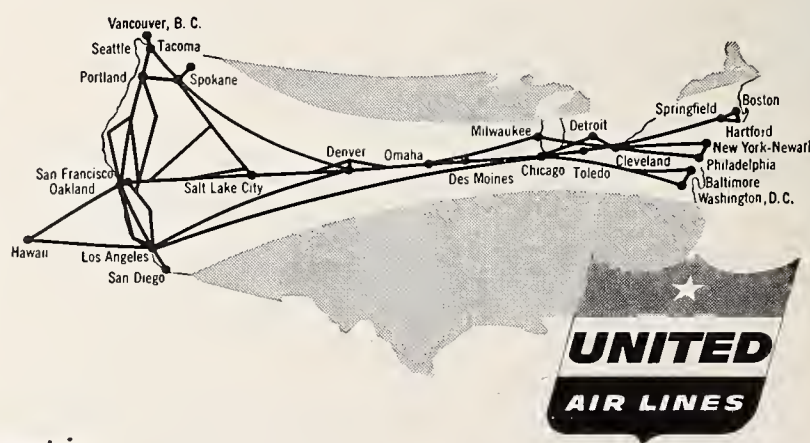
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TEN CENTS

EDITORIAL

Allied's Federal Regulation Move

By Sherwin Kane

MANY key people in exhibition and distribution regard the action of Allied States' board of directors in authorizing its Emergency Defense Committee to proceed with an attempt to obtain Federal regulation of film rentals by legislation as a bargaining move.

Whether or not it will strengthen Allied's hand in any conferences which may be held later on with ranking company executives is doubtful.

Gestures of the kind, often as not, alienate the sympathetic conferees and incite the reluctantly cooperative to commit mayhem, verbally, at least, if that is possible.

The skeptical ones, doubting that Allied will push the idea of Federal regulation very vigorously, point out that any such effort would detract seriously from Allied's contributions to the joint exhibitor effort to oppose subscription television, just getting under way now.

That neglect of that campaign could be a serious organizational default was plainly demonstrated at the St. Louis gatherings where the toll-TV issue was shown to rank as the exhibitor's Number 1 problem today.

Obviously, there would be little point in waging, even winning, a campaign against allegedly severe film rentals while toll-TV closed the theatres.

Nor is such legislation as Allied proposes given much chance of passage by high placed industry observers. There is widespread and influential opposition, even among exhibitors, to it and there is believed to be little chance of such a measure being adopted without provisions being included to regulate theatre admission prices and other practices, as well as film rentals.

The temper of the times, in
(Continued on page 2)

\$3.40 Per Share

Col. 6-Month Net New High; \$2,823,000

Columbia Pictures yesterday announced the "greatest six-months earnings in the company's history," according to a statement issued by Harry Cohn, president.



Harry Cohn

Reflecting what was described as the sharp upward turn in the motion picture industry, Columbia's statement showed a net profit of \$5,153,000 before taxes for the six-month period ending Dec. 25. The net profit after estimating Federal, state and foreign taxes was given as \$2,823,000.
(Continued on page 5)

Permission Granted To NYC to Appeal 5% Tax Decision

New York City Assistant Corporation Counsel Stanley Buchsbaum will appeal the Brooklyn Supreme Court decision in the five per cent amusement tax suit to the Court of Appeals in Albany, seeking a reversal of the ruling which declared the local levy to exceed the limitations of the State.
(Continued on page 5)

Trust Law Violation Claimed

High Court Asked to Rule On Buying Combine Status

From THE DAILY Bureau

WASHINGTON, Feb. 14.—The G. and P. Amusement Co. of Cleveland today asked the Supreme Court to rule that a film-buying cooperative that combines theatres in both open and closed situations violates the anti-trust laws.

The company, which was lessee of the Moreland Theatre in Cleveland from 1937 to 1950, brought suit against the competing Regent Theatre Co., various other companies owned by the owner of the Regent, four distributors—20th Century-Fox, Loew's,

Warner Brothers and Universal—and Cooperative Theatres of Ohio, a central booking agent that included the Regent and other theatres.

It charged that Cooperative had used its power to buy for theatres in
(Continued on page 5)

To Aid Joint Committee

TOA BOARD VOWS FIGHT ON TOLL-TV

Approves the EJC Move to Raise Funds; Meeting Set Today with D. of J. Officials

By J. A. OTTEN

WASHINGTON, Feb. 14.—The board of directors of the Theatre Owners of America today agreed to throw the full weight of the organization behind the efforts of the Exhibitors Joint Committee against subscription television and to approve the committee's efforts to raise funds from exhibitors.

TV Critics in N.Y. Put Thumbs Down On 'Oscar' Program

Television critics of New York newspapers were uniformly complimentary to the Academy nominations telecast. Typical comments published yesterday follow.

Jack O'Brian, Journal-American: The grouping of winners sometimes had an old-fashioned, even downright Daguerreo-type self-consciousness. . . . We shan't get into personalities except to say some were funny, some foolish and some a little ridiculous.

Jack Gould, Times: After the televising of the nominations for the "Oscar" motion picture awards, the video and film industries can stop worrying about competition. The only thing they have to fear is cooperation. . . . One more show like Saturday night's and the neighborhood film theatres will have to reinstate a reserved seat policy.

Ben Gross, Daily News: . . . probably kept thousands away from the
(Continued on page 4)

Reporting the action of the board at its mid-winter meeting at the Statler Hotel here, TOA executive board director Alfred Starr said the board had recommended that the joint committee prepare kits to send to all theatre owners so that they could be "alerted to expose on the local level the inherent fallacy of subscription television's claims." The board also recommended, Starr said, that nation-wide clinics be held to train and instruct speakers to do the same thing.

Much of today's session was devoted to raising funds from exhibitors.
(Continued on page 4)

EFFG 'Holder Meet May 15

From THE DAILY Bureau

WASHINGTON, Feb. 14.—The first stockholders meeting of the Exhibitors Film Finance Group will be held on May 15, Theatre Owners of America president E. D. Martin said today.

Martin made the announcement at the TOA mid-winter board meeting, after board members had listened to
(Continued on page 5)

Rhoden Would Back Industry TV Show

From THE DAILY Bureau

HOLLYWOOD, Feb. 14.—Elmer C. Rhoden, president of National Theatres, today declared he is ready to support financially an all-out movement for presentation of a television program that would sell Hollywood and its product. He suggested a half-hour period each Sunday between 5 and 6 P.M., wherein a producer could tell the story of the film he is about to release.

Personal Mention

ROBERT F. BLUMOFF, United Artists vice-president in charge of West Coast operations, returned to New York yesterday from Europe.

JOHN J. O'CONNOR, Universal Pictures vice-president, will leave here tomorrow for Nassau via B.O.A.C. Bahamian.

WALTER BRANSON, RKO Radio worldwide sales manager, and **ROBERT WOLFF**, managing director in Britain, left here last night for the Coast.

E. Z. WALTERS, Altec Service Corp. comptroller, has arrived in New York from Beverly Hills.

LACY KASTNER, president of Columbia Pictures International, has arrived in Paris from New York.

LARRY LIPSKIN, of Columbia Pictures International, is in London from New York.

SHIRLEY BOOTH left here yesterday for the Bahamas via B.O.A.C.

IRVING ALLEN, producer, has arrived in New York from Hollywood.

WB Reports Record 'Battle Cry' Grosses

With 21 new engagements registering record receipts, Warner Brothers reports that its "Battle Cry" appears well on its way to become the biggest grossing picture in the history of the company.

Typical of the receipts racked up by the picture are: Memphis, \$15,477 for five days; Cleveland, \$24,878 for five days; Miami, \$15,673 for three days; Louisville, \$11,612 for four days; Kansas City, \$16,598 for three days; Rochester, \$15,285 for three days.

The picture is reported as having been held over in 100 per cent of the situations.

Kazan, Others Cited By the SDG

HOLLYWOOD, Feb. 14. — Elia Kazan, nominated for an Academy Award for "best achievement in direction," was acclaimed last night by his guild members at a Screen Directors' Guild dinner.

Others who received silver plaques for "outstanding directorial achievement for 1954" were William Wellman for Warner's Wayne-Fellows production, "The High and the Mighty"; Alfred Hitchcock for Paramount's "Rear Window"; Billy Wilder for Paramount's "Sabrina," and George Seaton for Paramount's "Country Girl."

Cin. News Man Dead

CINCINNATI, Feb. 14.—E. H. Mayer of nearby Hamilton, O., who was news correspondent in this area for **MOTION PICTURE DAILY** and **Motion Picture Herald** for many years, died Feb. 7 following a brief illness.

EDITORIAL

(Continued from page 1)

legislative chambers and elsewhere, is for less of that sort of thing, rather than more of it.

The brightest aspect of the Allied board's action was in leaving open the door for abandonment of the perhaps hastily considered program in the event that an industry roundtable conference achieves a pacification of Allied leadership.

Danny Kaye's U.N. Children's Film

THE industry as a whole may be proud of the part some of its members have played in bringing to the attention of the public the efforts made to alleviate the suffering of the world's children of misfortune.

It is being done through the very interesting and worthwhile two-reel film, in color by Technicolor, "Assignment: Children," which Danny Kaye made on his 'round-the-world trip last year on behalf of the United Nations International Children's Emergency Fund. Paramount provided technical assistance in its making and will distribute it in 17 countries throughout the world.

UNICEF will back the film's release with a vast publicity campaign which will have the cooperation of women's clubs, Parent-Teachers' organizations and numerous other civic and humanitarian groups.

The showing of this film in theatres in every community not only will reflect this industry's abiding concern for human welfare but also will strengthen the ties of such theatres with their communities' most influential civic and humanitarian organizations.

And in its own right, let it be said that Danny Kaye's "Assignment: Children" merits its 20 minutes of running time on anybody's screen. Fittingly and deservedly, it has been cited by the National Conference in its list of recognitions for Brotherhood Week, starting Sunday.

Schuylerville Fire

SCHUYLERVILLE, N. Y., Feb. 14.—Fire wrecked the Broadway, this Saratoga County community's only motion picture theatre. Two adjacent buildings were evacuated, but neither was damaged and no injuries were reported. The Broadway, a 500-seater, is owned by Schuylerville Theatre, Inc., of which Vivian E. Sweet, of Salem, is president.

Dismiss Elmer Lux In Schine Case

BUFFALO, Feb. 14.—In Federal Court here today, Judge John Knight dismissed the charge of criminal contempt against Elmer F. Lux in the Schine trial, but refused to dismiss a similar charge against the other defendants. The defense will start its part of the trial tomorrow.

Zanuck, Skouras To London, Munich

Darryl Zanuck left over the weekend for a quick trip to London where he will confer with Sir Alexander Korda and Anatole Litvak on "Deep Blue Sea" which they are putting into production for 20th Century-Fox.

He will also finalize with Andre Hakim the filming plans for "The Man Who Never Was." Both these stories will be filmed in CinemaScope.

In a few days Zanuck will be joined in London by Spyros Skouras and they will proceed together to Munich to see a rough cut of "The Oasis," which is the first CinemaScope picture to be filmed in both French and German.

Int'l Premieres for 'Man Called Peter'

Simultaneous international world premieres of "A Man Called Peter" in the United States and principal cities of Europe will introduce the CinemaScope romantic drama into world exhibition this April, 20th Century-Fox announced.

Scheduled as the company's Easter holiday attraction, invitational openings will be attended by members of royalty, heads of governments and stars of the entertainment field.

In the United States, the CinemaScope filmization of Catherine Marshall's best-seller will simultaneously bow at the Roxy Theatre, New York, in Atlanta and Washington.

Skouras to Head R.C. Drive for Industry

Spyros P. Skouras, president of 20th Century-Fox, has accepted the chairmanship of the Greater New York Red Cross Motion Picture Committee for the March, 1955, Campaign for members and funds of that organization.

Skouras will head the solicitation of individuals, firms and corporations in all branches of the city's motion picture industries for Red Cross support, it was announced by Leroy A. Lincoln, chairman of the board, Metropolitan Life Insurance Co., who is serving as general chairman for the campaign in Greater New York.

S. Z. Sakall, 67

HOLLYWOOD, Feb. 14.—S. Z. (Cuddles) Sakall, 67, veteran character actor, died here over the weekend of heart disease at the Cedars of Lebanon Hospital. His wife, Boszi, survives.

Lardner Suit Won by Fox

From THE DAILY Bureau

WASHINGTON, Feb. 14. — The Supreme Court today refused to interfere with a lower court decision upholding 20th Century-Fox's right to fire screenwriter Ring Lardner, Jr.

Lardner was fired under the "morals" clause in his contract after he refused to answer House Un-American Activities Committee questions in 1947. He sued the film company, a district court jury found in his favor, but the Ninth Circuit Court of Appeals upheld the company's right to fire him under the contract clause allowing contract termination for moral turpitude. Lardner then appealed to the Supreme Court, and the judges today refused to hear the appeal. They gave no reason for their action. Justice Clark took no part.

The case will probably set a precedent for deciding several similar suits brought by industry workers who were fired when they refused to answer the committee's questions as to whether or not they were Communists.

Charles L. Fisk, 79

Charles L. Fisk, 79, veteran musician, showman and exhibitor, died recently at a nursing home in Kansas City following a long illness. Mr. Fisk entered vaudeville and show business at an early age and in the later years of his life managed the Butler Opera House, Butler, Missouri, and the Fisk motion picture theatre, also in Butler. His widow and two sons survive.

Altec Employee Dies

CHICAGO, Feb. 14.—Flora Dick, secretary to F. C. Dickely, manager of Altec Service Corp.'s Central division office here, died last week of a heart attack. Miss Dick joined Altec in 1943 in the company's Detroit office and for several years was attached to the Chicago division.

Tom Moore, 71

SANTA MONICA, Cal., Feb. 14. —Tom Moore, 71, silent film star, died here over the weekend of cancer. Besides his wife, Eleanor, a son, Tom, and a daughter, Alice, survive.

Bookers Change Date

The New York Motion Picture Bookers Club has changed the date of its annual theatre party to April 21. The show is "The Desperate Hours" at the Ethel Barrymore Theatre.

NEW YORK THEATRES

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NATIONAL *Screen* SERVICE
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Complete Academy Award Nominating

The complete list of the Academy of Motion Pictures Arts and Sciences nominations for the 27th annual Awards of Achievement is published herewith. Nominations for Best Motion Picture, Best Actress, Best Actor, Best Supporting Actor, Best Supporting Actress and Best Director were published in yesterday's edition of the MOTION PICTURE DAILY.

BEST ART DIRECTION OF A BLACK-AND-WHITE PRODUCTION: "The Country Girl," Paramount, Hal Pereira and Roland Anderson, set direction, Sam Comer and Grace Gregory; "Executive Suite," M-G-M, Cedric Gibbons and Edward Carfagno, set direction, Edwin B. Willis and Emile Kuri; "Le Plaisir," Sfera Film-CCFC Production, Arthur Mavor-Edward Kingsley, French release; "On the Waterfront,"

MOTION PICTURE DAILY was the only industry paper in the East to publish the Academy nominations in the top categories yesterday.

Columbia, Richard Day; "Sabrina," Paramount, Hal Pereira and Walter Tyler, set direction, Sam Comer and Ray Moyer.

BEST ART DIRECTION OF A COLOR PRODUCTION: "Brigadoon," M-G-M, Cedric Gibbons and Preston Ames, set direction, Edwin B. Willis and Keogh Gleason; "Desiree," 20th Century-Fox, Lyle Wheeler and Leland Fuller, set direction, Walter M. Scott and Paul S. Fox; "Red Garters," Paramount, Hal Pereira and Roland Anderson, set direction, Sam Comer and Ray Moyer; "A Star Is Born," Warner Brothers, Malcolm Bert, Gene Allen and Irene Sharaff, set direction, George James Hopkins; "20,000 Leagues Under the Sea," Walt Disney, John Meehan, set direction, Emile Kuri.

BEST CINEMATOGRAPHY OF A BLACK-AND-WHITE PRODUCTION: "The Country Girl," John A. Warren; "Executive Suite," George Folsey; "On the Waterfront," Boris Kaufman; "Rogue Cop," John Seitz; "Sabrina," Charles Lang, Jr.

BEST CINEMATOGRAPHY OF A COLOR PRODUCTION: "The Egyptian," Leon Shamroy; "Rear Window," Robert Burks; "Seven Brides for Seven Brothers," George Folsey; "The Silver Chalice," William V. Skall; "Three Coins in the Fountain," Milton Krasner.

BEST COSTUME DESIGN OF A BLACK-AND-WHITE PRODUCTION: "The Earrings of Madame De," Arlan Pictures, French, George Annenkov and Rosine de Lamare; "Executive Suite," Helen Rose; "Indiscretions of an American Wife," Columbia, Christian Dior; "It Should Happen to You," Columbia, Jean Louis; "Sabrina," Edith Head.

BEST COSTUME DESIGN OF A COLOR PRODUCTION: "Brigadoon," Irene Sharaff; "Desiree," Charles Le Maire and Rene Hubert; "Gate of Hell," Ed Harrison, Japanese, Sanzo Wada; "A Star Is Born," Jean Louis, Mary Ann Myberg and Irene Sharaff; "There's No Business Like Show Business," Charles Le Maire, Traviola and Miles White.

FOR DISTINCTIVE ACHIEVEMENT IN DOCUMENTARY PRODUCTION: SHORT SUBJECTS—"Jet Carrier," 20th Century-Fox, Otto Lang, producer; "Rembrandt, a Self Portrait," DCA, Morrie Roizman, producer; "Thursday's Children," World Wide Pictures, B.I.S., Morse Films.

TOA Board Hits Toll-TV

(Continued from page 1)

voted to a subscription TV report from Starr, who is also co-chairman of the joint committee, and to a discussion of the board's action on this subject.

The board adopted a finance committee recommendation to expand TOA's field representative work. At least one, and possibly two, additional representatives will be added to work with George Gaughan in direct contact with theatres and with state and local organizations.

In addition, the board heard a lengthy report from Sam Pinanski on the status of the Exhibitor's Film Finance Group, and discussed possible action to promote showings of "Assignment, Children," the UNICEF short starring Danny Kaye. Board chairman Walter Reade, Jr., said that while no definite action had been taken, all had agreed it would be "a wonderful opportunity to do a good job for children all over the world."

Spokesmen for TOA will meet tomorrow morning with Justice Department officials to ask that Justice permit divorced circuits to go back into film production under proper safeguards against monopoly. This will be the first formal meeting between TOA and Justice on the subject. The TOA delegation will be headed by President E. D. Martin, and will include Starr, Mitchell, Wolfson and Reade. The meeting was set up with anti-trust chief Stanley Barnes, but Barnes is out of town and the TOA officials will actually meet with two of Barnes' assistants.

On Wednesday afternoon, a TOA group will meet with Defense Department officials to discuss exhibitor complaints of first-run competition from military post theatres.

Tomorrow's closing board meeting will open with a report on arbitration by general counsel Herman Levy. This will likely be followed by a report from the group meeting with the

producer. **FEATURE**—"The Stratford Adventure," National Film Board of Canada, Guy Glover, producer; "The Vanishing Prairie," Walt Disney.

BEST FILM EDITING: William A. Lyon and Henry Batista for "The Caine Mutiny;" Ralph Dawson for "The High and the Mighty;" Gene Milford for "On the Waterfront;" Ralph E. Winters for "Seven Brides for Seven Brothers;" Elmo Williams for "20,000 Leagues Under the Sea."

BEST SCORING OF A MUSICAL PICTURE: Hershel Burke Gilbert for "Carmen Jones;" Joseph Gershenson and Henry Mancini for "The Glenn Miller Story;" Adolph Deutsch and Saul Chaplin for "Seven Brides for Seven Brothers;" Ray Heindorf for "A Star Is Born;" Alfred Newman and Lionel Newman for "There's No Business Like Show Business."

BEST SCORING OF A DRAMATIC OR COMEDY PICTURE: Max Steiner for "The Caine Mutiny;" Muir Mathieson for "Genevieve;" Dimitri Tiomkin for "The High and the Mighty;" Leonard Bernstein for "On the Waterfront;" Franz Waxman for "The Silver Chalice."

BEST SONG IN AN ELIGIBLE PICTURE: "Count Your Blessings," "White Christmas," Irving Berlin; "The High and the Mighty," music by Dimitri Tiomkin, lyrics by Ned Washington; "Hold My Hand," "Susan Slept Here," music by Richard Myers, lyrics by Jack Lawrence; "The Man That Got Away," "A Star Is Born," music by Harold Arlen, lyrics by Ira Gershwin; "Three Coins in the Fountain," music by Jule Styne, lyrics by Sammy Cahn.

BEST ACHIEVEMENT IN SHORT SUBJECTS: CARTOONS, 21,000 FEET OR LESS—"Crazy Mixed Up Kid," Walter Lantz; "Pigs Is Pigs," Walt Disney; "Sandy Claws," Edward Selzer; "Touche,

'Star of the Year' Annually from TOA

From THE DAILY Bureau

WASHINGTON, Feb. 14. — The board of directors of the Theatre Owners of America has decided to make an annual "star of the year" award.

President E. D. Martin today set up a permanent committee to make the award each year. Initial members will be Elmer Rhoden, R. J. O'Donnell, Arthur Lockwood and J. J. O'Leary. TOA made the first such award last year, to Danny Kaye.

Justice Department. The board will then discuss the Government's 16mm. suit, and conclude with a thorough exploration of complaints about film rentals, extended runs and other problems.

Reade stated that the board will not discuss Allied States' sponsoring of a bill for Federal regulation of the film industry. "When we know what they mean, and what they are going to do," said Reade, "then we'll be able to discuss what we're going to do."

Reporting on toll-TV today, Starr pointed out "the necessity for TOA's taking a stand to counteract the almost incredible propaganda that is pouring out of somebody's machine favoring subscription television." He told the board that last week's Federal Communications Commission order asking for public comment on toll-TV was very helpful for the industry. He called the FCC order "not only wise but absolutely inevitable, considering the great issues involved that affect the public interest."

TOA will hold its 1955 convention in Los Angeles in October, president Martin announced after today's board of directors meeting.

Pussy Cat, Fred Quimby; "When Magoo Flew," Stephen Bosustow. **ONE REEL**—"The First Piano Quartet," Otto Lang; "The Strauss Fantasy," Johnny Green; "This Mechanical Age," Robert Youngson. **TWO REEL**—"Beauty and the Bull," Cedric Francis; "Jet Carrier," Otto Lang; "Siam," Walt Disney; "A Time Out of War," Denis and Terry Sanders.

BEST SOUND RECORDING: "Brigadoon," Wesley C. Miller; "The Caine Mutiny," John P. Livadry; "The Glenn Miller Story," Leslie I. Carey; "Rear Window," Loren L. Ryder; "Susan Slept Here," John O. Aalberg.

BEST SPECIAL EFFECTS: "Hell and High Water," 20th-Fox; "Them," Warner Brothers; "20,000 Leagues Under the Sea," Walt Disney Productions.

BEST WRITING FOR MOTION PICTURE STORY: "Bread, Love and Dreams," Ettore Margadonna; "Forbidden Games," Francois Boyer; "Night People," Jed Harris and Tom Reed; "Broken Lance," Phillip Yordan; "There's No Business Like Show Business," Lamar Trotti.

BEST SCREENPLAY: "The Caine Mutiny," Stanley Roberts; "The Country Girl," George Seaton; "Rear Window," John Michael Hayes; "Sabrina," Billy Wilder, Samuel Taylor and Ernest Lehman; "Seven Brides for Seven Brothers," Albert Hackett, Frances Goodrich and Dorothy Kingsley.

BEST STORY AND SCREENPLAY (writers who have developed their own motion picture stories into completed screenplays): "The Barefoot Contessa," Joseph L. Mankiewicz; "Genevieve," William Rose; "The Glenn Miller Story," Valentine Davies and Oscar Brodney; "Knock on Wood," Norman Panama and Melvin Frank; "On the Waterfront," Budd Schulberg.

Find B.O. Spotty On 'Oscar' Night In Business Poll

Theatre business on the whole Saturday night was reported to vary from "average" to "off" in the East and Middle West, the night of the national telecast of the "Oscar" nominations, a survey of circuit executives and exhibitors disclosed here yesterday.

Rube Shor, newly-elected president of Allied States Association, reached in Cincinnati, said that his managers reported business off Saturday night, attributing the drop to the NBC-TV one-and-a-half hour telecast, which started there at 8:00 P.M.

Shor, however, was reluctant to make any generalization as to the telecast's effect at the box-office, forecasting that it may be a mixed blessing with the publicity paying off at the box-office at a later date. The Allied president, however, did raise the question of "why pick the best motion picture theatre night to telecast the 'Oscar' event?"

Many circuit executives here, reporting on theatres in the East and Midwest, contended that the cold weather in most sections and snow in some areas, were a bigger factor at Saturday night's box-office dip than the telecast. One circuit executive contended that the event was not too well publicized, therefore minimizing its effect at the box-office. An executive of a local circuit felt the telecast was somewhat harmful, but put greater stress on the cold weather. He, too, however, expressed the opinion that the publicity will pay off at a later date, especially for those pictures winning nominations in various categories.

Meeting of TOA and Allied Postponed

CINCINNATI, Feb. 14.—The proposed meeting between committees representing Theatre Owners of America and Allied States Association for the purpose of discussing rental terms and other matters relating to Allied's Emergency Defense Committee may not be held for four to six weeks. Ruben Shor, newly elected president of Allied, said here yesterday that he would be unable to attend the scheduled joint parley in New York this week and that, as president, he wanted to be present. Shor is leaving shortly for a rest in Tucson, Ariz., and will not be available until mid-March.

The Allied-TOA session originally was set for Wednesday and then deferred until Thursday. The Wednesday meeting was called off because a large number of TOA members are stockholders in Distributors Corp. of America which will hold a stockholders meeting on that day in New York.

TV Critics

(Continued from page 1)

very movie theatres which this ceremony was intended to promote. . . . lackadaisical and lacking in suspense.

Harriet Van Horne, World-Telegram & Sun: . . . was most disappointed. . . . tedious and flat and stuffed with free plugs.

Jay Nelson Tuck, Post: By and large it was a 90-minute bore. . . . If this kind of thing must be broadcast . . . show us the good things that Hollywood has done, instead of just the faces of some of the people who have done them.

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Combines

(Continued from page 1)

closed situations as a lever to get the best product from the four distributors for the Regent, as against the Moreland, and that this finally forced the Moreland to close in 1950.

The Cleveland District Court and the Sixth Circuit Court of Appeals at Cincinnati threw out the suit, and today the company appealed to the high court.

The lower courts found that Cooperative had not exercised or attempted to exercise any monopoly power possibly arising from its control of the closed situations in order to get films for the Regent.

In appealing today, G. and P. said the lower court decisions posed two questions: 1) is a common buying agent, having sole and exclusive rights to book films for a large number of theatres, mostly in closed situations, and being the largest customer of the distributors in the area, free from monopoly charges merely because there is no common ownership of the theatres? And 2) may this agent combine closed and open situations in booking?

The company said that the effect of the lower court decisions is that a buying combine for theatres without common ownership can do with immunity from the anti-trust laws exactly what the Supreme Court said, in the Crescent, Griffith, Schine and Paramount cases, a combine with common ownership can't do. It argued that the Ohio theatre combine is just as much a "circuit" within the concept of the Paramount case as the circuits found illegal in that decision.

EFFG Meeting

(Continued from page 1)

a report on EFFG from Sam Pinanski. No place for the meeting has been set as yet.

Martin said he expects that important announcements concerning production plans and officers will be made at the May meeting.

"If the funds continue coming in as they have been," he went on, "we will be well up in seven figures in stock subscription by that time."

EFFG has mailed out 7,500 prospectuses and subscription forms to date, Martin said, and plans to mail out 7,500 more. Many of these will be mailed to industries allied with motion pictures, such as equipment dealers, film carriers and concession suppliers. EFFG has already received requests from people in other industries asking if they can buy into the group, Martin said.

Martin declared that EFFG has received authorization to sell stock in 44 states.

Projectionists Hosts To Walsh in Toronto

TORONTO, Feb. 14.—International IATSE president Richard F. Walsh and other high officers of the alliance were accorded a warm welcome here at a banquet in their honor which preceded the general executive conference at Hamilton, Ont., opening tomorrow. The dinner host was the Hamilton Projectionists Local 303.

Formal greetings were extended by James Stowe, president of the Hamilton Trades and Labor Council, who pointed out it was the first alliance convention for Canada in 20 years.

Television--Radio

with Pinky Herman

BACK in 1929 when this scribbler, fresh out of college, first hit Broadway with a pocketful of dreams (songs) another young man, Rudy Vallee, was busily indelibly carving his name into the American musical scene via a radio schedule which carried his name and voice to millions of homes. The 15 years that ensued up to the end of World War II (Rudy enlisted in the service of his country for the second time) witnessed a sensational climb by the tireless singer to new heights. Not only did practically every new popular song carry Rudy's picture on the title page, but "The Vagabond Lover" discovered and launched into the big time (via his "Fleischmann Hour" NBC) such artists as Bob Hope, Frances Langford, Victor Borge, Milton Berle and many others. In fact, the concurrent eras of Vallee and radio, were completely synonymous.



Pinky Herman

When television started to sprout after the war and TV bigwigs began a diligent search for talent, we often inquired (in print) why this great artist was consistently overlooked. Just three columns ago, we again wrote—quote: Howcome TV execs don't build a TVariety show around Rudy Vallee who, in our estimation, is merely one of the greatest showmen ever produced in radio—unquote—A week later comes a press release from J. Walter Thompson to the effect that CBStarting Sunday, Feb. 27 (9:00 P.M.), Rudy will succeed Edgar Bergen as star of a full-hour radio series for Kraft Foods Co. This is the first step and we predict that in a short time, Rudy (for 15 years, Mr. Radio) will step into the TV firmament and with his talents will duplicate his record-breaking radio achievements.

☆ ☆ ☆

Nothing succeeds like success; at least we feel a sense of pride (of course in a much lesser degree than NBC, to whom both are under contract) in that George Gobel and John Cameron Swayze have been named by a council of barbers to their "10 best-groomed men" list. You see, in our own M. P. Daily-FAME Poll, George was voted "Best Comedian" while J.C.S. copped "Best Newscaster" award. (In other words, on their heads the haircuts and crowns fit well.) . . . Martin Manulis will leave next month for Hollywood where he'll take over the producing chores of "Climax," and Edgar Peterson, former CBS-TV story and script manager, will succeed Eliot Lewis as associate producer. Lewis will devote his time to development of new CBS-TV properties for Fall skedding. . . . Nelson Riddle, whose arrangements of musical backgrounds for Nat 'King' Cole, Betty Hutton, Frank Sinatra and Margaret Whiting Capitol disks, stamp him as one of the best in the business, has been signed by Republic to arrange and conduct the musical score for the forthcoming Yvonne de Carlo starrer, "Rebel Island." . . . Products of Broadway musicals and several productions of the legitimate stage. David Burns and Bibi Osterwald have been signed as regulars on the "Imogene NBCoca Show."

☆ ☆ ☆

When the handsome, dynamic, organist-maestro-composer Paul Taubman sailed away a fortnight ago on a much-deserved Caribbean cruise, it required five organists to fulfil his radio and TV commitments: John Gart, Fred Feibel, Buddy Weed, Al Fennelli and Andy Ackers. . . . Barbara Wilkens has resigned from the publicity department at Blaine-Thompson to become assistant to Lee Francis, director of advertising and promotion for ABC Film Syndication. . . . We're indebted to Dr. William Todhunter Hall (Ronald Colman) for this sage observation: "Never borrow trouble. There are always people who are willing to give it to you." . . . Formerly with NBC, Frank McMahon has moved over to head the adv. & pub. dept. for MCA-TV Film Syndication. . . . Leo Kempinski, former NBConductor of the "Army Hour" and composer of stirring marches, has just given publication rights to five new compositions to Jack Ward Music Co. . . . Karl Freund, one of Hollywood's finest cameramen, and lensman on "I Love Lucy," has observed a half-century in filmdom with the completion of a book, "50 Years—From Nickelodeon to I Love Lucy." His medico has advised Liberace to curtail his extensive p.a. tour.

☆ ☆ ☆

Col. Net

(Continued from page 1)

823,000. This also was a new high for the corporation, as was the \$3.40 earned per share of common stock, Cohn said.

The earnings for the first six months of Columbia's fiscal year thus showed a substantial gain over the similar period for 1953-54, a record year in which the company hit a high of over \$80,000,000 in gross income. The comparative figures for the first six months of last year showed \$4,759,000 in net profit before taxes, \$1,910,000 net profit after taxes and \$2.24 earned per share of common stock. For both years the earnings per share were based on the 794,236 shares of common stock which were outstanding on Dec. 25.

Permission Granted

(Continued from page 1)

Enabling Act of 1947 and forbids the city to collect the tax breakage.

The Appellate Division in Brooklyn informed Buchsbaum yesterday morning that permission to appeal to Albany had been granted.

Buchsbaum stated that his motion papers for appeal would be filed as soon as possible and that he hoped that a hearing could be arranged on the calendar on or shortly after Feb. 21 when the court term begins.

The Court of Appeals is expected to look into all aspects of exhibition and city arguments on the legality of the amusement tax, which the municipality invoked on July 1, 1954. The high court could send the case back to the lower courts for re-argument by both sides or settle the issue.

The Albany court is composed of seven justices—Chief Justice Albert Conway, Charles Frossel, Adrian Burke, Stanley Fuld, Charles S. Desmond, John Van Voorhis and Martin R. Dye. Burke is expected to disqualify himself from hearing any phase of exhibition or city arguments in the appeal because he is the former Corporation Counsel of New York City, recently elected to the Court of Appeals.

Rosen Heads Group To 'Holiday' Bows

Sam Rosen, executive vice-president of Stanley Warner, will head the home office delegation to the premieres of "Cinerama Holiday" in Detroit, Pittsburgh and Philadelphia.

Leaving with Rosen for today's Detroit opening were Harry Goldberg, SW advertising and publicity director; Arthur Rosen, assistant to the chief of SW production, and producer Louis deRochemont and Mrs. deRochemont. The contingent will proceed to Pittsburgh tomorrow and to Philadelphia on Thursday.

New CBC-Union Pact Averts TV Strike

OTTAWA, Feb. 14.—The threat of a general television tie-up through strike action was averted today by a wage-dispute settlement between Canadian Broadcasting Corp. and the National Association of Broadcast Employees and Technicians Union. The union accepted a five per cent wage boost and received other concessions, with the contract to run until July, 1956.



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Century-Fox
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with Marjorie Rambeau

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SAMUEL G. ENGEL · HENRY KOSTER · ELEANORE GRIFFIN

From the book by CATHERINE MARSHALL

CINEMASCOPE

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by the
woman who
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A Man Called Peter
by CATHERINE MARSHALL



"It's a pleasure to do business with 20th!"

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That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 33

NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 16, 1955

TEN CENTS

TOA's Board

Approves Draft On Arbitration In Principle

Committee to Meet Here Thurs. on Clarifications

From THE DAILY Bureau

WASHINGTON, Feb. 15.—The board of directors of the Theatre Owners of America has "approved" and adopted in principle a proposed draft of an arbitration system worked out by a 10-man committee of representatives of distribution and exhibition, TOA president E. D. Martin said today.

On the final day of TOA's mid-winter board meeting, held here at the Mayflower Hotel, the board instructed TOA's delegates to meet with the committee and work out a clarification of a few points in the proposed system.

"It does not appear to us today, however," said TOA general counsel (Continued on page 5)

UA Adds 25 Films Under Deals with 7

A minimum of 25 features has been added to United Artists' roster of upcoming releases, under deals concluded during the past six weeks with seven producing organizations, it was disclosed here yesterday.

Listed in what the company called its expansion program were the following producers and organizations: Kirk Douglas, Joseph L. Mankiewicz, (Continued on page 5)

TOA Asks D. of J. To Permit Divorced Circuits in EFGG

From THE DAILY Bureau

WASHINGTON, Feb. 15.—Officials of the Theatre Owners of America asked the Justice Department today to permit divorced circuits to invest in the Exhibitors Film Finance Group. Following the conference, TOA executive committee chairman Alfred Starr said the Justice officials had promised an answer before the May 15 meeting of EFGG.

Starr, TOA president E. D. Martin, Walter Reade, Jr., and Mitchell Wolfson comprised the TOA delegation that met with William D. Kilgore, Jr., head of the anti-trust division's judgment enforcement division, and Maurice Silverman, anti-trust attorney specializing in film matters.

Starr said the TOA group asked only whether Justice would permit the divorced circuits to invest in EFGG and if so, under what conditions. The group did not make any pitch, as it had earlier indicated it would, to permit the divorced circuits to go into production again on their own, according to Starr.

Starr said the Justice officials were (Continued on page 5)

Elect German Head Of New York Variety

William J. German, president of W. J. German, Inc., was unanimously elected chief barker of the Variety Club of New York, Tent No. 35, at a luncheon meeting of the organization at Toots Shor's here yesterday.

German succeeded Edward L. Fabian of Fabian Theatres as chief barker for 1955. Fabian was elected first assistant barker by the 200 VC members who attended the meeting.

Other officers of Tent No. 35 (Continued on page 4)

Includes Rentals, Other Problems

TOA ASKS DECISIVE ROUND-TABLE MEET

Board Agrees to Meet with Distributors, But Wants Them Ready to "Talk Business"

By J. A. OTTEN

WASHINGTON, Feb. 15.—The Theatre Owners of America today bluntly and angrily warned the distributors to be prepared to talk business on film rentals and other exhibitor problems at the forthcoming industry round-table meeting.

NT to Acquire New Theatres

From THE DAILY Bureau

HOLLYWOOD, Feb. 15.—A program for National Theatres expansion, calling for investments in additional theatres, was outlined here today by



Elmer Rhoden

He also reported that second quarter earnings were higher than first quarter earnings, attributing the increase to the greater number of qual- (Continued on page 5)

Elmer Rhoden, NT president, at the company's annual stockholders meeting.

Rhoden said NT is now in a position to embark on a program of expansion, having completed its divestiture of 105 theatres as required by the consent decree.

Otherwise, TOA leaders declared, the meeting will be a waste of time.

Winding up its mid-winter board meeting at the Mayflower Hotel here, the TOA board of directors passed a resolution declaring that TOA would be happy to send delegates to the round-table conference being called by Al Lichtman, 20th Century-Fox distribution director, for some time in the next two to three weeks.

But, the TOA board resolution went on, "these delegates will be instructed to have designated for top agenda importance the obtaining of relief from prohibitive film rentals and other inequitable conditions of licensing films."

TOA general counsel Herman Levy explained that "other inequitable conditions" included such items as extended runs and price floors.

Moreover, the TOA resolution provided that the TOA executive committee is to meet after the round-table (Continued on page 5)

Bird Report Shuns 5% Tax

In a final report to the Governor of New York, the Temporary Commission on the Fiscal Affairs of State Government, headed by Dr. Frederick Bird, completely sidestepped the issue of the New York City five per cent amusement tax.

In mid-June of last year, Gov. Thomas Dewey directed the Bird Commission to undertake a study of the probable tax yield to New York City of such a tax and determine whether it was unsound and if the legislature should be asked to invalidate the five per cent tax by withdrawing the city's authorization to enact an admissions tax.

At that time, the exhibitor emergency committee believed that the investigations of the Bird Commission (Continued on page 5)

End to Pre-Censorship Is Asked

From THE DAILY Bureau

WASHINGTON, Feb. 15.—The American Civil Liberties Union today asked the Supreme Court to declare unconstitutional all state and local laws requiring film censorship prior to public showing.

The ACLU told the high court that its recent actions on film censorship cases had left the situation confused, and that it was now time for the court to say that all licensing or other restraint prior to showing is "repugnant to the First and Fourteenth Amendments."

The ACLU put the matter before the high court in a case challenging

the validity of Chicago's city ordinance prohibiting public exhibition of films without a permit from the police commissioner and requiring the commissioner to determine that the film is neither immoral nor obscene.

Charles Liebman sought a permit to show "The Miracle." This was refused. With the aid of the ACLU, he then brought suit challenging the constitutionality of the city ordinance. A lower court found the Chicago film licensing system unconstitutional, but the Illinois Supreme Court held that it did not violate the constitution. The Illinois Supreme Court did not pass on whether "The Miracle" was or was

not "obscene," but merely said that Chicago could deny a license to any picture found to be "obscene."

The ACLU and Liebman today appealed this ruling to the Supreme Court, declaring that the entire matter needs clarification. The ACLU brief noted that in the New York State "Miracle" decision, the Supreme Court had expressly reserved any expression as to "whether a state may censor motion pictures under a clearly drawn statute designed and applied to prevent the showing of obscene films." Yet in four specific cases, the ACLU continued, the high court held (Continued on page 4)

Personal Mention

JERRY PICKMAN, Paramount advertising-publicity vice-president, returned to New York yesterday from Hollywood.

MARTY WOLF, assistant sales manager of Altec Service Corp., has left Mountinside Hospital, Montclair, N. J., following surgery, and is recuperating at his home in nearby East Orange.

ROMEO FABRIZIO, head of the mail room at American Broadcasting-Paramount Theatres, is the father of a son born here recently to Mrs. FABRIZIO.

WILLIAM TUTTLE, makeup director at the M-G-M studios, who arrived here recently from the Coast, was in Philadelphia yesterday from New York.

TONY OWEN, producer, will arrive here tomorrow from London via B.O.A.C. Monarch.

HERMAN TEMPLE is filling in as art director at 20th Century-Fox while **VICTOR SEDLOW**, head of the department, is vacationing.

LIGE BRIEN, United Artists director of special events, is the father of a daughter born to Mrs. BRIEN at the Harkness Pavilion.

BARRY JONES, British actor, will leave here tomorrow for London via B.O.A.C. Mayflower.

WILLIAM ZIMMERMAN, film attorney, is scheduled to leave New York tonight for Hollywood.

GEORGE SIDNEY, director, has returned to the West Coast from New York.

See House Action on Trade Pact Thursday

WASHINGTON, Feb. 15.—The House Rules Committee cleared the administration's reciprocal trade agreement bill for House action on Thursday and Friday under a procedure permitting opponents to offer only one amendment.

The procedure must be ratified by the House itself on Thursday. Opponents, seeking to offer many amendments, will try to defeat this procedure. If they lose, a vote on the one amendment and on final passage will come late Friday.

Draw Poker Films Now Commando

Draw Poker Films, of Texas, Inc., now will be known as Commando Films of Texas, it was announced by George M. Leppert, president, in New York.

The announcement followed Leppert's recent statement that he would make "Accent Spain" in Spain.

WB and Guild In TV Deal

Negotiations were completed here yesterday whereby approximately 190 cartoon short subjects formerly released by Warner Brothers were acquired by Guild Films for TV distribution. The deal, handled through the William Morris Agency, was concluded between Guild and Sunset Productions.

The short subjects include the series of "Looney Toons," "Porky Pig," "Buddy's Adventures," "Bosco's Antics" and others.

Guild was represented in the negotiations by Rube Kaufman, president; Aaron Katz and Charles Seton. Norman Moray, Howard Houseman and Al Brodax were the representatives for Sunset.

Wisc. Allied Spring Meeting March 28-30

MILWAUKEE, Feb. 15. — Allied Theatre Owners of Wisconsin will hold its 1955 spring convention at the Schroeder Hotel here on March 28-30.

The appointment of Angelo Provinzano, of the Alamo and Pix Theatres in Milwaukee, to the post of general convention chairman was announced by S. J. Goldberg, president. Edward Johnson of the Roosevelt Theatre has been named advertising chairman.

M-G-M will hold its Workshop here on the first day of the convention.

MPTV Product to United Film Service

KANSAS CITY, Feb. 15.—United Film Service, Inc., has been appointed distributor for all syndicated TV film programs released by Motion Pictures for Television of New York.

Minot TV of New York and Motion Picture Advertising Service Co., Inc., of New Orleans, an associate of United Film Service, will also participate in the distributorship, the three firms operating under the corporate name of U. M. & M. TV, Inc.

Neale H. Oliver, who joined United Film Service a year ago, has been appointed manager of the television division.

W. Hardy Hendren, Jr., is president of the company.

Kerner to Produce 'Lonigan' for UA

"Studs Lonigan," by James T. Farrell, will be brought to the screen as a major United Artists release, it was announced by president Arthur B. Krim.

Lew Kerner, president of the newly-formed Lew Kerner Productions, Inc., will produce "Studs Lonigan" under terms of contracts signed in New York this week by Kerner, United Artists, Farrell and Vanguard Press, the publishers. Kerner is leaving for Hollywood immediately to launch production activities.

Ask Dismissal of D. Schine Charges

Special to THE DAILY

BUFFALO, Feb. 15.—The defense, as far as it concerns Donald G. Schine, rested today in the contempt of court trial of Schine Chain Theatres. Motions for dismissal of charges pertaining to Donald Schine were renewed and were taken under advisement by Judge John Knight.

Church Support for 'Man Called Peter'

Full, nationwide support for 20th Century-Fox's "A Man Called Peter" in CinemaScope by 10,000 secretaries of the National Council of Churches was set in motion yesterday at a special afternoon conference of the organization in New York.

An advance campaign designed to bring the drama to the attention of people in all parts of the country was outlined at the conclave by the Rev. S. Franklin Mack, executive director of the Broadcasting and Film Commission of the National Council of the Churches of Christ, and Mrs. Jesse Bader, secretary of the National Council.

Arthur deBra, community relations director of the Motion Picture Association of America, acting in an advisory capacity also addressed the meeting, suggesting procedures to get word out on the picture which has been scheduled by the film company as its Easter holiday attraction.

Special Material Planned

The preparation of special brochures and other literature on "A Man Called Peter," and the alerting of the Council's entire membership via a series of letters describing the filmization of Catherine Marshall's best-seller was planned.

Representing 20th Century-Fox vice-president Charles Einfeld at the meeting and discussing large scale plans for the film's national promotional campaign were Rodney Bush, exploitation manager; publicity manager Edward E. Sullivan; and Mac Eichler, who is heading up the field exploitation campaign for the picture.

High Court Asked For Drive-in Ruling

WASHINGTON, Feb. 15. — A group of Florida landowners today asked the Supreme Court to keep S. E. Britton from building a drive-in theatre just outside of Tampa.

The Board of County Commissioners of Hillsborough County rezoned land owned by Britton to permit him to build a drive-in on it. A group of citizens owning adjoining land brought suit, claiming that the county commissioners had not given proper notice and had not followed certain other needed steps before rezoning the land. Two Florida courts ruled against them and in favor of Britton, and the group today asked the Supreme Court to take a hand.

News Roundup

Set Heart Committee

Trade press executives who will serve as the "charity board of judges" at the Variety Clubs International convention in Los Angeles on May 4-7 have been announced by Nate Golden, international heart chairman. The group consists of W. R. Wilkerson, "Hollywood Reporter," chairman; Martin Quigley, Jr., Quigley Publications; Ben Shlyen, "Boxoffice;" Jay Emanuel, "The Exhibitor;" Abel Green, "Variety;" Hye Bossin, "Canadian Film Weekly;" Joe Schoenfeld, "Daily Variety;" and Tom Kennedy, "Showmen's Trade Review."

To Tour TV Studio

Members of the Atlantic Coast section of the Society of Motion Picture and Television Engineers will see a color TV studio in operation today when they will be the guests of CBS for a tour and demonstration of the network's color studio here.

Publishes Booklet

A 16-page pocket-size magazine, "The Film Spectator," has been published by IFE Releasing Corp. to replace the mimeographed screening material for "Love in the City."

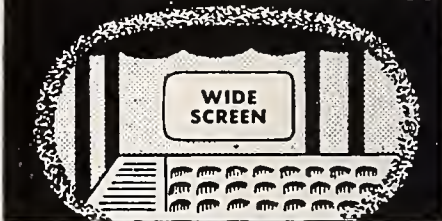
Kansas Premiere

Allied Artists' "Seven Angry Men" will have its world premiere on March 30 in Osawatomie, Kans., where the abolitionist John Brown engaged in his first major battle.

Donate "Gray Line"

Columbia Pictures is donating "The Long Gray Line" to the Ladies' Auxiliary of Oklahoma City's Variety Club for a benefit showing on March 14 in the Center Theatre. Howard C. Federer, president of State Theatres, Inc., is donating the house and all costs. Proceeds will go to the tent's charity program.

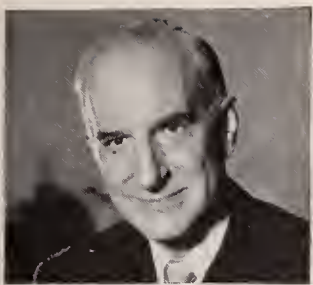
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Managing Director of
Radio City Music Hall

THE BIGGEST PICTURE FOR THE BIGGEST THEATRE!

When the Music Hall seeks an attraction for the most important playing time of the year, the Easter holidays, it selects the finest entertainment the industry can offer. All over the nation too, M-G-M's "THE GLASS SLIPPER" will enthrall audiences at Easter time.

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M-G-M presents the
perfect entertainment
for the Easter holidays

*It is predicted that
Leslie Caron's new
picture will be on
10 Best lists, just
as "Lili" was.*

The Glass Slipper

A screenful of romance, music, spectacle
in radiant COLOR starring

LESLIE CARON • MICHAEL WILDING
KEENAN WYNN • ESTELLE WINWOOD • ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT • Featuring BALLET de PARIS • Photographed in EASTMAN COLOR

Directed by CHARLES WALTERS • Produced by EDWIN H. KNOFF

(Available in Perspecta Stereophonic or 1-Channel Sound)

Censorship

(Continued from page 1)

specific acts of censorship to be unconstitutional. These were the cases involving "The Miracle," "Pinky," "M" and "La Ronde."

"To bring clarity into the law," the ACLU argued, "it is urgently necessary that this court decide the question of whether prior restraint under an obscenity statute may be constitutionally imposed. The case at bar presents that precise question."

ACLU argued that all licensing systems or other prior restraints on film showings are unconstitutional and that the Supreme Court should say so. It said that even assuming that obscenity is a clear standard and that a community has a right to protect itself from obscene items, the way to do it is by criminal penalties after the exhibition, itself, rather than by prior restraint.

Since the Near case, outlawing licensing for printed matter, "only the motion picture field has presented an active licensing system imposed in advance on the content of communications," the ACLU said. "With the finding in the Burstyn (Miracle) case, motion pictures no longer present a special category, and licensing laws for motion pictures should be struck down as unnecessary for the protection of community values and repugnant to our Constitution."

900 'Horse' Bows

Universal's "Chief Crazy Horse," in CinemaScope, will open in more than 900 key and sub-keys from Coast-to-Coast during the four-week period starting March 16, it was announced here yesterday. The openings will be backed by another Universal theatre listing national magazine advertisement, to be run in "Look" and "Collier's" magazines.

'Underwater' Set

Howard Hughes' "Underwater!" will open in 31 theatres in the Detroit exchange area from the beginning of March through the beginning of April, it was announced by Walter Branson, RKO's world-wide sales manager. The Superscope-Technicolor production will go into 109 theatres between now and March 1.

CHAMPAGNE FOR ST. MALACHY!!!

I propose a toast in champagne (for which I will pick up the tab) in honor of ST. MALACHY, patron of actors—also directors and producers—for past favors granted. Details later when we stage a Champagne Breakfast for all who helped the cause.

There are stranger things on Heaven and Earth than are dreamed of in your philosophy, Horatio!!!

COMMANDO FILMS OF TEXAS, Inc.

(Formerly Draw Poker Films of Texas, Inc.)

By GEORGE M. LEPPERT
President

Hollywood

By Samuel D. Berns

INCIDENTALLY: Here's a switch. Nat Cohen, visiting from London, is interested in financing co-production proposals if filmed here. . . . Ty Power and Ted Richmond's Copa Productions are off to the races with "Calico Pony," their initial entry for Columbia, starring Van Heflin. . . . Chinese Theatre has booked Jerry Fairbanks' 40-minute color featurette, "The Great Adventure," sponsored by Rotary Clubs, to spearhead world-wide release on occasion of the club's 50th anniversary. . . . Charley, Eddie, Jr., Mary, Madeline, and Irving Foy are petitioning the court to legalize the name switch from Fitzgerald, in memoriam to their famous dad. Bryan Foy, oldest of the clan, had his name changed long before Bob Hope decided to make the film. . . . The production crew and stars of William Broidy's "Neon Rainbow," now shooting on location at Las Vegas, have strict orders from director Sidney Salkow to let the cameras do the "rolling" until the end of the desert schedule. . . . William Goldman and his entourage of lawyers, investors and public relations staff are glimpsing the Hollywood scene through Paul Gregory's eyes before setting plans on "The Naked and the Dead" venture.

□ □ □

George Gobel's partner, Dave O'Malley, is reading Philip Wylie's "Experiment in Crime" as a possible film debut vehicle for the new TV sensation. Larry Schwab, Jr., has the inside track on the property. . . . Hitching their wagon to the "Carmen Jones" success, Ben Frye and Sam Costello raised \$750,000 for a dozen 36-minute featurettes starring topline Negro talent. . . . 20th has "Oasis," first French CinemaScope, lined up for domestic release, with dubbed English. The film was shot in French Morocco. . . . Associated British put up the foreign finance for Gottfried Reinhardt's "Rosalinda" in exchange for the United Kingdom rights, but Warner gets the rest of the globe. . . . Frank Rosenberg denies any umbrella plans for an underwater premiere of "Miracle in the Rain." . . . Writer-director Frank Tashlin suggested the "Artists and Models" monicker for Dean and Jerry's next film, so Hal Wallis got Paramount to lend him the use of its title. This is not a remake of the others under that same title.

□ □ □

Nat Holt's partner in his next group of films is Lew Rosen, operator of theatres in Hawaii and head of a local film insurance brokerage. . . . Rogers & Cowan, the public relations firm, is already engaged in augmenting John Flinn's campaign for "Matador," the Allied Artists-Columbia split hemisphere project. . . . William Dieterle returned S.A.S. over the North Pole to direct Columbia's "Joseph and His Brethren." . . . Lindsley Parsons celebrates 25 years with Allied Artists. . . . Hal Makelim makes a long distance report every night to his son, Martin, when he's away selling "The Plan" around the country. . . . Danny Kaye will take time out in May to fill his fourth London Palladium engagement. . . . Kirk Douglas has nicknamed Sam Norton, his attorney, Chief Legal Eagle, after deciding on "The Indian Fighter" as the first of the new Bryna Productions. . . . Oreste Kirkop, the Maltese tenor lead in Paramount's "Vagabond King" is anxious for U. S. citizenship. . . . Plenty of Screen Directors Guild members waited too long to get tickets to their own awards affair at the Biltmore Bowl Sunday. The affair was sold out.

□ □ □

FRANK O. PINYONS: Recent election of John Bertero, FWC theatres prexy, as a director of Transamerica Corp., could be a step in the right direction of the chain's production financing plan. . . . Telecasting of the Oscar nominations Saturday will give exchange managers a Monday morning melee, with exhibitors clamoring for prints and change of bookings. . . . Wouldn't surprise us if someone decided to build David Niven's sensational TV appearance in "The Answer" into an important theatrical feature. . . . Mark Robson claims location problems are now minimized for shooting abroad. He should know. He made four of them in different parts of the world. . . . Tennessee Williams likes the film version of Hal Wallis' "The Rose Tattoo" better than his play. . . . Look for the name Brian Keith to springboard to stardom after he finishes "The Queen Bee" opposite Joan Crawford. You saw him in "The Violent Men." . . . Most of the publicity art on Warners' "Illegal" should be centered on Jayne Mansfield, the 21-year-old Texas beauty.

German

(Continued from page 1)

elected were: Larry Morris, second assistant; Martin Levine, property master; Jack Hoffberg, dough guy. Canvassmen elected were George W. Brandt, Bernard P. Brooks, Emil Friedlander, Leonard Gruenberg, Harold J. Klein, Ira Meinhardt, Maurice J. Miller, Charles L. Okun, Harold Rinzler, Jack Rosenfeld, Morris Sanders, Alfred W. Schwalberg, Cy Seymour, Spyros S. Skouras, David Snaper, Solomon M. Strausberg, Morton Sunshine, Saul Trauner, George Waldman, William Westphal and Max E. Youngstein.

Outgoing chief barker Fabian, prior to the election of officers for the forthcoming year, announced that the next monthly meeting of the New York VC will take place on March 22 at Toots Shors. He also announced that the tent would publish a journal in conjunction with the May 2 dinner for Richard Walsh, IATSE president.

Suzan Ball Is Cited By Variety Club

Suzan Ball, Universal-International actress, was presented with a citation "for her great heart that enabled her to carry on under circumstances that would have ended the career of a less stalwart person" at a luncheon given by the Variety Club of New York at Toot Shor's here yesterday.

Miss Ball currently is visiting New York with her husband, actor Richard Long, following the completion of "Chief Crazy Horse," in which she co-stars with Victor Mature. The citation which was presented to Miss Ball by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, reads as follows:

"The Variety Club of New York, Tent No. 35, the heart of show business, takes pleasure in honoring an outstanding fellow member of the entertainment industry. Suzan Ball, in recognition of your great heart that enabled you to carry on under circumstances that would have ended the career of a less stalwart person; in deep respect for your courage that has been a stimulating inspiration to so many handicapped persons; in sincere gratitude for your splendid reflection of the ideals of our industry, we are happy and proud to present you with this special heart citation of the Variety Club of New York."

Seated on the dais of the luncheon meeting at which some 200 Variety Club members were in attendance, were chief barker Ed Fabian, luncheon chairman Martin Levine, Charles Feldman of Universal Pictures, Long, Miss Ball and Goldenson.

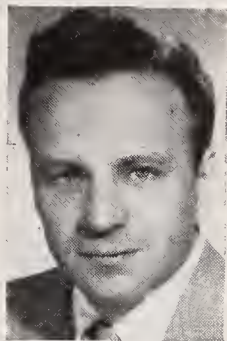
Drive-in Draws in Near-Zero Weather

Wilfred P. Smith, owner of the Garden Auto-Torium at Ledge-wood, N. J., which is experiencing its first winter season in a policy of year-around operation, reports that more than 200 persons attended the drive-in Sunday night, with the temperature only eight degrees above zero. The program featured "Six Bridges to Cross" and "Yellow Mountain."

Blumofe Says Spain Ripe for Production But Short of Crafts

By LESTER DINOFF

Even though the economic conditions in Spain are "ripe" for the production of motion pictures, the native industry is short on top film craftsmen, according to Robert F. Blumofe, United Artists vice-president in charge of West Coast operations, who stated that U. S. producers are seeking to improve the Spanish film industry by making product there at low costs and teaching the natives, at the same time, American production methods.



Robert Blumofe

Throughout Great Britain and Europe the industry is doing excellent business, Blumofe said upon his return yesterday from an eight-week business trip. "The public is coming to theatres to see the abundant good product available," he said in explaining the excellent film business on the Continent.

In Great Britain and some other countries, production for theatre exhibition and for television is "on the upswing," Blumofe said. Low production costs and authentic story locales were attributed by Blumofe to the rising production.

Blumofe said that Robert Rossen, who is producing "Alexander the Great" for United Artists in Spain, has brought to Madrid a number of top-flight American craftsmen to teach Spanish film makers American production methods. It was revealed here last week that United Artists is financially interested in Rossen's production and six other films which will be made this year in Europe at a cost ranging from \$10,000,000 to \$20,000,000.

Exports to Latin America

The film industry in Spain is quite small, Blumofe said. The few good pictures which the Spaniards produce in the Spanish language are exported mainly to the Latin American market, he added.

Rossen's production of "Alexander the Great" is expected to start a rush among American film makers to Spain because of the low costs in material and labor and also because of the beautiful and unspoiled locales, according to Blumofe.

Blumofe will leave New York for Hollywood early today.

U.K. Academy Cites More for 'Doctor'

The J. Arthur Rank Organization has cabled Republic Pictures here that Kenneth More has been named best actor of 1954 by the British Film Academy for his performance in "Doctor in the House." The Picture opens at the 52nd Street Trans-Lux Theatre here tomorrow.

Approve Arbitration Draft

(Continued from page 1)

Herman Levy, "that any of these details are insurmountable."

TOA executive board chairman Alfred Starr declared he is "hopeful that an arbitration system is really imminent."

No details of the plan were revealed by the TOA officials. They said the proposed system provides for a conciliation service which would attempt to solve grievances on a local level; that it lists all arbitrable subjects and outlines the complete mechanics for the organization and operation of the arbitration system. According to Levy, the proposed system "covers much more ground than the system proposed in 1952 and has widened the scope of arbitrability."

TOA spokesmen would not comment on whether or not the proposed system contained provision for the arbitration of film rentals.

The 10-man committee is scheduled

to meet on Thursday at the Motion Picture Association of America offices in New York, to go over with the TOA delegates the clarifications requested by the board of directors of the organization.

"I am still enthusiastic about arbitration and very pleased with the progress made jointly by distributors and exhibitors," Martin declared, "in bringing to the industry an effective, inexpensive and speedy system of arbitration under which all exhibitors may go to have their grievances aired and determined."

Drawn by Levy, Schimel

The draft approved in principle today by the TOA board was drawn up by Levy and Adolph Schimel, attorneys representing exhibition and distribution respectively on the 10-man committee. Other committee members from exhibition are: Mitchell Wolfson, Si Fabian, Leo Brecher and Max Cohn; from distribution: chairman Ralph Hetzel, Al Lichtman, Abe Montague and Charles Reagan.

NT to Acquire

(Continued from page 1)

ity films in release in that period. He said the first seven weeks of the second quarter showed an increase in grosses of 4.2 per cent and estimated profits before Federal taxes 12 per cent greater than the last year period.

Management's expansion program, he went on, in addition to the acquisition of new theatres, calls for liquidation of unproductive properties, the introduction of new techniques such as the Todd-AO process, and the continuation of the company's advertising and sales research program. He saw the possibility of NT, which has an investment in the Todd-AO project, playing "Oklahoma!" in seven cities.

Stock Option Plan Okayed

NT stockholders approved the management's stock option plan permitting 20 key executives to acquire NT stock at 95 percent of a given market price. The vote was 1,932,322 to 54,799, representing 81.32 per cent of the company's 2,769,486 shares.

All directors were reelected in addition to the election of a new board member, George H. Heyman, Jr., a partner in Abraham & Co., a member firm of the New York Stock Exchange. The directors, following the meeting, reelected all officers.

Bird Report

(Continued from page 1)

would justify its protests against the amusement tax and would demonstrate that the theatres cannot afford to pay the tax.

The report made public in Albany yesterday by Dr. Bird did not make any mention of the New York City amusement tax or its findings about the "nuisance levy." It was learned in New York yesterday that a special report on the amusement tax had been made last Fall to Albany, but thus far, no official statement has been issued about the submission of the Bird report and its findings.

The Commission's findings revealed yesterday concerned themselves solely with State fiscal affairs and possible methods of improvement.

Circuits in EFFG

(Continued from page 1)

very much interested, gave TOA a cordial hearing, and promised an answer before May 15. The Justice officials refused to make any comment on the meeting.

Starr declared that several of the divorced circuits were interested in investing in EFFG and would do so if the Justice Department approves.

Asked by reporters whether TOA does favor permitting divorced circuits to engage in film production, Starr said TOA wants more pictures made by anyone, providing no new monopoly results.

UA Adds 25

(Continued from page 1)

Crown Productions, Pine and Thomas, Sabre Productions, Norman Krasna and Henry Fonda.

Kirk Dougals' newly-formed Bryna Productions will deliver six films in the lead-off deal of the program, which marks the star's producing bow. Joseph Mankiewicz's Figaro, Inc., productions has signed to make four films for UA, two of which will be written and directed by the four-time Academy Award winner. Norman Krasna will write, produce and direct two features for UA's upcoming product slate, while Henry Fonda, launching his producing career, will make six films for UA release over the next three years.

Sumner Abandoning Cambridge Operation

BOSTON, Feb. 15.—Stanley Sumner, managing director of the University Theatre, Cambridge, since October, 1926, has given up active management of the house. A co-owner in the theatre with Lindsay Hooper, Sumner has not announced his future plans. He is being replaced by Nick Lavidor, who resigned from the E. M. Loew circuit as district manager to assume the University assignment.

For several years Lavidor managed the Center Theatre here for E. M. Loew.

Round-Table

(Continued from page 1)

sessions are finished, get a report from the TOA delegates to the round-table conference, and consider the need for further action in the field of rentals and other problems.

TOA's fighting mood was clearly shown in remarks by TOA leaders after the board meeting. "The reason they passed this resolution," said board chairman Walter Reade, Jr., "is that the board wants the company heads to know that if they're going to have a conference and have a bull session and talk about irrelevant matters that have been talked over and over again, it would be a waste of time. But if they're ready to talk about the guts of what's bothering every exhibitor in the country; we're ready and willing to go."

Levy said TOA doesn't want "to tell the hosts what to do, but it does want to let the distributors know that we consider these problems of prime importance and that we feel that a conference that doesn't go into these problems isn't a worthwhile conference."

The board meeting also passed a resolution directing president E. D. Martin to look into the question of whether TOA should set up a research committee to study various industry technical and economic problems. He'll contact the three existing research committees—those of the joint committee on Toll-TV, National Theatres and American Broadcasting-Paramount Theatres—and then report back to the board as to whether TOA should set up its own committee or work with these established ones.

Most of the board members left town after this afternoon's session.

B'nai B'rith Meet

New York's Cinema Lodge of B'nai B'rith will present a special audience participation program and panel discussion on the subject "Are We At War With the Teenagers?" at its meeting at the Hotel Sheraton Astor here tomorrow evening. Dr. Daniel Raylesberg who directs the activities of the B'nai B'rith youth organizations in this area will serve as moderator.

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National Pre-Selling

"RUN FOR COVER," starring James Cagney and Vivica Lindfors has been set for April release. To pre-sell this Paramount film for April playdates, color ads will appear in "Life," "Look," "This Week," "Photoplay," "Modern Screen," "Motion Picture Magazine," "Screen Stories," "Movie-land," "Silver Screen," "Movie Stars Parade," and "Movie Life" during March and April.

A full-color front-cover caricature by Kapralik of the stars of "The Long Gray Line"—Tyrone Power and Maureen O'Hara—will appear on next week's "Pictorial Review."

A striking ad on UI's "Captain Lightfoot" will appear in the March issue of "Woman's Home Companion."

The numerous letters written to the editors of "Life" commenting on the Garbo story, and appearing in recent issues, reflect the reason why the re-issue of Garbo's "Camille" is doing record-breaking business here at the Normandie Theatre.

John O'Hara has written an interesting off-beat story about Joan Crawford in the current issue of "Collier's." The next Joan Crawford release is UI's "Female on the Beach."

Underwater photos illustrate the story of Esther Williams in the current issue of "Look." The photos were made on the sets of her latest picture, M-G-M's "Jupiter's Darling," which opens at the Radio City Music Hall tomorrow. In the same issue is an eye-catching ad on UI's "Captain Lightfoot."

"House Beautiful" has devoted three pages to a story about Walt Disney. The first page of the story, written by Cecile Starr, is illustrated with photos of Donald Duck and other Disney characters. The author calls to the attention of "House Beautiful" readers the fact that many Disney films are now available in 16mm.

Two important syndicated newspapers have gotten behind the promotion of M-G-M's "Jupiter's Darling," starring Esther Williams, having prepared special material for mailing to leading exhibitors in 64 key situations in the United States.

In all, 3,000 special mailing pieces have been sent out by "American Weekly" and "This Week." "American Weekly" mailed 1,500 pieces of "elephant" wrap-around containing facts about the big campaign for the picture, while "This Week" mailed 1,500 special promotion letters together with reprints of a two-page full-color editorial spread featuring the famed rainbow-hued elephant herd which appeared in its publication on "Jupiter's Darling."

"Deep in My Heart," "The Country Girl," "Three for the Show" and "So This is Paris" are some of the pictures reviewed in the February issue of "Seventeen."

WALTER HAAS

Reviews

"East of Eden"

(Warner Brothers)

Hollywood, Feb. 15

DIRECTOR Elia Kazan's production of John Steinbeck's "East of Eden" is, at minimum, an artistic achievement. It may turn out to be a money attraction, too, or the contrary, depending on a good many factors difficult to evaluate in terms of precedent, but nobody who was around at the time will deny that it reproduces with compelling fidelity the small-town United States of 1917—the patriotic parades, the draft boards, the hysteria and the heroism, the habits, manners and customs of the people, old and young, rich and poor, at work, at play, at living. It reproduces all this in CinemaScope and WarnerColor with print by Technicolor, and the processes seldom if ever have given more gratifying proof of their value. The 1917 of "East of Eden" is the period to the life. What the show-going generation of 1955 may think of it is one of the imponderables in any computation of the picture's prospects.

The names at hand for a showman to exploit the picture with are not of number and calibre equal to carrying a top picture by mere marquee mention. The best known to picture followers is Raymond Massey, and the next bests are Julie Harris, Albert Dekker and Burl Ives. James Dean, who plays the central character, and Richard Davalos, seen as his brother, are first-timers on the screen, as is Jo Van Fleet, portraying their wayward mother. Everybody in the cast comes through with an excellent performance, but the public will have to see them before their names have marquee meaning.

The story—the final quarter of his novel is utilized, with revisions and elisions—relates in more or less direct fashion to the Cain and Abel story, and it is a sordid, tragic, sometimes lurid and always vivid chronicle indeed. The picture opens on a street in Monterey, California, where it is established that Miss Van Fleet is the proprietress of an unlawful establishment where gambling, roistering and other excesses are accommodated, and that Dean, who has followed her to her front door, is anxious to talk to her for reasons other than are usual in this setting. He is sent on his way, returns to his home in Salinas, where he lives with his stern father and his brother, but goes again to the woman's house and learns, after a beating and from the home town sheriff, that the woman is, as he suspected, his mother whom his father has told him is dead. From this point on the story details at length and in crystal clarity the boy's unavailing attempts to gain from his grim father the degree of affection enjoyed by his brother, and finally his tragic decision to take his brother to meet their mother, an act that precipitates a swift succession of dire consequences for all concerned.

Like all Steinbeck stories, "East of Eden" is a sombre, penetrating inspection of emotions and motives in the lives of his characters, and this is the kind of subject matter the Kazan skill handles best. The script by Paul Osborn is strictly in keeping.

It is by no means a picture for children.

Running time, 117 minutes. Adult audience classification. Release date, April 9.

WILLIAM R. WEAVER

"Timberjack"

(Republic)

THE exciting, adventurous activities which take place in the lusty, brawling Northwest lumber camps, and the picturesque lakes and forests of Glacier National Park and Western Montana as photographed in Trucolor, blend nicely together in Republic's presentation of "Timberjack" to form a saleable melodrama which should give exhibitors a good box office return. Sterling Hayden, a veteran performer in robust action films, gives a taut and impressive performance which is suitably matched by Vera Ralston, David Brian and Adolphe Menjou.

Hayden returns to his native Talka River section of Montana when he learns his father has been critically injured. He soon finds out that his father has died from injuries received during a beating by persons unknown; that his former girl friend now runs a prosperous saloon which is frequented by timberjacks; that a rival lumber outfit, owned by the villainous Brian, seeks to buy out his father's forests and lands, or else; that the timberlands that his father left him are worthless unless an \$11,000 assessment on railroad stock jointly owned with Brian is paid; and that brawn and muscle alone will not bring serenity to the Talka River lumber troubles.

Brian, seeing that his every effort to prevent Hayden from getting lumber to the mill is failing, imports some city goons to blow up Hayden's dam, but in the process, Brian kills Menjou, a lawyer with a love for booze. After many a brawl with axe handles and fists, Brian is discovered as the killer of Menjou and Hayden's father, and in a forest gunfight is ultimately slain, bringing peace to the timberlands.

Miss Ralston portrays the love interest. Hoagy Carmichael, Chill Wills, Jim Davis and Howard Petrie top the supporting cast. Herbert J. Yates produced and Joe Kane directed from an Allen Rivkin screenplay which was based on a novel by Dan Cushman. An appropriate musical score as devised by Victor Young and Carmichael add to the picture's value.

Running time, 94 minutes. General classification. Release, in February.

L. D.

Altec Signs Smalley

With the signing of a contract between Smalley Theatres, Inc., Cooperstown, N. Y., and Altec Service Corp. last week, Altec has announced that the nine theatres comprising the chain are now under company service.

Lewin Heads Fox Studio

HOLLYWOOD, Feb. 15.—Harold Lewin has been named manager of the Western Avenue Studio of 20th Century-Fox by Sid Rogell, executive production manager of the company.

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

HAROLD E. BROWN has been appointed vice-president in charge



Harold Brown

of sales for the Strong Electric Corp., Toledo, O. Brown joined the Strong company in 1935, having previously been with General Electric. In his new post he will be in charge of sales of projection arc lamps, rectifiers, spot lamps, slide

projectors and reflectors.

The Airtemp Division of the Chrysler Corp., Dayton, O., has expanded its line of "waterless" air conditioning equipment with the addition of a new 7½-horsepower air-cooled condensing unit. Known as Model 1208, it occupies only 11.27 square feet of floor space. It is completely self-contained and enclosed in a bonderized cabinet and may be used with various Airtemp evaporator coil or evaporator blower units.

Sam G. Rose, president of Victor Animatograph Corp., Davenport, Ia., advises that the company's New York branch office has moved to new and larger quarters at 200 West 57th St., New York City, and been consolidated with the Victor Latin-American Division. The move was actuated, he reports, by an increase in sales, manufacturing and export activities, particularly since the introduction of the model 65 series of Victor projectors. The new office is under the supervision of H. O. Jones, vice-president, with R. H. Kulka, vice-president for the Latin-American Division.

National distribution is now being established for "Krazy Korn," a refreshment stand product consisting of toasted kernels of "king-size" corn with a nut flavor. The product is packaged in ¾, 1½ and 5-ounce cellophane bags retailing for 5c, 10c and 25c respectively. Made by Granny Goose Foods of Oakland, Calif., the item already had distribution in ten western states, Hawaii and Alaska.

"Mist-Master" is the name of a new type drink dispensing machine developed by the H. A. Bruntjen Co., Minneapolis. The drink itself is derived from a concentrate, diluted with water, contained in an agitated and refrigerated chamber atop the machine. As the concentrate is dispensed, it is aerated, producing a creamy drink with a natural fruit flavor. Only one drink flavor, "Orange-Mist," is currently distributed, but others are being developed.

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That
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TEN CENTS

Agree 'in Principle' Move to Ease Competition of 'Post' Screens

**Plan of TOA and D. of D.
Needs Trade, Gov't OK**

By J. A. OTTEN

WASHINGTON, Feb. 16.—Exhibitor spokesmen and Department of Defense officials today "agreed in principle" on a plan to cut down the competition which privately-owned theatres in small towns have been getting from nearby military post theatres.

In return, the exhibitors agreed to permit the Defense Department to relax its rules on the persons who can be admitted to theatres located on military posts.

The agreement was worked out by
(Continued on page 4)

'Anta' Album Sales Brisk

Initial sale of tickets to the "ANTA Album" theatre telecast on March 28 was described here yesterday as heartening by Joseph Heidt, the CARE official who set up the telecast with ANTA.

In Boston, he said, where the sale of tickets began two weeks ago, about 800 seats have been sold for the
(Continued on page 5)

Says Film Ads Hurt Fight vs. O. Censor

Special to THE DAILY COLUMBUS, O., Feb. 16.—The I.T.O. of Ohio, which repeatedly urged exhibitors not to play sensational pictures after Ohio's censor law was declared invalid, has shown that it is prepared now to accept its own advice.

A current bulletin of the organization reprints a letter signed by Robert A. Wile, executive secretary, to Kroger Babb of Hallmark Prods. declining professed advertising on the latter's "Mom and Dad" on the grounds that such advertising "has done incalculable harm in our fight to keep censorship off the books in Ohio."

See 'Nuisance Value' Only

Solons Give Allied Bill Little Chance of Passing

From THE DAILY Bureau

WASHINGTON, Feb. 16.—Chances are considered poor for Congressional approval of Allied States Association's bill for federal regulation of the film industry—if and when the bill actually is introduced.

Talks with some key lawmakers in the House and Senate indicate a feeling that the bill at present stands little chance of enactment for two reasons:

¶ Congress and the Administration are generally in favor at present of less government regulation of industry rather than more; and

¶ The only possible chance for passage of such a bill would be if it were solidly supported by all theatre owner groups and this does not now seem likely. Opposition by other exhibitor organizations, it is felt, would certainly mean the death of the Allied measure.

Even though the bill might not be enacted, however, it could have considerable nuisance value against the distributors, one or two lawmakers said. They explained that the threat of public hearings on the legislation and the possible unfavorable publicity generated there might lead some distributors to change some of their practices objected to by the exhibitors. These lawmakers were inclined to the belief that this "nuisance value," rather than any real hope of enacting the legislation, was in the minds of Allied's board when it decided to go ahead with the bill.

All the lawmakers talked to ask that their names be withheld for the present.

Meanwhile, Allied general counsel
(Continued on page 5)

DCA Elects 7 Directors

A slate of seven directors was elected to the board of directors of Distributors' Corp. of America at the company's first annual meeting of stockholders here yesterday.

The seven elected were: Joseph M. Seider, James P. McCallister, Leslie R. Schwartz, Charles Boasberg, Irving Wormser, Frank Milton and Fred J. Schwartz.

The annual meeting, closed to the press, was said to have reviewed production and release plans formulated by DCA in the nine months the company has been operating. The meeting coincided with the first general release of a DCA film, "Long John Silver," which opened yesterday in saturation bookings in New England.

The seven members elected to the board announced they will meet to elect officers of DCA shortly.

Meanwhile, it was disclosed that DCA is planning to form a subsidiary company to handle low-budgeted films which, it is felt, should not carry the DCA "high-budget" label.

Columbia-Warwick In New 2-Year Deal

Columbia Pictures announced yesterday the completion of a new two-year contract with Warwick Productions, the producing company headed by Irving Allen and A. R. "Cubby" Broccoli. The new deal covers four pictures to be produced during 1956 and 1957.

Already scheduled for production in 1956 under the new contract is "Zarak Khan," historical drama of a bandit who roamed against British colonial troops in Burma and India. Second of the 1956 Warwick productions is "Fire Down Below," to be based on a story written by Irwin Shaw.

Warwick, during the current year, will deliver to Columbia, three films: "Prize of Gold," "Safari," and another Technicolor CinemaScope film, "Cockshell Heroes" (tentative title).

RKO Plans UK Production Slate

From THE DAILY Bureau

HOLLYWOOD, Feb. 16.—RKO Radio Pictures is contemplating beginning feature production in the United Kingdom in the immediate future, James R. Grainger, RKO Radio Pictures president, disclosed here today.

Grainger made the announcement after initiating a series of conferences with Walter Branson, world-wide sales manager, and Robert S. Wolff, RKO's managing director in the U. K., both here for studio talks. It was stated that the trio conferred on RKO operations in Britain and future RKO film production there. Present discussions were said to center around determining the number of productions to be made in England.

Due to Dissension

Report On N.Y. 5% Ticket Tax Never Finished

**Members of Commission
Could Not Agree: Bird**

The Bird Commission's study into the effects of the New York City five per cent amusement tax on the motion picture industry was never completed due to dissension among the 11-member group over the findings, Dr. Frederick Bird, head of the Temporary Commission on the Fiscal Affairs of State, declared here yesterday.

It had been reported for some time that the Commission had completed its study on the local impost and its effects on exhibition here, but Doctor Bird dispelled all such rumors by revealing that the examination "is dead and not completed because the 11-

(Continued on page 4)

5% Tax Yield Below Goal

The contention of New York City exhibitors that the revenue from the five per cent amusement tax would be less than estimates made by city officials was confirmed when city controller Lawrence E. Gerosa revealed that the impost netted \$3,986,487, as of Jan. 31, since its inception and that the tax would total \$10,816,487 by June 30, the end of the fiscal year.

Last Spring, city budget director
(Continued on page 5)

Academy Telecast Had High Trendex

From THE DAILY Bureau

HOLLYWOOD, Feb. 16.—A 15-city Trendex survey, which excluded the West Coast, revealed that the National Broadcasting Co. telecast of the Academy Award nominations last Saturday night received a high rating of 26.8 for the first half hour; 29.5 for the second and 35.5 for the third half hour of the show. The Columbia Broadcasting System's shows at the same time-segments started at 26.6 dropped to 10.5 after the 90-minute show, Trendex said.

Personal Mention

BEN KALMENSON, Warner Brothers vice-president in charge of distribution, left New York last night for Hollywood.

MURRAY SILVERSTONE, president of 20th Century-Fox International, is scheduled to leave here next week on a two-month visit to Latin American countries.

ARTHUR M. LOEW, president of Loew's International, will return to New York over the weekend from the West Coast.

MILTON R. RACKMIL, president of Universal Pictures, left here yesterday for the Coast.

CEIL GRODNER, of the office of WILLIAM PIZOR, head of foreign sales for Lippert and Filmmakers Productions, will leave for Hollywood tomorrow by plane.

MARY ELLIS and **MARY MORRIS**, British actresses, have arrived in New York from Nassau via B.O.A.C. Bahamian.

STANLEY ADAMS, president of ASCAP, will leave here on Sunday for the Coast.

JACK CUTTING, Walt Disney studio production executive, left New York yesterday for Europe.

'Three for Show' Booked at Roxy

Columbia Pictures "Three For the Show," which opens at the Roxy Theatre here on Feb. 24, is the first non-20th Century-Fox production to be presented at the Broadway showcase since May, 1953.

The Columbia CinemaScope production follows "White Feather," a 20th-Fox release which opens at the Roxy here today.

On May 6, 1953, the Warner Brothers film, "Trouble Along the Way" was presented at the house and previously, on Oct. 15, 1952, United Artists "The Thief" was booked.

Magna Trade Press Post to Miss Winters

The appointment of Barbara Winters as director of trade press publicity for Magna Theatre Corp. was announced by Nicholas John Matsoukas, national director of advertising, publicity and exploitation.

Miss Winters, formerly with Michael Myerberg Productions, joined the advertising and publicity staff of Magna last December.

Loew's Dividend

The board of directors of Loew's, Inc., at a meeting held here yesterday, declared a dividend of 25 cents per common share, payable on March 31 to stockholders of record on March 15.

TO HOLD HEARINGS ON MEASURE FOR TRUST SUIT LIMITATIONS

From THE DAILY Bureau

WASHINGTON, Feb. 16.—House Judiciary Committee chairman Celler (D., N. Y.) said his subcommittee would hold hearings later in the session on legislation to provide a uniform federal statute of limitations on private anti-trust damage suits.

Celler made the statement after anti-trust chief Stanley N. Barnes said the Justice Department favored a uniform Federal statute. Both Celler and Barnes agreed, however, that adding a uniform statute as an amendment to a pending bill to give the government power to sue for damages might endanger this latter bill, and that, therefore, the uniform time limit should be acted on separately later in the year.

Favored by Special Committee

Barnes indicated also that the Attorney General's special committee studying the anti-trust law favored a uniform Federal statute.

At present, the time limit on private anti-trust suits is set by state law, and ranges anywhere from one to 10 years. Most lawyers have agreed on the need for a uniform Federal rule on the subject, but differ on how long it should be. The issue has especially split the motion picture industry, with exhibitors arguing for one or no more than two or three years.

This industry dispute blocked action on the question last Congress, and

obviously was what Barnes and Celler had in mind when they agreed not to consider it as an amendment to the bill giving the government the power to sue.

Celler announced that "it is our purpose to conduct full hearings later" on the uniform Federal statute, and that bar associations and other interested groups would have a chance to testify. He also stated the hearings would probably not be held until after the report of the Attorney General's study committee. Barnes said he hoped to have this ready early in March. The study committee "at the present time" is recommending a uniform Federal statute, he added, but declined to say how long a period.

Opposes Weeks' Decision

Barnes also indicated he strongly disapproved of Commerce Secretary Weeks' decision last week to permit industry trade association officials to sit on Commerce Department industry advisory committees. He said he saw "grave danger" of possible anti-trust violations arising from this ruling, which reversed previous precedents.

Skouras Lauds Israel Film, Building Drive J. J. O'Connor Heads Catholic Film Unit

Spyros P. Skouras, president of 20th Century-Fox paid tribute to Dorothy Silverstone, producer and director of "The Magnetic Tide," a film of Israel and the Holy Land, made in both 35mm. and 16mm., with proceeds from its exhibition to be turned over to Children to Palestine. The proceeds of the film, in turn, will be used to help construct an International Cultural Center for Youth in Jerusalem.

Skouras, at a press reception in the company's offices here Tuesday described the work of Children to Palestine, a Christian-Jewish organization working in child rehabilitation, as a great stimulant to understanding among the religious and racial groups making up the population of Jerusalem.

Skouras stated that the cornerstone for the Center will be laid in the late spring or early summer and that he hopes to be in Jerusalem at the time and to take part in the ceremonies.

To Drop Report on Crime Effect of TV

WASHINGTON, Feb. 16.—The Senate juvenile delinquency subcommittee has shelved a proposed report on the effect of television crime programs on children, according to Sen. Estes Kefauver (D. Tenn.), subcommittee chairman.

"No report is going to be issued at this time," Kefauver said. "We don't feel there has been sufficient studies and hearings."

If the Senate continues the subcom-

mittee which seems likely, further hearings on crime programs will be held. Films may also be included.



John O'Connor

John J. O'Connor, vice-president of Universal Pictures, has been named chairman of a committee on motion pictures of the Cardinal's Committee of the Laity for its 1955 annual Appeal, it is announced by John A. Coleman, executive chairman. The vice chairmen of the motion pictures committee will be L. Douglas Netter Jr. of Altec Service Corp. John S. Burke is chairman of the Cardinal's Committee of the Laity which is composed of Catholic men in business and professional fields who annually solicit contributions from individuals, without regard to race or creed, for support of the welfare programs of New York Catholic Charities. Victor D. Ziminsky is executive vice chairman of the Committee. George J. Schaefer is treasurer, Harry J. Delaney is assistant treasurer and Joseph T. Cooney is executive secretary. The goal of the Appeal this year is \$2,717,000 of which the Cardinal's Committee has accepted a quota of \$1,000,000.

Report Shows Need Of Continued Study Of TV Regulation

From THE DAILY Bureau

WASHINGTON, Feb. 16.—Senator Bricker of Ohio, top Republican on the Senate Commerce Committee, said a staff report prepared for him clearly proved that Congress should continue studying the need for Federal regulation of television networks.

The staff report, prepared by former Federal Communications Commissioner Robert F. Jones, was released today. Bricker said the report "shows clearly that the four TV networks, together with their wholly-owned TV stations and those TV stations located in the top market areas, garner a disproportionate share of the total revenues for the entire television industry." He added that the networks' power to pick affiliates, rather than any FCC regulations, actually decides how many TV stations and which stations shall prosper.

The Jones report says that much information is still needed before Congress can come up with any intelligent answer to the problems of UHF broadcasters or can decide whether TV networks should own TV stations.

Toll-TV Unmentioned

Like an earlier Commerce Committee staff study by Harry Plotkin, the Jones report nowhere makes any mention of toll-TV. The Commerce Committee is committed to continuing its study of the television industry, and chairman Magnuson has said it would include a study of toll-TV, although this may now be postponed until after the FCC acts.

The Jones report states that the prospects for successful UHF operations at present are dim. It declares that the UHF broadcasters' difficulties lie in economic facts, such as the lower cost of VHF receivers and the greater power of VHF stations, and that "no sentiment on the part of Congress in behalf of UHF will repeal the economic facts." Jones adds that the proposal to shift all VHF to the UHF is impractical, but that some means—by law or regulation—must be found to place UHF on an economically competitive basis with the VHF.

'Pride and Passion' Next from Kramer

"The Pride and the Passion," a story by C. S. Forester, will be Stanley Kramer's next production for United Artists release, following his forthcoming "Not As a Stranger."

The first United Artists release in the new Vista-Vision process, "The Pride and the Passion" will be filmed in Technicolor entirely on location in Spain. Kramer will produce and direct the picture.

Henri Letondal, 53

HOLLYWOOD, Feb. 16.—Henri Letondal, 53, motion picture character actor and Hollywood correspondent for the "Montreal Star," died here yesterday of a cerebral hemorrhage. Films in which he appeared included "The Razor's Edge," "Gentlemen Prefer Blondes" and "The Sea Chase."

MAN, HOW THEY'RE PILING UP!
ANOTHER OPENING FOR

WARNERS' **"Battle Cry"**

ANOTHER RECORD FOR

WARNERS' **"Battle Cry"**

WUR099 PD

FAX LOSANGELES CAL FEB 10 1101AM

JACK L WARNER

WARNER BROS STUDIOS BURBANK CALIF

OPENING DAY BATTLE CRY, PARAMOUNT THEATRE, SANFRANCISCO

ALL TIME RECORD FOR NON-HOLIDAY WEEK DAY FIGURE,

COMMENTS ON PICTURE PHENOMENAL, WHICH SHOULD MAKE

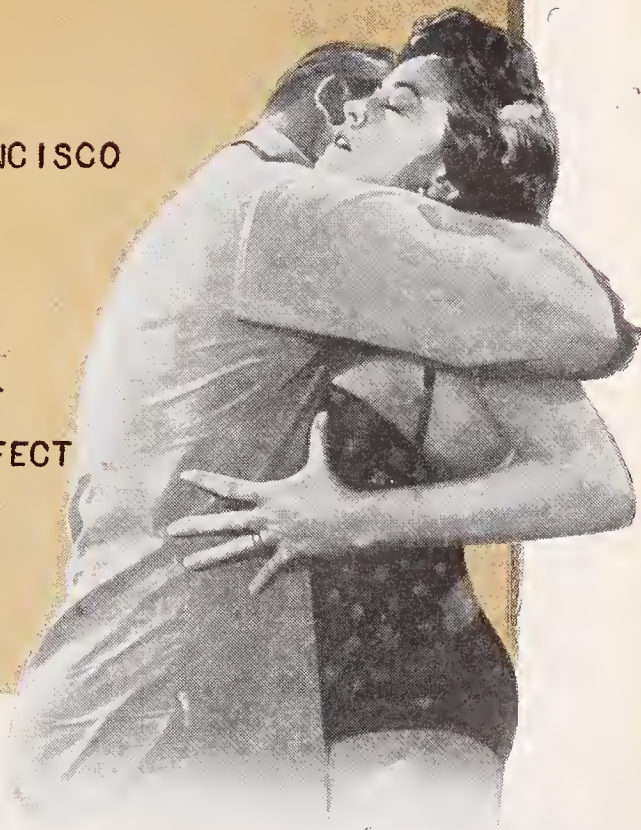
FOR ALL TIME RECORD RUN. WE ARE PLAYING TO GENERAL

CROSS-SECTION, ALL AGES, BOTH SEXES, WHICH IS PERFECT

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JERRY ZIGMOND



STARRING VAN

HEFLIN



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FREEMAN



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RAYMOND

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HUNTER



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FRANCIS

SCREEN PLAY BY LEON M. URIS • DIRECTED BY RAOUL WALSH

ORIGINAL MUSIC
BY MAX STEINER

WARNERCOLOR

CINEMASCOPE

STEREOPHONIC SOUND



People

Myron L. Kerney, manager of the amateur accessories sales division for Eastman Kodak Co., has been appointed manager of the newly created amateur film sales division, it was announced by Theodore F. Pevear, general sales manager. Charles J. McNary has succeeded Kerney as head of the accessories sales division.

□

Ernest Sands, Warner Brothers branch manager, will be tendered a farewell testimonial dinner on March 7 by the Cleveland Salesmen's Club.

□

David D. Horne has been elected vice-president in charge of sales of Grun-Bal Cinema Titles.

□

Rhoda Koret, who recently resigned as a secretary in Cleveland's Columbia branch, is back with the company as a booker.

□

Paul Swater is moving from Dallas to be managing director of Cinerama's engagement at the Teck Theatre in Buffalo. Bert Lapatina, who managed the Teck under its Shea banner for several years, remains as house manager. Earl Hubbard will handle the advertising-promotion campaign.

L. A. Moves to Halt Building of Drive-in

HOLLYWOOD, Feb. 16. — The Los Angeles City Council today voted to prevent construction of a drive-in theatre because the resultant traffic would create a serious traffic hazard and menace to public safety when the Golden State Freeway is built five years hence.

The San Fernando Drive-in Theatre Corp. was granted approval to construct by the City Planning Commission in December, 1954.

Two councilmen doubt that the move will stand up in the court.

Columbia Premieres 'Uncensored' in N.O.

NEW ORLEANS, Feb. 16. — Columbia's "New Orleans Uncensored" had a gala world premiere here tonight at the RKO Orpheum as the city ushered in its Mardi Gras week. The premiere showing of the film went on shortly after the completion of one of the major Mardi Gras parades. Gov. Robert Kennon of Louisiana and Mayor deLesseps Morrison of New Orleans headed the dignitaries at the opening.

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'Post' Screen Competition

(Continued from page 1)

a delegation consisting mainly of officials of the Theatre Owners of America. However, A. Julian Brylawski, speaking for the group, said he felt it represented all exhibitors. Brylawski said the "agreement in principle" had to be ratified by the distributors, but that he had reason to believe it was acceptable to them. Moreover, Deputy Assistant Secretary of Defense D. Walter Swan, with whom the industry group met today, must still clear the agreement with the secretaries of the Army and Air Force.

Another meeting between the industry group and the Defense Department officials has been scheduled for March 3, at which time a final settlement is hoped for.

The agreement tentatively worked out at a two-hour session at the Pentagon today applies to some 97 theatres at Army and Air Force posts. These were the theatres named by the exhibitors as the ones which were unfairly competing with private theatres and damaging the private theatres' business. Fewer than 97 posts and fewer than 97 private theatres are involved, Brylawski explained, since in several cases more than one military theatre is on one post.

14-Day Clearance

In the past, all military theatres have had up to 21 days advance clearance over private theatres. In the future, under the proposed agreement, none of the 97 military theatres involved would show a film until 14 days after it had played in the local private theatre, providing that the local theatre showed it within 30 days after it opened in the key city in the local exchange area. If the local the-

atre doesn't show it within that 30-day period, the military theatre could show it on the 31st day.

Brylawski said the change would help only theatres in small towns in the East, South and Southwest. He said no large cities were affected and no towns on the West Coast. He also emphasized that only Army and Air Force theatres were involved, and not Navy theatres or military hospitals.

Any theatres other than the 97 military theatres named today would show films under the same clearance arrangement as in the past, Brylawski said.

Exhibitors Make Concessions

In return for the Government's concessions on these 97 theatres, Brylawski stated, the exhibitors agreed to permit the Defense Department to relax its rules governing the people who can be admitted to military post theatres. In the past, only servicemen have been admitted or dependents of servicemen, providing they were with the servicemen. Under the proposed relaxation, the post theatres could also admit retired military personnel or the dependents of servicemen, even if not accompanied by the servicemen. In these cases, the Defense Department would take care to see they carried proper credentials.

Representing the industry at the meeting were TOA president E. D. Martin, board chairman Walter Reade, Jr., Brylawski, John Adams of the Interstate Circuit, and Kenneth Clark of the Motion Picture Association. With Swan were Fred Bund, head of the Army and Air Force Motion Picture Service, and other Defense Department officials.

Documents Are Filed By Pickford-Goldwyn

HOLLYWOOD, Feb. 16. — Concluding a two-day pre-trial hearing, Superior Judge Paul Nourse today took under submission exhibits and documents from Mary Pickford and Samuel Goldwyn, enabling him to draw up an order specifying what testimony will be allowed and setting up legal boundaries for the March 21 trial in the settling of the Pickford-Goldwyn studio litigation.

Rosenberg Chairman Of MPIC Committee

HOLLYWOOD, Feb. 16. — Frank P. Rosenberg, Warner Brothers producer and Screen Producers Guild delegate to the Motion Picture Industry Council, has been elected chairman of the MPIC's public relations committee, succeeding Allen Rivkin, screenwriter, who held the post the past year.

Shenson to London For Col. Publicity

HOLLYWOOD, Feb. 16. — Harry Cohn, president of Columbia Pictures today assigned Walter Shenson, veteran studio publicist, to London to coordinate publicity-exploitation of the company's pictures filmed in Europe.

Robert Joseph was placed in a newly-created studio post by Cohn as studio contact for home office exploitation-advertising departments.

File Interrogatories In Gov't 16mm. Case

HOLLYWOOD, Feb. 16. — Twentieth Century-Fox, Warner Brothers, Universal, United World Films, Inc., Pictures and today filed a total of nine separate interrogatories for the Government to answer in its 16mm. suit against the majors. Government trial attorney Samuel Flatow said he doubted that the Government would object to particular interrogatories.

The Government has until March 25 to answer.

Dudley Forms UK Subsidiary Unit

Dudley Picture Corp. has announced the formation of a wholly-owned subsidiary in Britain.

The new company, which will handle future Dudley product in Europe, is Dudley Pictures International (G. B.), Ltd. The directors are Carl Dudley, C. Bruce Newbery and Eric P. Hanney.

'Eden' Bow to Aid Actors

Proceeds from the world premiere of Warner Brothers' "East of Eden," which will be held on March 9 at the Astor Theatre here, will be donated to the Actors Studio, which is dedicated, in its own words, to "creating a great and growing pool of well-trained actors and directors."

James Dean and Julie Harris, both starred in "East of Eden," are products of the Actors Studio.

Bird Report

(Continued from page 1)

member group could not agree over the findings."

Thomas Dewey, then New York State governor, last June directed the Commission, already established for other surveys on finances, to check the results of the amusement levy on the New York film industry, including employment, and to make a report, on three specific points by late summer or early fall. One of these specific points was the desirability of recommending to the legislature the repeal of the 1947 State Enabling Act authorizing cities and counties to levy an admission tax not exceeding five per cent.

Issue Is Skirted

In a final report to the State Legislature and Democratic Governor Averell Harriman, presented on Tuesday in Albany, the Bird Commission completely sidestepped the issue of the New York City tax, but took a stand against the repeal of the so-called permissive taxes, including the five per cent levy on admissions. It did so not only on the levy which New York City is now collecting, but also on the authority which other cities and all counties have to vote a similar tax.

"The Commission has not undertaken a qualitative appraisal of all permissive taxes," the 650-page, two volume report prepared by the group headed by Dr. Frederick Bird said. However, the Bird Commission believes that these taxes as a group serve a useful purpose and should be retained.

"They add some flexibility and choice of alternatives between local revenue systems, even in communities where little use has been made of them, and there is considerable opinion that their continued availability is valuable," the Commission reported.

Permitted for Public Housing

The report listed the permissive taxes, generally voted in 1947, but some of which have been used by New York City for 20 years and included the five per cent admission levy among them. It also listed a tax of one to 10 cents on tickets of admission to exhibitions, amusements and entertainments on which cities may levy to finance public housing.

The Bird Commission's findings stated: "The recently adopted admission tax of five per cent is estimated by officials of the City of New York to yield \$16,700,000 in 1954-1955." It was further pointed out that only two upstate cities, Binghamton and Elmira, have enacted as many as four of the permissive taxes, one of them in both municipalities being on admissions.

Among the Commission's recommendations was that for the establishment of a state-local fiscal unit, whose studies should include "suggested changes in taxes and debt limitations, in the scope and nature of permissive taxes."

Need Not Bind Governor

It was learned here today that the governor's office had not as yet received a copy of the bulky report. There seemed to be an intimation that Governor Harriman would not necessarily be bound by the recommendations of the preponderantly Republican group. However, Governor Harriman, in his first message to the State Legislature, indicated he did not favor repeal of any taxing powers now held by municipalities.

Tax Yield

(Continued from page 1)

Abram F. Beame estimated that the yearly return from the amusement revenue would be about \$16,000,000 with theatres contributing an approximate \$9,000,000 at the end of the fiscal year.

Harry Brandt, president of the Independent Theatre Owners Association, and Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association, have maintained that the New York City five per cent amusement tax can not yield more than \$8,000,000 over-all and somewhere between \$3,500,000 and \$4,000,000 from theatres yearly and that the industry figures they submitted to Mayor Wagner were correct all along.

'Windfall' Helped

Gerosa reported that because business here has been "on the increase" since last Fall, the city's general fund revenues in the current fiscal year will approximate \$528,670,113. The amusement tax, inaugurated on July 1, and a \$5,000,000 windfall in sales taxes from a utility, helped boost this year's collection, he said.

The amusement tax netted \$3,986,487 by last Jan. 31, Gerosa said and forecast that this would rise to \$10,816,487 by June 30, the end of the fiscal year. Next year he expects the levy to raise about \$14,000,000, Gerosa said in his report to the New York City Board of Estimate. He cautioned, in estimating the amusement tax return, that "the first few months of the imposition of a new tax is not a true indication of future collections."

Fox Sets Magazine Campaign for 'Man'

In what is said to be the largest national magazine advertising campaign for any 20th Century-Fox CinemaScope production, full-page and page-dominating color insertions in 25 top-circulation publications will bring "A Man Called Peter" to the attention of an estimated 95,536,866 persons in advance of the drama's Easter holiday release.

The saturation magazine drive, part of an over-all national promotional campaign budgeted at \$500,000, will blanket the general consumer publications, Sunday supplements, leading religious publications, women's club magazines, and locally printed newspaper magazine sections during March and April, Fox announced.

NY 5% Tax Appeal Hearing on March 3

The Court of Appeals hearing on the New York City five per cent amusement tax is expected to take place on March 3 in Albany, according to Assistant Corporation Counsel Stanley Buchsbaum, who yesterday said that motion papers for appeal of the Appellate Division ruling would be filed by tomorrow or Monday.

The Appellate Division in Brooklyn had ruled on Feb. 1 that the New York City five per cent amusement tax exceeds the limitation imposed by the State statute and the city is without power to collect any taxation in excess of five per cent.

Reviews

"Three For The Show"

(Columbia)
(CinemaScope)

BETTY GRABLE's adult fans may be dismayed or entertained according to their standards by this latest of her musicals in color by Technicolor. Produced in CinemaScope, the plot of "Three For the Show" involves an excess of husbands for Miss Grable, the pin-up queen of World War II, and is strictly adult fare. Although somewhat ridiculous at times, it provides romantic moments along with comedy. Much credit must be given to Marge and Gower Champion who dance and cavort expertly, and also to Columbia's fast-rising star, Jack Lemmon, in production numbers lavish and dazzling.

Music by George and Ira Gershwin, Gene Austin, Hoagy Carmichael and others headline this production. Among the songs are such sprightly tunes as "Someone to Watch Over Me," "I've Got a Crush on You," "Down Boy" and "I've Been Kissed Before."

Miss Grable, the Champions and Lemmon, start out in show business in a Greenwich Village bistro and rise to Broadway heights. The team, however, is split up when Lemmon goes into the Air Force and is reported killed in action. The blond pin-up, who had been married to Lemmon, remarries Champion and as they prepare to leave for a vacation, Lemmon, who had been missing for two years, returns to rejoin his wife. Furious over the happenings which occurred during his absence, Lemmon, along with Champion, are in a quandary, and both ask Miss Grable to decide whom she wants as a husband. However, Miss Grable likes the idea of being legally married to two men and the situation, as it proceeds, provides amusement.

Playing one man against the other, Miss Grable finally loses both of them, but when a Broadway show which is being written for Marge Champion gets in trouble, the foursome gets together and the musical turns out to be a hit. Miss Grable ends up with Lemmon, and Champion gets together with Marge, who has been in love with him all along.

Others in the cast are Myron McCormick, Paul Harvey, Robert Bice and Hal K. Dawson. Based on a play by W. Somerset Maugham, this film was produced by Jonie Taps and directed by H. C. Potter.

Running time, 92 minutes. Adult audience classification. Release, not set.

LESTER DINOFF

"Captain Lightfoot"

(Universal)
(CinemaScope)

PHOTOGRAPHED entirely in the green, rolling countryside of Ireland in CinemaScope and color by Technicolor, Universal-International's production of "Captain Lightfoot" is a fair historical romance and adventure story, the type which should please most audiences because of its robust action and love interludes. It stars Rock Hudson as the Irish patriot and Barbara Rush as the headstrong daughter of a rebel. It should do strong business generally, especially in the neighborhood and smaller theatres.

The story is set in the year of 1815, in the old Ireland of toll roads and coaching, red-coated dragoons and homemade whiskey, a country seething with rebellion against English rule. Hudson enlists the aid of a friend to waylay a coach in order to secure additional funds for the patriotic activities of the Society of Free Young Irishmen. Consoling himself with ale over the small purse which he has secured, he mugs the High Steward of the local Lord but in the effort is recognized and forced to flee the countryside.

During his flight Hudson meets the great Irish rebel, Captain Thunderbolt, who is portrayed capably by Jeff Morrow. The patriotic leader soon takes him under his wing and prepares him for his role as Captain Lightfoot, a name acquired from Miss Rush. The plot here thickens considerably as Thunderbolt, who is also known as a gambling hall operator, is enmeshed in the local affairs of Dublin. Hudson has risen considerably in the meantime in Thunderbolt's organization to a position where he is fighting duels, making love to Miss Rush and forwarding the fight against the English.

Thunderbolt, in an escapade, kills an English official and in his escape is seriously wounded. Hudson assumes full control of Thunderbolt's activities and is soon picked up by the dragoons for attempting to aid Morrow, and also on the old robbery charge. In a highly adventurous climax, Hudson escapes from a castle prison and returns to his patriotic activities, much to the delight of Miss Rush and the local citizenry.

Others in the cast are Kathleen Ryan, Finlay Currie, Denis O'Dea, Geoffrey Toone, and Shay O'Gorman. This film was produced by Ross Hunter and directed by Douglas Sirk from a screenplay by W. R. Burnett and Oscar Brodney.

Running time, 91 minutes. General classification. For release in March.

L. D.

New Memphis House

MEMPHIS, Feb. 16.—Whitehaven Plaza, a new \$350,000 first-run theatre, is being built by John Goodwin, builder, in the new Whitehaven Shopping Center which is now under construction in the Whitehaven community south of Memphis. The new theatre will have 1,400 seats, CinemaScope screen and an exterior built in Roman travertine marble and buff tile. It will be operated by Augustine Cianciolo, who operates Plaza, Lucian and Rosemary theatres in Memphis.

Braden on Tour

Frank Braden, veteran publicity specialist, has been retained by United Artists to make an eight-state promotion junket in behalf of Stanley Kramer's all-star production of "Not As a Stranger." Braden's month-long swing will be launched this week with extended stops scheduled for Boston, Philadelphia, Baltimore, Washington, Charlotte, Atlanta, Pittsburgh, Cleveland, St. Louis, Kansas City, Cincinnati, Dayton, Columbus and Buffalo.

'Anta' Album

(Continued from page 1)

Loew's State there, representing a revenue of \$4,000. Heidt said ticket sales have been started in 15 telecast communities by local CARE committees.

All ticket sales, he explained, will be conducted by CARE, with the possibility of the theatre box-office being brought into play the night of the telecast, if there are any remaining seats. Heidt said current plans are to have the telecast piped to 41 cities, including two theatres in New York City. The national telecast, the first Broadway stage production to utilize the theatre TV medium, he explained, will be a joint benefit for CARE and ANTA, with tickets priced at \$2, \$4 and \$6. Theatres, he added, are being leased on a four-wall deal for the event.

Two Dozen Circuit Theatres

In addition to the independents and smaller circuits, the following number of theatre TV equipped houses of the major circuits were listed by Heidt as carrying the event: 12 affiliates of American Broadcasting-Paramount Theatres, five Loew's houses, six Stanley Warner theatres, and three RKO Theatres situations.

The two-hour show, which will be staged from the Adelphi Theatre here beginning at 10:30 P. M. (EDT), will be highlighted by pre-curtain ceremonies, to be staged by local CARE committees, Heidt added. In Washington, an Air Force band will be on hand, while at the RKO Fordham in the Bronx, plans are under way to conduct a stage show. Heidt said because of the lateness of the hour in the East, plans are to open the doors of theatres at 9:00 P. M. and provide some entertainment before the telecast.

Allied Bill

(Continued from page 1)

Abram F. Myers said he could not say when the bill would be ready for introduction or who would be the likely sponsor. He also refused to say whether he thought the bill would be referred to the House and Senate Commerce Committees or to the House and Senate Judiciary Committees. Depending on how the bill is drafted, it could go to the one or to the other set of committees.

CHAMPAGNE FOR ST. MALACHY!!!

I propose a toast in champagne (for which I will pick up the tab) in honor of ST. MALACHY, patron of actors—also directors and producers—for past favors granted. Details later when we stage a Champagne Breakfast for all who helped the cause.

There are stranger things on Heaven and Earth than are dreamed of in your philosophy, Horatio!!!

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By GEORGE M. LEPPERT
President

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**in Billboard's
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FEBRUARY 12, 1955**

Consolidated Tops In Quality, Speed, Economy

Consolidated Film Laboratories this year emphatically showed its heels to other film processing firms in the voting when it won all three top prizes—for highest quality service, fastest, and most economical—in the Billboard's Third Annual Film Service Awards. In last year's competition, Consolidated won first place for the quality of its work.

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VOL. 77. NO. 35

NEW YORK, U. S. A., FRIDAY, FEBRUARY 18, 1955

TEN CENTS

EDITORIAL

The Changing Voice of TOA

By Sherwin Kane

THE changing times and tempers in exhibition have not been better illustrated in many a month than they were this week in the course of the meeting of Theatre Owners of America's board of directors in Washington.

There was a time, and not so many years ago, when TOA steadfastly maintained that the discussion of film terms had no place in the activities of a national exhibitor organization, nor in its convention forums. The field of trade practices open to deliberation within TOA was a spectacularly limited one.

But what have we now?

Last week in Washington there issued from the TOA board meeting a declaration that the latter was prepared to send representatives to an industry roundtable conference of company policy-makers and exhibitor representatives, and that, if the company executives did not come prepared to discuss film terms, the endeavor would be considered a waste of time.

In another direction, we have TOA accepting an invitation to send representatives to a meeting with an Allied States committee to attempt to determine whether cooperation between the two is possible in pursuing the aims of Allied's emergency defense committee. One of those aims is the introduction of legislation designed to provide Federal regulation of film rentals.

The very words "Federal regulation" were anathema to TOA leadership in the not so long ago. A member in good standing could have had his card torn up for using them lightly.

Times certainly have changed. And distributors are well advised to convene an industry roundtable at which the oppor-

(Continued on page 2)

1955 Drive Starts Sunday

Launch Brotherhood Week

The amusement industry's observance of Brotherhood Week will be launched on Sunday to continue through Feb. 28, climaxing more than



John H. Harris

approximately 15,000

two months of sustained planning and preparation on the local, regional and national levels.

Much of the activity for the annual interfaith effort sponsored by the National Conference of Christians and Jews will be centered in approximately 15,000 film houses and drive-ins, where exhibitors have

agreed to support the drive by recruiting members and soliciting contributions to carry the Brotherhood program through the coming year.

Film production and distribution organizations will pitch in for Brotherhood Week by raising funds among their members. Supply, service and equipment companies will similarly back the campaign.

On the eve of the Brotherhood Week kick-off, John H. Harris, national chairman, issued a statement of thanks to the industry executives and workers who devoted their time and energy to the 1955 effort.

"The dedication of everyone who

(Continued on page 3)

Mild Winter Aids Northwest Grosses

The motion picture business in the Northwest States has been "fair" because of an abnormally mild winter and sufficient good product, J. J. Rosenfield, Theatre Owners of America vice-president from Spokane, said here yesterday.

Rosenfield, who owns and operates five theaters, two of which are drive-ins and four of which are equipped for CinemaScope, declared that the film business in his territory is steadily rising despite television's inroads since 1951.

"During 1951 and 1952, theatre grosses in the Spokane area were off about 30 per cent," Rosenfield declared.

"In the past two years, grosses have steadily climbed, despite the erection of a third television station, to a point where the 1954 business has been 10 per cent of the previous year," he said.

Migration Hurting Midwest: Blank

The migrating population in the Iowa farmlands is resulting in a declining box office attendance in small town theatres, according to Myron

Blank, president of Central States Theatres and vice-president of the Theatre Owners of America.

"In the big, metropolitan cities, theatre business has been fair," Blank stated.

"However, in many small communities business has been below par due to the shifting

(Continued on page 3)



Myron Blank

Perspecta Sound Chosen For All Universal Films

As the fourth major American company to choose Perspecta stereophonic sound, Universal-International has completed negotiations to use the Perspecta system of optical stereophonic sound in all its productions, it was announced here yesterday by Perspecta Sound, Inc. Universal joins M-G-M, Paramount and Warner Brothers in adoption of Perspecta.

It was also revealed that negotiations for use of Perspecta are under way with other American companies, including Columbia Pictures. Details of these negotiations will be announced

in the near future, Perspecta said.

In addition, the company announced that an increasing number of independents, both American and overseas, are using Perspecta, among them producers in France, Italy and Switzerland. All of these producers, in-

(Continued on page 3)

Draft Taken Up

Note Progress On Arbitration; New Meet Seen

Say 'Stumbling Blocks' Still Prevail on Points

A report of "progress" was rendered following yesterday's arbitration meeting of exhibition-distribution representatives here at the Motion Picture Association of America headquarters.

The meeting, held to clarify certain points in the proposed arbitration draft, was not conclusive, however. An MPAA spokesman said that the arbitration negotiating committee will confer again "in the near future."

Those in attendance either declined comment or could not be reached. One person close to the negotiations, explaining the reason for the secrecy, said the negotiators felt that the issues could be worked out better behind closed doors, without disputes receiving publicity.

Points in the draft, which Theatre

(Continued on page 6)

\$4,500,000 'War' Budget

"War and Peace," which will be ready for distribution in mid-1956, will be initially presented in the United States on a roadshow basis, King Vidor, director of the Ponti de Laurentis production declared here yesterday aboard the S.S. "Constitution," prior to sailing for Italy.

Vidor, an advocate of wide-screen production since the early 1930's when he directed "Billy the Kid" in

(Continued on page 6)

Wilkes-Barre Mulls TV-Installation Tax

WILKES-BARRE, Pa., Feb. 17.—The possibility of taxing television installation and antennae as a potential source of revenue was discussed here at a city council meeting exploring new tax sources. The suggestion was made during a conference at which theatre owners sought elimination or reduction of admission taxes on theatre tickets.

Personal Mention

BARNEY BALABAN, Paramount Pictures president, is scheduled to return to New York from Florida over the weekend.

LEO F. SAMUELS, president and general sales manager of Buena Vista; **CARD WALKER**, executive vice-president, and **JESSE CHINICH**, assistant domestic sales manager, left here yesterday for Hollywood, with a stop-over scheduled for Chicago.

JOHN H. HARRIS, president of Harris Amusements, Pittsburgh, and chairman of the industry's Brotherhood Week, left here for Europe yesterday on business.

RALPH SANDLOWS, operator of three sub-runs in the Malden, Mass., area, is the father of a daughter born to Mrs. SANDLOWS at Malden Hospital.

J. J. ROSENFELD, Spokane exhibitor and vice-president of Theatre Owners of America, has left New York en route to his home in Minneapolis, and to Spokane.

FOSTER M. BLAKE, Universal Pictures Western sales manager, will return to New York today from the Coast.

SAMUEL PINANSKI, president of American Theatre Corp., will leave Boston with Mrs. PINANSKI today for a vacation in Florida.

NAT COHEN, director of Anglo-Amalgamated, Ltd., London, will return to England from New York tomorrow via B.O.A.C. Monarch.

HILLER INNES, assistant to **RUSSELL HOLMAN**, Paramount Eastern production manager, has left New York for a vacation in Jamaica, B.W.I.

JAMES A. JOHNSON, executive vice-president of Walt Disney Music Co., has arrived in New York from the Coast.

VINCENTE MINELLI, director, is due here from the Coast on Tuesday.

\$1,250,000 Grossed In 33 'Cry' Dates

Warner Brothers' "Battle Cry," CinemaScope-WarnerColor filmization of Leon Uris' novel, grossed \$1,250,000 in its initial 33 engagements across the country, according to WB.

Backed by a world premiere sendoff in Baltimore, picture began performing to record-breaking "takes" in its first dozen engagements despite blizzard weather conditions in eastern seaboard and middle west, the company said. With 100 per cent hold-overs in its first dates, "Battle Cry" continued its pace in 21 additional engagements, it was said.

The picture goes into general distribution on March 12.

Loew's Closes Deal For Chi. Drive-in

The deal for the acquisition of the Twin Drive-in Theatre, Oak Lawn, Chicago, by Loew's Theatres has been consummated, it was learned here yesterday.

Loew's Theatres, before closing the deal, received court permission to expand its holdings, now that it has completed the divestiture program called for under its consent decree.

Fox Sets \$300,000 'Untamed' Budget

An advertising and exploitation campaign expending more than \$300,000 in a variety of ticket-selling media has been put into motion on behalf of the 20th Century-Fox CinemaScope production of "Untamed,"

starring Tyrone Power, Susan Hayward and Richard Egan, it was announced by Charles Einfeld, vice-president.

The film will be released in March with a major kickoff of the campaign taking place on the evening of Feb. 27, when Ed Sullivan on his "Toast of the Town" TV show will devote a five-minute segment to highlight scenes from the picture.

An approach to in-theatre and TV merchandising has been centered in two different short subjects, which will be available gratis to theatres for unprecedented types of advance promotion, Einfeld said.

The first subject "Zululand," will show backgrounds of South Africa, against which the film's story takes place. This subject will be offered in conjunction with a short film presenting five of the most dramatic scenes from the picture.

Kahn, 67, Foreign Film Distributor

Funeral services for Henry W. Kahn, 67, an importer and exporter of films and long associated in the industry's foreign operations, will be held here this morning at Universal Chapel.

Kahn, who died at his home in Forest Hills on Wednesday, at the time of his death was president of Henry W. Kahn Enterprises, a firm dealing with the import and export of films. Over the course of 25 years, he held Continental managerial posts for 20th Century-Fox, Warner Brothers and Paramount. He also was European representative for the Motion Picture Export Association.

Interment will be at Mt. Hebron Cemetery, L. I. Survivors include the widow, Fredricka, and a daughter, Elaine.



Charles Einfeld

Editorial

(Continued from page 1)

tunity would be provided to examine more closely than may be possible outside such a gathering the reasons for those changes.

They are of a most serious nature and will require the best efforts and the utmost good will of industry leaders on both sides if they are not to take on a wholly destructive pattern.

Perhaps too long delayed already, the conference should be called for the earliest possible date.

Brotherhood Week Starts Sunday

LITERALLY scores of industry members have worked long and hard to create and distribute the tools with which exhibitors in all parts of the nation may play a vital part in making the 1955 Brotherhood Week, which starts Sunday, a complete and prideful success.

The rest is up to the individual exhibitor. The results depend upon his enthusiasm and willingness to do the final and most important task—the enrollment of new members in the National Conference, sponsor of Brotherhood Week. It is a labor that carries its own reward—the knowledge that the worker has contributed to the standing of his theatre in the community and of his community in the nation.

'Lightfoot' Premiere In Chicago Today

CHICAGO, Feb. 18. — Universal-International's color and CinemaScope production "Captain Lightfoot" will have its world premiere at the McVickers Theatre here tomorrow, launching a series of Washington's Birthday pre-release openings.

Newspaper motion picture editors and writers from Milwaukee, Minneapolis, St. Paul, Indianapolis, Peoria, South Bend, Rockford and Joliet will join Chicago newspaper, radio and television representatives at a luncheon reception at the Ambassador East at noon tomorrow as part of the homecoming celebration being staged for Rock Hudson, who with Barbara Rush, has been doing promotion work here.

'Chandra' to Bow

The Hindu picture "Chandra" will have its American premiere at the Art Cinema in Washington on Feb. 25. The national distributor is Hoffberg Productions.

M-G-M to Screen 'Celebration' Short

M-G-M will hold a special screening of its 18-minute "Celebration" film on Monday morning at the home office, previewing scenes from a number of the company's forthcoming features.

Detroit Workshop Panelists Lined Up

One of the strongest panels of exhibitor experts yet to be assembled for an M-G-M Workshop, according to Mike Simons, director of customer relations for M-G-M, is the group scheduled to headline the meeting on Tuesday at the Statler Hotel, Detroit. This session will mark the eighth in the series already attended by approximately 2,000 exhibitors.

Lou Brown, director of advertising, publicity and exploitation for Loew's-Poli Theatres in New England, will lead off at Detroit as representative of "big city" exhibitors.

The small-town panelist at the session will be Joseph Jarvis, operator of the Gilbert Stuart Theatre, Riverside, R. I. Jarvis and Brown attended M-G-M's Ticket-Selling Workshop at Boston last Dec. 6. Drive-In representative for the Detroit gathering will be David Cheatham, operator of the Moon-Glo Drive-In Theatre, Pulaski, Tenn., a new recruit to Workshop forces. Radio and television panelists at Detroit will be Hal Neal and Ralph Dawson, radio and television sales managers respectively for Station WXYZ, Detroit affiliate of American Broadcasting Co.

N.Y., Cleve., N.H. Lead UA Drive

The New York, Cleveland and New Haven exchanges are holding the lead in the over-all standings for the 21st week, in the United Artists Bob Benjamin drive, it was announced by co-captains William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

Extend 'Golden Age'

"The Golden Age of the Cinema" series of foreign-made silent film classics current at the 55th St. Playhouse, N. Y., has been extended for an indefinite run following its initial eight-week engagement. Brandon Films, which has the American rights, is planning a national re-release after the local date.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"JUPITER'S DARLING"

in CinemaScope and Color starring
Esther WILLIAMS - Howard KEEL
Marge & Gower CHAMPION
George SANDERS

AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

Brotherhood

(Continued from page 1)

participated so unsparingly in behalf of this great work is truly gratifying," Harris declared. "Your support of the Brotherhood Drive affords another splendid example of what our industry can do when it gets behind a public cause of vital interest to every person and every community in the nation. I am certain that this fine start will carry us through to the most successful Brotherhood Week in our history."

Map Plans in Newark Today For N. J. Brotherhood Week

Plans for the promotion and observance of National Brotherhood Week will be outlined to representatives of New Jersey's amusement enterprises at a luncheon today at the Essex House, Newark.

Present will be Dr. James M. Eagan, divisional vice-president of the National Conference of Christians and Jews; Dave Hyatt, public relations director of the National Conference; Rev. Howard S. Hageman, pastor of the North Reformed Church of Newark; William Heineman, national general chairman of the Conference's amusement division; Spyros S. Skouras, Jr., Greater New York chairman, and Simon H. Fabian and Samuel Rosen of the Stanley Warner Theatres.

Coast Pledges Aid to Brotherhood Week

From THE DAILY Bureau

HOLLYWOOD, Feb. 17.—Approximately 600 representatives of exhibition and distribution, meeting at the Fox Boulevard Theatre here, pledged participation in National Brotherhood Week.

National Theatres' Edwin F. Zabel, outlining the principal aims of the film unit, urged the showmen to "exert every effort to familiarize the public with the meaning and objectives of Brotherhood Week" and to "reach and over-subscribe our industry's contribution quota."

Other speakers were Dr. William Lindsay Young, Southern California director of Brotherhood Week; Very Rev. Leonidas C. Contos, Everett R. Cummings, Morris Sudmin and James Valde.

CHAMPAGNE FOR ST. MALACHY!!!

I propose a toast in champagne (for which I will pick up the tab) in honor of ST. MALACHY, patron of actors—also directors and producers—for past favors granted. Details later when we stage a Champagne Breakfast for all who helped the cause.

There are stranger things on Heaven and Earth than are dreamed of in your philosophy, Horatio!!!

COMMANDO FILMS OF TEXAS, Inc.

(Formerly Draw Poker Films of Texas, Inc.)

By GEORGE M. LEPPERT
President

These Phoney-Looking Dollar Bills Weren't Phoney; May Mean \$\$\$\$\$\$\$\$

Special to THE DAILY

SHELBY, N. C., Feb. 17.—Two one-dollar bills with flaws in them may result in a windfall for Bill Butler, manager of the State Theatre here. The currency was used to purchase tickets at the State by a patron or patrons unknown. The photo of George Washington appears on both sides of the bills and there are some superimpositions and other flaws that are not found on the ordinary paper money. Local banks say the bills are genuine but that something went wrong on an engraving machine at the mint.

Butler already has received offers as high as \$500 for one of the bills from rare coin collectors. He has turned down all bids to date.

Migrants

(Continued from page 1)

farm workers," the exhibitor declared.

Another factor, according to Blank, which doesn't help business in the Central states is the shortage of top flight product. "The product shortage is the cause of many of the woes of small town exhibition today," he said.

"The film companies apparently have no interest at all in theatres. They seem to be just interested in securing the greatest profits possible by charging high film rentals. The relief afforded exhibitors under the consent decrees and the excise tax reduction is not doing theatres much good under industry conditions which prevail today," Blank declared.

Blank, speaking at the TOA headquarters here following his arrival from the exhibitor group's mid-winter board meeting in Washington, said that he is anxiously awaiting the Federal Communications Commission's action on subscription television. "Theatremen all over the country are highly interested in the outcome," he said.

U-I's Miller Retires; Wechsler in His Post

BUFFALO, Feb. 17.—After 35 years in the distribution end of the industry, almost 30 of which were spent in Buffalo, Dave Miller is retiring. He has managed the Universal-International exchange since 1925.

Miller organized Tent 7, Variety Club of Buffalo, and was its first chief barker. He was chief barker again in 1953. He has been active for many years in many local civic and charity endeavors.

Miller has been succeeded as U-I branch manager here by Jerome Wechsler, former manager of the Warner Brothers branch in Cleveland and more recently associated with the J. Arthur Rank division of U-I.

Five Industry Bills Get Boston Hearings

BOSTON, Feb. 17.—Arguments on five bills pertaining to the industry were heard today before a committee of four Senators and 11 Representatives at the State House.

The two-men-in-a-booth bill drew the longest discussion, with members of the projectionist union speaking in favor and exhibitors opposed to the measure.

No action was taken on any bill. The committee will decide whether to recommend the bills for further action or to recommend they be given leave to withdraw or to be carried over until the next annual session.

'U'-Perspecta

(Continued from page 1)

cluding Universal, have been licensed by Perspecta Sound, Inc. on a royalty-free basis.

Universal pictures that will be released with Perspecta Stereophonic Sound are "The Black Shield of Falworth," "Sign of the Pagan," "Captain Lightfoot," "The Strike," "The Purple Mask," "Kiss of Fire," "Ain't Misbehavin'," "One Desire," "To Hell and Back," "All That Heaven Allows," "The Spoilers" and "Chief Crazy Horse."

Trade Bill Advances; Passage Seen Today

From THE DAILY Bureau

WASHINGTON, Feb. 17.—Backers of the President's Reciprocal Trade Bill won a very close victory in the House today on some key parliamentary maneuvering on the bill.

By a one-vote margin, 193 to 192, the members agreed to call the bill up under procedure allowing only one amendment to be offered by opponents of the bill.

This was the desire of the administration and of the House Republican and Democratic leadership, but protectionist-minded lawmakers mustered surprising strength. The 193 to 192 vote reversed an earlier 207 to 178 vote in which the protectionists had scored a surprise and—what proved later to be—a temporary victory to open the bill to many amendments.

The bill will come up for final passage tomorrow, with passage assured. The only question is whether the House will first vote to include the one protectionist amendment that will be offered by Rep. Reed (R., N. Y.).

Gov't's Terre Haute Trust Trial Mar. 28

WASHINGTON, Feb. 17.—Trial of the government's Terre Haute anti-trust suit is tentatively set for March 28.

The government has charged five theatre companies with an attempt to monopolize first run exhibition in Terre Haute. Defendants are: Alliance Theatre Corp. of Chicago; Fourth Avenue Amusement Co. of Louisville; and the Grand Theatre Corp., Terre Haute Amusement, Inc., and Tri-Theatres Corp., all of Indiana.

Consent decree negotiations have been conducted from time to time among the defendants and the government, but thus far have not borne fruit.

People

Paul Hartnett, at one time booker for Eagle Lion in Cleveland, has been named booker for Republic in that Ohio city. He succeeds Jack Kenehan, who resigned to succeed Lester Dowell at Columbia.

□

Lawrence Croluis, producer-director, has been appointed executive producer of Master Video Systems, Inc., here.

□

Ned Depinet, Robert J. O'Donnell, Judge William McCraw and Texas Attorney General John Ben Shepard will be speakers at the testimonial dinner to Claude C. Ezell in Dallas on March 9. Jack Swiger is chairman of the event.

□

Frank J. Thomas, formerly a broker on Pittsburgh's Film Row, has joined Cooperative Theatres of Ohio, taking over the territory previously handled by Howard Spiess, who now is with the Phil Smith circuit in St. Louis.

□

J. W. Gayland, Jr., has taken over the Cecil Drive-in Theatre at New Brockton, Ala., from C. W. Wade.

□

M. B. Horowitz, head of the Washington circuit of Cleveland, will accompany a group of Cleveland businessmen on a 32-day trip to Europe and Israel, leaving on May 22.

□

W. F. Gatlin is the new owner of the Bama Theatre in Town Creek, Ala.

□

Walter Lloyd, Tampa city manager for Florida State Theatres, has retired from the industry after 33 years in the business. He has not disclosed his future plans. Lloyd started his career with the Rivoli Theatre in New York in 1922.

Seeks Foreclosure

Chesapeake Industries yesterday filed suit in U. S. Federal Court here for \$22,960 against Rose Tree Pictures, Inc., for alleged non-payment of a loan on the production of "A Girl On the Run." Chesapeake seeks to foreclose on the defendant's rights to the picture. Astor Pictures Corp., distributor, also was named as a defendant.

Goldman Case to High Court Feb. 28

WASHINGTON, Feb. 17.—The Supreme Court has scheduled argument for Feb. 28, in the Goldman case, in which the Government is trying to establish that punitive damages won in private anti-trust suits are taxable income.

THAT GREAT BOXOFFICE EVENT—

The Academy Awards

CASTS ITS GOLDEN SHADOW TOWARD

Paramount

WITH THESE SWEEPING NOMINATIONS!

Climaxing unparalleled honors from Photoplay, Redbook, Fame and many other sources, Paramount attractions were singled out again and again in NBC's history-making 90-minute telecast that covered America with the eagerly awaited news of this year's Oscar nominations.

Exhibitors recognize the ticket-selling significance of the annual Academy Awards and are now invited to contact Paramount to date and redate the 6 Paramount hits which are Oscar candidates in this impressive scoring.

Paramount congratulates its talented nominees—thanks the Motion Picture Academy and looks forward to the night of the ceremony.

THE COUNTRY GIRL

BEST PRODUCTION *Produced by William Perlberg*
BEST ACTOR *Bing Crosby*
BEST ACTRESS *Grace Kelly*
BEST DIRECTOR *George Seaton*
BEST SCREENPLAY *George Seaton*
BEST CINEMATOGRAPHY (black and white) *John F. Warren*
BEST ART DIRECTION (black and white) *Hal Pereira and Roland Anderson*
Set Decoration *Sam Comer and Grace Gregory*

SABRINA

BEST ACTRESS *Audrey Hepburn*
BEST DIRECTOR *Billy Wilder*
BEST SCREENPLAY *Billy Wilder, Samuel Taylor, Ernest Lehman*
BEST COSTUME DESIGN (black and white) *Edith Head*
BEST CINEMATOGRAPHY (black and white) *Charles Lang, Jr.*
BEST ART DIRECTION (black and white) *Hal Pereira and Walter Tyler*
Set Decoration *Sam Comer and Ray Moyer*

REAR WINDOW

BEST DIRECTOR *Alfred Hitchcock*
BEST SCREENPLAY *John Michael Hayes*
BEST CINEMATOGRAPHY (color) *Robert Burks*
BEST SOUND RECORDING *Paramount*

WHITE CHRISTMAS

nominated for
BEST SONG *Irving Berlin's "Count Your Blessings"*

KNOCK ON WOOD

BEST STORY *Norman Panama and Melvin Frank*

RED GARTERS

BEST ART DIRECTION (color) *Hal Pereira and Roland Anderson*
Set Decoration *Sam Comer and Ray Moyer*

*Picture Academy of Arts and Sciences —
March 30th when the world will be waiting for the final awards . . .*

Censorship Bill for Minors in Ohio

COLUMBUS, O., Feb. 17.—Censorship of films to be shown to persons under 21 years is provided in a bill introduced by Rep. Louis J. Schneider, Jr. Fee of \$3 is provided for each 1,000-foot reel. The bill uses same language as the defunct Ohio censor law in saying "only such films as are in the judgment and discretion of the Dept. of Education of a moral, educational, amusing or harmless character shall be passed and approved."

'War-Peace'

(Continued from page 1)

M-G-M's 70mm. Grandeur process, said that shooting with the cast will start in mid-June or early July in Italy with some filming to be also done in Yugoslavia, Finland and Spain.

"War and Peace" will cost close to \$4,500,000, Vidor said. The film, which will be made in VistaVision and Technicolor and will run about four hours, would cost close to \$10,000,000 if made in this country, the veteran director said.

The Vidor-deLaurentiis co-production is one of a group of four American film production companies which have announced plans to produce "War and Peace" and, according to Vidor, will be the first to be ready for exhibition. Other U. S. film makers who have intentions of making "War and Peace" are David O. Selznick, the Columbia Broadcasting System, and Michael Todd, who announced plans to make the property in the Todd-AO process.

Music by Stravinsky

In answer to questions about the leading characters, Vidor said negotiations were currently taking place with Gregory Peck and Jean Simmons. Igor Stravinsky will compose the musical score and Franz Bachelin, who is accompanying the director to Europe, will be art director, Vidor revealed.

Commenting on the foreign and domestic distribution rights to "War and Peace," Vidor said that there will be an announcement within 24 hours, although it is expected that Paramount Pictures will participate in both filming and distribution. Ralph Serpe, I.F.E. Releasing Corp. representative here for Ponti deLaurentiis, concurred with Vidor in the distribution announcement of "War and Peace" domestically, but added that the Alabla Company in Yugoslavia will have the Balkans distribution of the picture in Europe.

Following the completion of "War and Peace," Vidor said he hopes to make "Marble Form" and "Resurrection." His last picture was "The Man Without a Star" for Universal.

Salt Lake Heart Award to Edwards

SALT LAKE CITY, Feb. 17.—David K. Edwards, general manager of Joseph Lawrence theatres which operates in Utah and Idaho, received the annual Heart Award of Variety Club Tent No. 38 of Salt Lake. Presentation was made by Clyde Blasius, heart chairman, and Dick Stafford, chief barker. The honor was accorded

Reviews

"Doctor in the House"

(J. Arthur Rank—Republic Pictures)

"DOCTOR IN THE HOUSE" is a light-hearted story of British medical students, their scholastic, romantic and professional experiences, tastefully produced by Betty E. Box, capably directed by Ralph Thomas, and played with relish by a very capable cast, some of whom will be new to American audiences and should make a very favorable first impression.

The picture is in color by Technicolor and is based on Dr. Richard Gordon's novel of the same name, which was a best-seller in Britain. Nicholas Phipps wrote the screenplay and "Dr. in the House" is reputed to have been the best-grossing picture at the British boxoffice last year. It will have its amusing moments for American audiences but is likely to impress them primarily as drollery of an inconsequential variety enacted by some very likeable players.

Dirk Bogarde, on entering medical school in London, is taken under the wings of a trio of students who appear more intent on amusing themselves than learning a profession. The story follows them in and out of classes and clinics, in pursuit of nurses and other females, into escapades that bring them closer to expulsion than to degrees of medicine and surgery. The trio is played by Kenneth More, Donald Sinden and Donald Houston. Muriel Pavlow is the nurse with whom Bogarde eventually gets serious and to whom at the fadeout he apparently is planning to devote his soberer adult life, apart from the profession.

Others in the cast are Kay Kendall, as a model dated by Bogarde; Suzanne Cloutier as the girl friend of More; James Robertson Justice as a famous surgeon, and Geoffrey Keen, as dean of the medical school. All give exceptionally smooth performances. Scenes in the classrooms and wards of the school and hospital, early duties of the students as internes and on calls add interest to the film. It is well produced and appears destined for a better reception here than many films which have preceded it over the Atlantic.

Running time, 88 minutes. Adult classification. Release, in March.

SHERWIN KANE

"New York Confidential"

(Warner Brothers-Edward Small)

Hollywood, Feb. 17

EDWARD SMALL's production is filled with gangster lore, exploiting the documented code under which a major crime syndicate functions. It calls attention to its power in perpetrating political corruption through the lobbyist system in the nation's capital; and the thrill seekers won't be disappointed by the suspenseful treatment drawn on its inevitable design for murder. But more than this, the Clarence Greene and Russell Rouse original screenplay, whose title bears the punch suggested by Jack Lait's and Lee Mortimer's best selling book of the same name, unfolds as an intriguing observation on the human and emotional side seldom accorded unruly characters.

In attempting the unusual, as indicated through previous credits, the writing team of Greene and Rouse, who are also accredited as producer and director, respectively, has developed a smooth, reserved, polished type killer, skilfully enacted by Richard Conte. As a counter-balance to Conte's character, Broderick Crawford registers strongly as the brash exponent of syndicate leadership, who discovers too late in his crime career that he could die by the code he helped institute.

Marilyn Maxwell and J. Carrol Naish are cast effectively in their respective roles as Crawford's two-timing "moll" and business associate, with Anne Bancroft attractively competent as Crawford's grownup daughter. Miss Bancroft's refusal to accept Conte's advice, for people like themselves whose parents preferred the spoils of crime, to take all they could get out of life by hook or crook; and his refusal to accept her proposal for his love after finding she could not hide her identity in making a life of her own, which drives her to suicide, provides the emotional impetus of the film.

The story deals with Crawford's acquiring killer Conte from the syndicate's Chicago leader as a "new face" to deal with some New York mobsters who got out of line and stirred the crime commission into action. Crawford likes Conte's style and assigns him to keep the mobsters in line.

The syndicate is double-crossed on a fabulous oil deal with a foreign country by one of its paid lobbyists, and they vote that a "hit" must be made. Crawford makes the mistake of appointing three lesser-lites who botch the job of rubbing out the five percenter, and Conte is delegated to use his silencer on the "unholy three." He disposes of two but Mike Mazurki reaches the police in time to do some singing. When Crawford is implicated and his lawyer makes a deal with the district attorney's office, in exchange for a mob exposé by his client, the syndicate votes a "hit" for the New York leader and Conte is committed to fill the job. He takes care of his boss in the expected fashion, but pays with his own life in an act of retribution by a Brooklyn operator.

Running time, 87 minutes. Adult classification. Release in February.

SAMUEL D. BERNIS

K-B Invites Public To Attend Opposition

WASHINGTON, Feb. 17.—K-B Theatres has inserted display advertising in the local papers here calling attention to an attraction, Paramount's "The Country Girl," which is playing at a competitive showhouse. "K-B Theatres," the ad stated, "although not privileged to be presenting the first run of this excellent picture, urge you to see 'The Country Girl.' We are proud to be part of an industry that can produce such brilliant entertainment."

Arbitration

(Continued from page 1)

Owners of America has approved and adopted in principle, said still to be open to dispute are portions dealing with pre-releases, damages and financing. Despite yesterday's inconclusive meeting and the apparent stumbling blocks still prevailing, those close to the negotiations remain optimistic that the disputed points will be resolved.

Attending yesterday's meeting were Si Fabian, Mitchell Wolfson, Herman Levy, and Max Cohn, for exhibition, and Al Lichtman, A. Montague, Charles Reagan, and Adolph Schimmel for distribution.

Albany Variety Club In New Home Aug. 1

ALBANY, Feb. 17.—The Albany Variety Club will move into air-conditioned rooms at the Sheraton-Ten Eyck Hotel about Aug. 1. Members at a meeting voted to endorse the selection of a survey committee, headed by former chief barker Jules Perlmutter. The crew had previously approved the choice.

It marks a return to the hotel where Tent No. 9 occupied quarters from 1940 to 1945. The present rooms on Clinton Ave., near the Palace Theatre, have been in use five years.

Albany Tent to Honor Perlmutter on April 23

ALBANY, Feb. 17.—The Variety Club will honor Jules Perlmutter, chief barker from November, 1952, to November, 1954, at a dinner dance in the Sheraton-Ten Eyck Hotel on Apr. 23. Property Master Lewis A. Sumberg is dinner chairman, assisted by Jack Goldberg, Sylvan Leff, Aaron Winig and Nate Winig.

Production Down; 18 Pictures in Work

HOLLYWOOD, Feb. 17.—Another decrease in production brought the total number of pictures in work this week down to 18. Three new pictures were started and six were completed.

Started were: "Timeslip," Todon Prods. (Allied Artists); "The Big Jackpot," (Republic); "The Rawhide Years," Technicolor (Universal-International).

Completed were: "Dark Venture," "Las Vegas Shakedown," "Spy Chasers," (Allied Artists); "The Girl Rush," VistaVision, Technicolor (Paramount); "All That Heaven Allows," Technicolor (Universal-International); "I Died A Thousand Times," (Warner Bros.).

Gould Acquires 'Hamido'

Distribution of the Egyptian picture, "Hamido," has been acquired by David Gould, foreign film distributor. Gould will release the picture globally except in Europe, the Near East and Africa. "Hamido" was produced entirely in Egypt by the Dollar Film Co.

for charity activities in association with Variety Tent No. 38, especially concerning help at the state children's hospital at Ft. Douglas.

Edwards has been in show business since he started as an usher in Salt Lake more than 25 years ago. He has held all posts in the theatre chain since then.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 36

NEW YORK, U. S. A., MONDAY, FEBRUARY 21, 1955

TEN CENTS

Status Report

Harness Other Groups in Toll TV Campaign

*See Radio, TV, Sports,
Ad Interests in Fight*

Groups and individuals in the fields of radio, television, advertising and sports have evidenced an interest in joining the fight against toll TV, it was learned here at the weekend from a spokesman for the Joint Committee on Toll TV.

The disclosure came as the joint toll TV committee set plans to meet here at the Hotel Sheraton Astor on Wednesday.

The interest evidenced, according to the committee spokesman, makes it virtually certain that other than exhibitor groups will be harnessed in the anti-toll TV campaign.

Opposition against toll TV from radio, television, advertising and sports interests has been communicated to the joint committee over the past month, it was stated. These communications and ways to activate the sentiments expressed by other than exhibitor interests will form the basis of a

(Continued on page 6)

See Minimum Delay Until April For Proposed Round-Table

House Commerce Group May Study Subscription TV

From THE DAILY Bureau

WASHINGTON, Feb. 20.—The possibility of a third Congressional committee—the House Commerce Committee—studying subscription television arose over the week-end.

Commerce committee Chairman Priest (D., Tenn.), asking the House Rules Committee for broad investigating powers, cited subscription TV as one of the possible subjects for committee study. He said it was a subject that "is going to pop wide open in the coming weeks." While the committee has nothing specific in mind right now in this area, Priest said, there was no telling when it might have to take action.

Previously, the Senate Commerce Committee and Senate Judiciary Committee had announced plans for toll-TV investigations. The former group last week expressed an intention to defer action until the Federal Communications Commission has handed down a ruling on toll-TV.

Find Postponement of 'Within-3-Weeks' Target Date Inevitable Following 'Snags' Hit Here in Arbitration Negotiations

By MURRAY HOROWITZ

A postponement, at least until April, of convening the proposed round-table industry conference was seen here at the weekend in the wake of the "stumbling blocks" unfolded at the arbitration meeting which was held last week.

Quebec TOA Affiliation May Start March 23

Preliminary details in the proposed affiliation of the Theatre Owners of Quebec with the Theatre Owners of America are expected to be finalized on March 23 when Alfred Starr, the chairman of the executive committee of the TOA, will address the Montreal exhibitor group at its first annual convention at the Mount Royal Hotel. E. N. Tabeh, president, and J. H. Strauss, members of the executive committee of the Quebec TOA, attended the mid-winter board meeting of TOA in Washington two weeks ago to institute initial discussions on the affiliation.

An affiliation of the newly-formed Canadian exhibition group, estimated to consist of about 60 members who operate over 100 conventional and drive-in theatres, would enable the Quebec group to benefit from TOA's help, legal advice, research activities and exchange of ideas and problems.

Amer. Optical Sets Film Products Div.

Special to THE DAILY

SOUTHBRIDGE, Mass., Feb. 20.—American Optical Co. has created a new division to handle its motion picture products business. William F. Peck, who has headed the AO instrument division at Buffalo, will be general manager of the motion picture products division.

This new division will be responsible for the exploitation and commercial application of all company products made for the motion picture industry, and for all company activities relating to the commercial phases of the Todd-AO project.

Peck will have his offices here.

The delay from the "within-three-weeks" round-table target date, set on Feb. 10 by William C. Gehring, 20th Century-Fox's assistant general sales manager, appeared inevitable. There was no assurance from those close to the arbitration negotiations that agreement will be reached even in March, an event which may mean a further postponement beyond April in convening the proposed round-table conference.

Distribution, supported by Theatre Owners of America, has insisted that work on the proposed arbitration system be completed before the round-table project is tackled. Allied States Association, which unlike TOA, is not a party to the arbitration negotiations, has expressed its displeasure at the top priority given to arbitration.

Twentieth-Fox's Gehring in forecasting that the round-table conference

(Continued on page 6)

AA 26-Week Net: \$352,696

From THE DAILY Bureau

HOLLYWOOD, Feb. 20.—Allied Artists and its wholly owned subsidiaries earned a net profit of \$352,696 in the 26-week period which ended on Jan. 1, 1955 before Federal taxes and according to company records before official audit, president Steve Broidy reported here at the weekend. The figures compare with a net profit of \$361,871 for the previous year.

During the 26-week period, a \$178,000 reserve for Federal income taxes was set up; reserve set up for the previous year was \$181,000. The net profit for the period ending on Jan. 1, 1955 thus amounted to \$171,696, as compared with \$180,871 for the previous year.

The gross Allied Artists income for the current 26-week period was \$5,786,784, which compares with \$5,359,196 for the prior year.

In Lieu of Regents Review

N. Y. Bill Asks Jury Trial For Censor-Barred Film

Special to THE DAILY

ALBANY, Feb. 20.—A bill permitting an applicant for a license to request a Supreme Court jury trial, in cases where the motion picture division of the State Education Department, had denied one, has been introduced by Senator Fred G. Moritt, Brooklyn Democrat. He proposed a similar measure at the last session of the legislature.

Fox Plans Junket For 'Violent' Bow

A party of press representatives will be in attendance at the world premiere of 20th Century-Fox's CinemaScope production of "Violent Saturday" at Boyd's Colonial Theatre in Lancaster, Pa., on midnight of April 1, the film company announced here.

To mark the introduction of the film, 20th-Fox will transport from New York industry figures to attend the premiere and the three-day local holiday.

Newsreel, television, radio and the press will cover the event.

The bill which would authorize the applicant to ask for such a trial in lieu of the present review by the Board of Regents, provides that such special proceedings shall be brought in the Supreme Court in the county where the applicant resides or maintains its principal office.

In any such proceeding, "the applicant shall be entitled to a jury trial," reads the Moritt bill. "If the court shall decide, or the jury, if there be a jury, shall find, after viewing the film, that it is not obscene, indecent, or inhuman, an order shall be entered

(Continued on page 6)

Personal Mention

CHARLES EINFELD, 20th Century-Fox vice-president; **EDWARD E. SULLIVAN**, publicity manager; **MEYER HUTNER**, associate publicity manager, and **LEO PILLOT**, special events director, will leave New York today for Lancaster, Pa.

SAM ROSEN, executive vice-president of Stanley Warner; **HARRY KALMINE**, vice-president and general manager; **HARRY GOLDBERG**, advertising and publicity director; **LESTER ISAAC**, in charge of Cinerama exhibition, and **ARTHUR ROSEN**, Cinerama production executive, have returned here from Philadelphia.

JULES B. WEILL, president of Fortune Features, and **MRS. WEILL** will sail from here on Wednesday aboard the "Liberte" for Europe.

FRED C. MATTHEWS, Motiograph executive vice-president, has left Chicago for an extended tour of Southern cities.

WIN MIN THAN, Burmese actress, arrived in New York on Saturday from Rangoon, via London and B.O.A.C.

CHARLES SMADJA, United Artists vice-president in charge of European production, returned to the Continent over the weekend from New York.

MARTY BLAU, Columbia Pictures publicist, who was married at the weekend to **CYNTHIA KLEIN**, is honeymooning in the Virgin Islands.

W. PARKMAN RANKIN, manager of film advertising for "This Week" magazine, has left New York for two weeks in Hollywood.

AL LICHTMAN, 20th Century-Fox director of distribution, left here on Friday for a 10-day stay in Hollywood.

CARLO PONTI and **DINO DE LAURENTIIS**, Italian producers, left New York over the weekend for Rome.

E. S. GREGG, president of Westrex Corp., has left New York by plane for Hollywood.

CHARLES REAGAN, Loew's M-G-M director of distribution, left here at the weekend for the Coast.

JACK LABOW, RKO Radio Canadian district manager, returned to Toronto over the weekend from New York.

MAGDA GABOR left here on Saturday for Nassau via B.O.A.C. Bahamian.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Washington's Birthday, a legal holiday.

Cambridge Theatre Has Own Cocktail Lounge; Player-Piano and Everything

Special to THE DAILY

CAMBRIDGE, Mass., Feb. 20.—The Brattle Theatre here is the only New England theatre with a cocktail lounge. **Cyrus Harvey, Jr.**, and **Bryant Halliday**, young Harvard graduates, who operate the 350-seat art house, have opened the "Casablanca" in the basement of the theatre. It has two entrances, one from the theatre and the other from the street. Early-day posters and a 1910-vintage player-piano grinds out piano-roll tunes. Patrons must sign a membership card upon entering the club. In this way, the owners are able to prohibit students and others under 21 years of age from entering.

Chicago Area 'Dimes' Rejects Allegations Collections Up 10% In Percentage Suit

CHICAGO, Feb. 20.—Latest figures reveal that theatres in Cook County through lobby collections taken up during the week of Jan. 7-13, raised \$21,204 for the 1955 March of Dimes, according to an announcement by **Jack Kirsch**, president of Allied Theatres of Illinois, who was Cook County theatre chairman for the 1955 polio fund raising campaign. This figure, according to Kirsch, exceeds last year's theatre collections by at least 10 per cent.



Jack Kirsch

Commenting on the results of the theatre collection, Kirsch said:

"The motion picture theatres in the Cook County area can feel proud of this achievement as this very substantial amount of money will help the National Foundation for Infantile Paralysis in its goal of licking polio."

B&K in Lead

Following is a break-down of the amounts collected by the various theatre groups:

Allied Theatres, \$6,161; Balaban & Katz Corp., \$9,789; Coston Enterprises, \$1,070; Essaness Theatres, \$941; H & E Balaban, \$1,108; Stanley Warner, \$1,103, and other independent theatres, \$1,120.

Scott on Tour

Gordon Scott, who makes his debut as the 11th screen Tarzan in Sol Lesser's "Tarzan's Hidden Jungle" will tour the South in connection with local openings of the RKO release, he revealed Friday at a breakfast interview for the trade press at the Hotel Warwick. Beginning tomorrow Scott will stop off in Charlotte, Atlanta, Birmingham, Nashville, Memphis and New Orleans to meet exhibitors and the local press and to appear on local TV and radio programs promoting the picture.

Gets 'Chandra' Music

Fred Fisher Music Co. has acquired from Hoffberg Productions, the exclusive rights to the music from "Chandra," said to be India's first million-dollar musical.

AIKEN, S. C., Feb. 20.—District Judge C. C. Wyche, of the United States District Court for the Eastern District of South Carolina, struck from the answers of exhibitor-defendants, in eight distributors' percentage fraud suits pending here, allegations that the license agreements for the motion pictures involved in the suits were illegal and void under the anti-trust laws, on the ground that such defenses were insufficient as a matter of law. The order was entered in actions brought by Paramount, Universal, Loew's, United Artists, RKO Radio, Columbia, 20th Century-Fox and Warner Brothers, against **Herbert B. Ram**, **Esther R. Ram**, **Sam Bogoslawsky**, **Jacob Bogoslawsky**, **Max Bogoslawsky** and **Ram Amusement Co.**, as operators of a number of theatres in the Aiken-Augusta area, for damages resulting from claimed under-reporting of box office receipts.

Allegations 'Insufficient'

The court held that, in such suits, defendants' "allegations and defenses relating to the alleged anti-trust illegality of the contracts in suit" were "insufficient as a matter of law and should be stricken."

The distributor-plaintiffs were represented by **C. T. Graydon**, of Columbia, S. C.; **T. Sam Means, Jr.**, of Spartanburg, S. C.; **Kenneth C. Royall**, of Dwight, Royall, Harris, Koegel & Caskey and **Sargoy & Stein**, of New York.

Glasgow Debut for 'Man Called Peter'

GLASGOW, Feb. 20.—In tribute to **Peter Marshall**, who was born and spent his early years here, civic plans are being formulated for the world premiere of "A Man Called Peter," 20th Century-Fox's CinemaScope filmization of the minister's life story.

The event, to take place early in April, will mark the first premiere of any CinemaScope production simultaneous with openings in the United States. In attendance will be a galaxy of dignitaries from the civic, political, social and business world and leading clergymen of all faiths, according to plans.

Sir Alexander King, exhibitor and producer, is serving as head of a special premiere committee which is mobilizing citizens from all walks of life to participate in honoring the memory of the native son who rose to international prominence as chaplain of the United States Senate.

News Roundup

Oppose Drive-in Bill

Tennessee outdoor exhibitors are preparing to oppose a proposed bill which would require drive-in theatres to have their screens obscured from the roads by 1960. Purpose of the measure is to lessen distraction to automobile drivers.

Empire to Add 3

Empire Studios of Orlando, Fla., which made "Yellowneck" for Republic release, will produce three additional pictures for that company. The films will be delivered in the 1955-56 season.

Five in Ultrascope

The completion of five in a series of six short subjects produced in Europe in Ultrascope, new anamorphic process, has been announced by **Gene Sharon**, producer for Transatlantic Productions.

Wins Detroit Contest

Grace Kelly was elected the favorite "new face" in the Detroit "Free Press" contest. **Jack Palance** placed second. The contest was initiated five years ago.

New 'Luther' Outlets

Safer Film Distributors of Indianapolis and Lippert Pictures of the Midwest, Omaha, have been named new sales representatives for **Louis de Rochemont Associates'** "Martin Luther."

Hits 'Prison' Ban

Columbia Pictures has called the Memphis and Shelby County Board of Censors ban of "The Bamboo Prison" "ridiculous" and has indicated that an appeal is being considered.

Stamp Collectors Meet

The Cinema Stamp Collectors will hear **Henry Goodkind**, secretary of the Philatelic Foundation, discuss the foundation's activities at a meeting of the collectors on Wednesday. **Leon Bamberger** is president of the cinema group.

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Para. to Release 'War and Peace' In Most Countries

By LESTER DINOFF

Paramount Pictures will financially aid in the VistaVision filming of Tolstoy's "War and Peace" and will distribute the Ponti-DeLaurentiis \$4,500,000-budgeted Italian film throughout the world except in Finland, Russia and Yugoslavia, according to Russell Holman, Eastern production head for Paramount.

Declining to divulge to what extent Paramount had invested in the Italian co-production, Holman, along with producers Carlo Ponti and Dino DeLaurentiis, and their I.F.E. Releasing Corp. representative, Ralph Serpe, disclosed that the Yugoslavian Avala Co., which is helping to produce "War and Peace," will hold the Balkan distribution rights.

Completion Slated in May, 1956

The approximate four-hour film, according to Holman, has been targeted for completion by May, 1956, with domestic distribution to begin shortly later. "The release pattern of this picture has not yet been decided upon, but theatres which have horizontal projectors for VistaVision product will have first crack," the Paramount official said.

Paramount will be in competition with Michael Todd, who announced plans to film "War and Peace" in the Todd-AO process, for the use of the Yugoslavian army in the mass battle scenes. Todd, a short time ago, announced that he had the exclusive rights to Marshall Tito's infantry. But, Holman, after hearing that the Yugoslavian consulate here upheld Todd's statement, declared that "the consulate is not informed of the latest developments."

King Vidor will begin filming of the interiors and some battle sequences by June, but DeLaurentiis said that a unit, working with one VistaVision camera, is currently shooting scenes in Finland. The cast of "War and Peace" has not been set as yet. However Vittorio Gassman will have a principal role.

Film May Get New Title

Holman disclosed that Paramount may have to change the title of the picture for domestic distribution as "War and Peace" has been registered with the Motion Picture Association by another producer.

Commenting on the use of VistaVision cameras by foreign producers, Holman said that Alexander Korda had completed filming "Richard III" in VistaVision, Titanus Films of Italy is using the wide-screen process, J. A. Rank Organization is using VistaVision for two films, and a French producing company has acquired VistaVision cameras.

Sub-Run Adv. Rates Hiked in Cleveland

CLEVELAND, Feb. 20. — A three-cent advance in Sunday advertising rates for subsequent-run theatres, effective March 1, has been announced by the Cleveland "Plain Dealer." The former rate of 39 cents a line thus will be raised to 42 cents.

Reviews

"New Orleans Uncensored"

(Columbia)

THE sights and sounds of New Orleans are excitingly captured by producer Sam Katzman and director William Castle to provide audiences with a great deal of enjoyment. Added to the realism in "New Orleans Uncensored" are the appearances of such real-life figures as Al Chittenden, president of the ILA Longshore Workers Union; Joseph L. Scheuering, local superintendent of police, Victor Schiro, senior councilman, and Howard L. Dey, fire chief. They are not merely dragged into the picture's story, but are important in informing audiences of the details about New Orleans' dock activities and the racketeers which might take over as they have at other ports.

The plot centers around Arthur Franz, ex-sailor, looking for work so he can save some money for his own business. He starts on the docks and meets William Henry, hiring boss, and his wife, Henry, among others, is working with Michael Ansara, a racketeer rapidly gaining control of the docks. When Henry decides to quit, Ansara disposes of him, but Franz is not convinced of his skulduggery. At least, not until he becomes involved in some of it. Then he goes to the authorities and aids them in halting the rackets and murders, but not without some personal physical setbacks.

This is a competent, well-made little thriller which would have benefited from less dialogue and more action. However, its documentary approach and timely theme should provide acceptable entertainment for many. Franz heads the generally unknown cast with Beverly Garland ably supporting him as the wife. Helene Stanton is quite feminine as the racketeer's girl friend and Mike Mazurki plays his usual hulking henchman. The screenplay is by Orville H. Hampton and Lewis Meltzer from a story by Hampton.

Running time, 76 minutes. General classification. For release in March.

"The Big Combo"

(Allied Artists-Security-Theodora)

Hollywood, Feb. 21

THERE's no doubt about it. "The Big Combo" is in the big gross league. Philip Yordan's screenplay is loaded with gangsterism, surprises and racy dialogue which will mark this for the strictly adult trade, although its theme is one for mass consumption.

The film is gifted with exciting and highly impressive direction by Joseph Lewis; top notch performances by Cornel Wilde, Richard Conte, Brian Donlevy and the enchanting beauty of Jean Wallace, as well as a thrilling musical score by David Raksin and the piano playing of Jacob Gimpel.

Sidney Harmon's production is well mounted for the variety of action sequences demanding unusual backgrounds; but the film offers an important plus in the development of performances by some of its featured players. The fans should come away remembering moments with Ted de Corsia, Jay Adler, John Hoyt and Helen Walker, with Lee Van Cleef and Earl Holliman stealing much of the film's footage.

Told in downbeat fashion, employing the artistry of low-key lighting by cameraman John Alton, the story deals with a tenacity of purpose by Wilde, a detective lieutenant, to break Conte, the head of a crime syndicate, for two reasons. One, because his operation indirectly has a strong influence on creating juvenile delinquency, and the other because he happens to be secretly in love with Conte's girl friend, Miss Wallace.

Wilde manages to smoke out enough clues from Miss Wallace, who realizes her mistake in believing she could be in love with the ruthless Conte, to pursue the possibility of pinning a murder rap on the mob leader. Wilde's campaign is completed when Conte's plan to do away with his two henchmen, Van Cleef and Holliman, by handing them a cigar-boxed booby trap of dynamite instead of a cash payoff for committing his murders, fails to complete its purpose.

With Van Cleef dead, Wilde is able to get a full confession from the dying Holliman that tags Conte for the murder.

Running time, 87 minutes. Adult classification. Release in February.

SAMUEL D. BERNIS

'Man Without Star' To Bow in Phila.

"Man Without a Star," Universal-International's new Technicolor film production starring Kirk Douglas, Jeanne Crain and Claire Trevor, will have its world premiere at the Gold- man Theatre in Philadelphia on March 15 followed by a series of key city openings.

In connection with the openings, Douglas will tour seven cities for television and radio appearances, newspaper and syndicate interviews and participation in a series of special events.

Screen Advtg. Studied

An analysis which evaluates the advantages of screen advertising in motion picture theatres, and which was prepared by Sindlinger & Co., will be officially released at a press luncheon to be held March 1 at the Sheraton Astor Hotel here.

Regional Handling For Kreisler Films

International Film Associates, headed by B. B. Kreisler, has completed negotiations with Arlan Pictures, Inc., to distribute the Italian feature "High Time" and the French feature "Paris Affair" in the Eastern part of the United States. The Washington, premiere next month of "High Time" is set for the Plaza Theatre.

Manhattan Films International, Inc., will distribute these pictures in the West Coast states with the premiere of "High Time" arranged for the Rio Theatre in San Francisco.

Tower Pictures, Inc., will handle both for the Texas and Oklahoma territory and A. Teitel Films, Inc., for the Illinois, Indiana and Wisconsin sector.

The English subtitling adaptation for "High Time" was done by A. J. Liebling, and that of "Paris Affair" by Claude Dauphin, who co-stars in it with Anne Vernon.

People

Walter S. Prusiewicz and Burton H. Bastedo have been appointed assistant treasurers of Pathe Laboratories here.

□

Jeraldine Cooper has been retained by Continental Distributing, Inc., for special exploitation on the American premiere of Alec Guinness' "To Paris With Love."

□

William Kneip has taken over the Ruskin Theatre, Ruskin, Ga., from its former owner, Hal Williamson.

□

Carl Jamroga is the new manager of the Miracle Theatre, Coral Gables, Fla., replacing Mel Heber, who has been transferred to the Carib in Miami.

□

S. S. Krellberg, president of Principal Film Exchange here, is back on the job after a 10-day hospital confinement.

□

George Perno has been appointed assistant director of production and quality control of Circle Film Laboratories here.

□

Fred and Beatrice Troller of Switzerland and Dr. John and Betty Marsh of Kansas City, who are featured in "Cinerama Holiday," have returned to their respective homes after touring in connection with the picture's openings.

□

Jules Livingston, Republic branch manager in Cleveland, won first place in the Cleveland Variety Club's gin rummy tourney. Ray Schmertz, city salesman for 20th-Fox, took second place.

□

Lew Williams, former manager of the Cinema Theatre in San Francisco, now is managing the Orpheum there. Ray Glasgow has replaced Williams at the Cinema.

□

B. C. (Doc) Wylie has been named comptroller of William F. Broidy Pictures.

Murrow's TV Films For U. K. Theatres

From THE DAILY Bureau

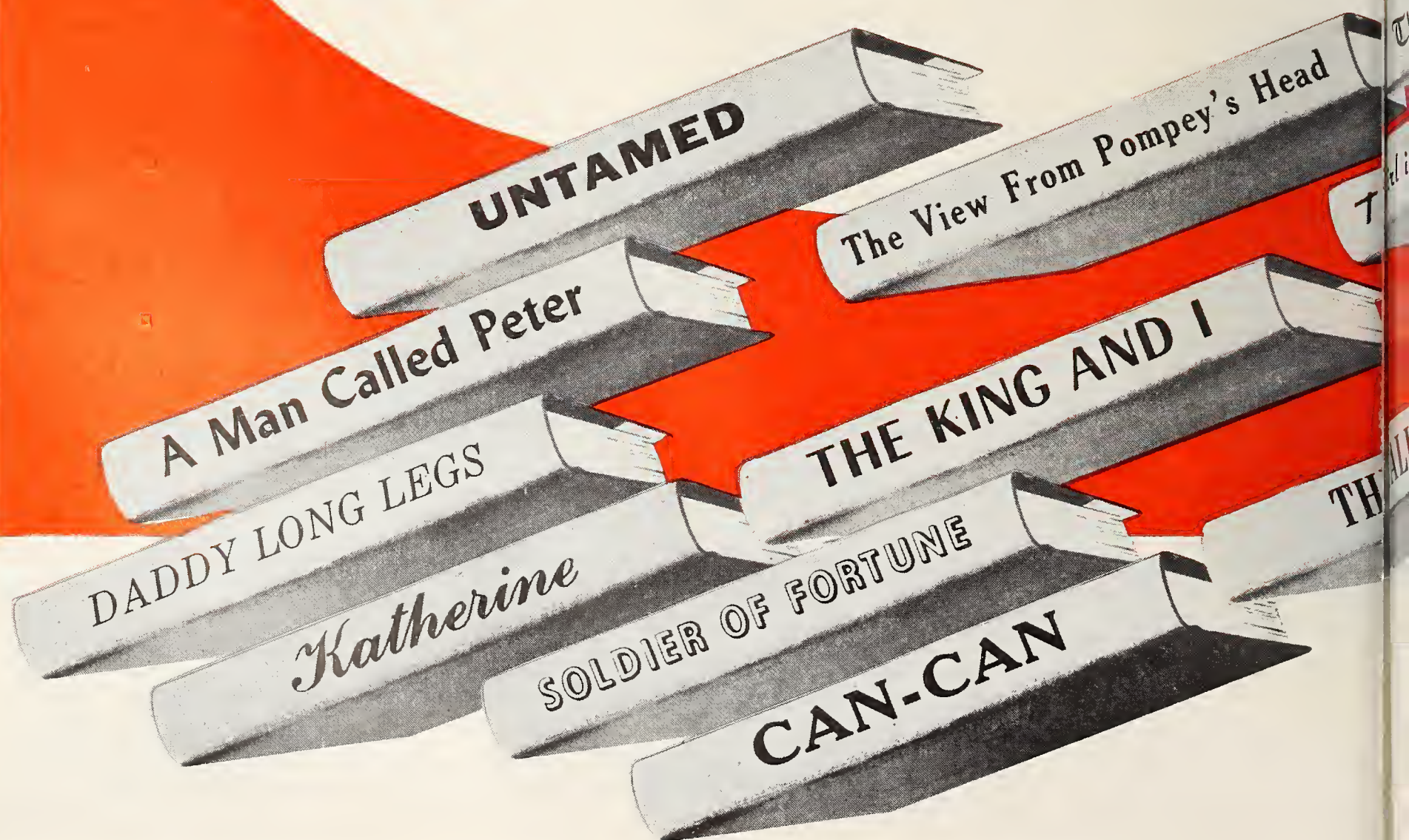
LONDON, Feb. 20. — Sidney Bernstein of Granada Theatres announced that a series of Edward R. Murrow's "See It Now" television programs, on film, will be shown throughout the circuit. "Report on South Africa" will be the first subject.

Observers believe the collaboration will lead to the association of Murrow's American TV unit with Granada's forthcoming Northern Region commercial television organization here.

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TIGRERO!

The Greatest Story Ever Told

VIOLENT SATURDAY

... in the Red Velvet Swing

The Sixth of June

THE SEVEN-YEAR ITCH

ALL MEN

Watch for
all these wonderful
attractions from

20th

CENTURY-FOX!



Toll-TV

(Continued from page 1)

report to the Wednesday toll TV meeting, it was learned.

In addition to covering the activities of the committee over the past month, other items on the agenda of Wednesday's meeting include finances and mapping plans for the future.

The committee spokesman, when asked to characterize the status of the toll TV fight at this date, replied that it has been "immensely strengthened" on the basis of evident support from outside groups and individuals who feel the allocation of the airwaves to toll television is not in the public interest.

Fund Drive Progressing

Questioned on how the fund-raising efforts of the committee is progressing, the spokesman said the campaign is "coming along," with many exhibitors enclosing notes in their remittances pledging more money if needed. To finance the campaign, the committee has set a target of raising \$150,000 from exhibition. There is an "awareness" of the dangers to exhibition from

Canadians to Detroit For MGM Workshop

DETROIT, Feb. 20.—There will be some 25 Canadian exhibitors on hand here Tuesday for the M-G-M Ticket Selling Workshop to be conducted at the Statler Hotel by Mike Simons, M-G-M exhibitor relations director, assisted by Emery Austin, exploitation head.

Lou Marks, resident manager here for M-G-M, has disclosed that Garfield Cass, Toronto manager, will personally welcome the theatre men from across the border. Also from Canada will be representatives from Famous Players Canadian, Twinex, Allen and Loew circuits.

Allied Theatres of Michigan will hold its convention in conjunction with the Workshop. No outside speakers are scheduled for the meetings.

Maine to California, the spokesman contended.

Another facet in the anti-toll TV fight will be the staging of public debates on the question, both in forums and in publications, the spokesman added.

Kaufman to Address NTFC Meeting

Reuben Kaufman, president Guild Films Co., Inc., will address the membership of the National Television Film Council at a luncheon meeting on Thursday, at the Hotel Delmonico, it was announced by John J. Schneider, NTFC president.

Kaufman will discuss the significance of the Vitapix-Guild arrangements, the acquisition by Guild Films of MPTV properties and the recently announced purchase of 191 theatrical cartoons from Warner Brothers.

The meeting will be the first of 1955 for NTFC and will be marked by the inauguration of officers for the new year. Eleven officers and eleven members of the board of directors will be installed on this occasion.

Installation of the officers will be conducted by Wendy Barrie.

10 Yearly from Fortune

Ten features yearly, half of them in color, will be distributed by Fortune Features, Inc., it has been disclosed by Jules B. Weill, head of Fortune.

Round-Table

(Continued from page 1)

would be convened in three weeks, a statement he made in St. Louis at the National Drive-in Theatre Association convention, predicated his prediction on the hope that last Thursday's arbitration meeting would result in agreement. Such an event, Lichtman explained at the time, would free distribution to set a date for the round-table conference.

Many 'Snags' Discovered

However, last Thursday's meeting here of the arbitration negotiating committee, composed of distribution and exhibition representatives, uncovered "snags" and those close to the negotiations declined any forecast of how soon these "snags" could be eliminated. It was noted that no party close to the situation expressed pessimism, but an air of caution, as to the time necessary, seemed to prevail in all quarters.

One "snag," it was learned, is the question of financing the proposed arbitration system, the draft of which has already won approval "in principle" by TOA. Other "stumbling blocks," it was stated, concern areas involving damages and pre-releases.

One committee member, when pressed for an answer as to how long he thought the talks may go on, said it may take another two meetings or a series of meetings. He explained that there is no way of telling when either side may be willing to compromise on issues. It is also a problem, he went on, of arranging a convenient time, a task made difficult by the traveling and other commitments of negotiators. Another party involved in the negotiations said it may take "quite some time" before an agreement is reached.

On the issue of financing, it was pointed out, the proposed 1952 arbitration draft did not carry any provisions in that area, which leaves the present negotiating committee with a bigger job currently, as compared to other issues already crystalized in the 1952 draft. It is understood that one of the "snags" on the issue of financing the proposed arbitration system is the amount of money to be contributed by exhibition. Distribution, it was learned, is willing to match all the exhibition funds.

Both exhibition and distribution, it was learned, hope to keep the arbitration fees at a nominal rate, so as to encourage exhibitors to utilize the arbitration system.

However, as envisioned by 20th-Fox distribution director Al Lichtman, maintenance of the arbitration system would cost an estimated \$150,000 yearly, half of which would come from exhibitor ranks. Exhibition's reluctance to pick up the \$75,000 annual tab was said to be one of the "snags."

Bill Would Permit

(Continued from page 1)

upon the decision of the court or the verdict of the jury, as the case may be, in favor of the applicant and directing the regents to issue forthwith a license for the exhibition thereof."



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VOL. 77. NO. 37

NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 23, 1955

TEN CENTS

Johnston to Rome To Study New Italian Color Print Ruling

The color print situation in Italy, viewed with growing concern by American film companies since the recent Italian government regulation, will probably receive the first-hand attention of Eric Johnston, president of the Motion Picture Association of America, on his arrival in Rome.

It was learned here that Johnston plans to stop over in Rome and in Paris before returning here from his Ambassadorial mission to the Near East.

Johnston's arrival in Rome today or later this week was expected to coincide within a day or so with the ar-

(Continued on page 5)

Disney to Produce Daily ABC-TV Show

"Mickey Mouse Club," an hour-length television show for children will be produced on a five day a week basis by Walt Disney as a new series, it was jointly announced by Robert E. Kintner, president of American Broadcasting Co., and Roy O. Disney, president of Walt Disney Productions.

Designed for youngsters of all age levels, "Mickey Mouse Club" will premiere over the ABC-TV network on Oct. 3, at 5 p.m. in all time zones from coast-to-coast, Monday through Fridays. The daytime series is a completely separate venture from "Disneyland," the cartoon maker's current weekly television series, it was said.

Commerce Dept. Reports 9% Increase in Theatres

Remittances at Record High

From THE DAILY Bureau

WASHINGTON, Feb. 22. — A nine per cent increase in the number in theatres throughout the world during the past four years helped boost U. S. film remittances from abroad to a record-breaking estimated \$200,000,000 last year, the Commerce Department said.

The Department said this was true despite a six per cent drop during the past four years in the percentage of screen time devoted to U. S. feature films in free world countries.

The Department made public a detailed country-by-country survey as of Jan. 1, 1955, of the number of

Gov't Says Roundtable O.K. But Beware of Uniform Agreements

Lewis Named Fox TV Studio Head

From THE DAILY Bureau

HOLLYWOOD, Feb. 22.—Harold Lewis, former manager of Pathe studios and head of RKO location department, was appointed studio manager of 20th Century-Fox's subsidiary TCF Television Productions, Inc., it was announced by Sid Rogell, studio executive production manager.

The former Western Avenue studios of 20th-Fox are being renovated at a cost of several million dollars for television production, it was said.

Maryland Asked to Exempt Newsreels From Censorship

From THE DAILY Bureau

WASHINGTON, Feb. 22.—The Motion Picture Association called on the Maryland Senate to approve legislation to exempt newsreels from censorship.

It also urged the Maryland Senate Finance Committee to put off for the present action on any proposal to increase censorship fees on other motion pictures to offset the revenue loss that might arise from newsreel exemption.

The MPAA stand was contained in

(Continued on page 5)

D. of J. Officials Give 'Green Light' to Conference But Say Any Resulting Pacts On Joint Price Policy Would Be Illegal

By J. A. OTTEN

WASHINGTON, Feb. 22.—Justice Department officials said they could see no reason why distributors and exhibitors couldn't meet and discuss film prices at the forthcoming industry roundtable, but warned that any agreement on this subject would probably run foul of the anti-trust laws.

Claim World's Largest Screen For N.Y. Para.

The Paramount Theatre here has announced plans for a conversion program which will bring the theatre the "largest motion picture screen in the world."

The "tremendous" reconstruction project will enable the Paramount to take full advantage of new horizontal projection VistaVision process which was developed by Paramount studio technical experts. In making the announcement, Edward L. Hyman, vice-president of ABC-Paramount Theatres, Inc., revealed that the decision was made by himself and his associates following a recent visit to the Paramount Studios, where they witnessed ex-

(Continued on page 4)

In addressing the national Allied States drive-in convention at St. Louis on Feb. 10, William Gehring, assistant to the 20th Century-Fox distribution chief, said that while distributors expected to be able to make arrangements to hold the roundtable conference within three weeks, one of the first things to be done would be to have industry attorneys obtain the government's views on the convening of such a meeting.

Anti-trust division officials said they have not yet been approached on this subject, but added they did not see how they could give any guarantees in advance as to the Department's attitude. The attitude, they said, "Doesn't depend on what is discussed at the meeting but what comes out of it."

Certainly I don't see how we could object if they all got together and talked over prices and the exhibitors said they were too high and the distributors talked about their high production costs and then they all agreed that it would be a fine thing if no one made a pig of himself in the future," one Department official declared. "But they certainly can't sit

(Continued on page 5)

Okays 52% Tax Rate for Firms

From THE DAILY Bureau

WASHINGTON, Feb. 22. — The House Ways and Means Committee approved a one-year extension of the present 52 per cent corporate tax rate.

The rate will drop to 47 per cent under present law on April 1.

The committee also approved a \$20 per person individual income tax cut, effective next Jan. 1. The cut would pump better than \$2 billion a year into the nation's spending stream.

The tax bill goes before the House Rules Committee tomorrow, and House Democratic leaders hope to pass it Thursday or Friday.

theatres in the free world, seating capacity, and percentage of screen time devoted to U.S. features. The survey, conducted by Nathan D. Golden, chief of the Department's film section, and by his assistant, Earl H. Young, compares these figures with the figures for Jan. 1, 1951.

Increased competition from Italian, German, French and British film producers has cut into Hollywood's share of the free world's total screen time, Golden and Young found. They estimated that approximately 68 per cent of the feature films shown throughout the free world were U. S. films at the start of this year, com-

pared to a 74 per cent estimate in 1951.

As of Jan. 1, 1955, according to the survey, there were an estimated 108,537 motion picture theatres in operation, showing 35mm. films, in some 120 countries and territories. This was 8,994 or about 9 per cent greater than the 1951 estimate of 99,543 theatres. Seating capacity as of Jan. 1, 1955, was put at 56,745,451 persons, compared to 54,107,671 as of Jan. 1, 1951.

The Commerce officials said the

(Continued on page 4)

Personal Mention

RICHARD WALSH, international president of the IATSE, has returned to New York from Hamilton, Ont.

MIKE SIMONS, M-G-M head of customer relations, has returned to New York from Detroit. **EMERY AUSTIN**, exploitation department manager, is scheduled to return here today from the same city.

MITCHELL WOLFSON, head of Wometco Theatres of Florida and chairman of the finance committee of Theatre Owners of America, has returned to Miami from New York.

B. B. KREISLER, head of International Film Associates Corp., will leave here Friday for a trip to the film centers of each of the South American countries.

JOSEPH COTTEN and **MRS. COTTEN** will arrive in New York from Europe today aboard the "Cristoforo Colombo."

MORI KRUSHEN, of the United Artists exploitation department, and **MRS. KRUSHEN** are in Miami Beach from New York.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Philadelphia from New York.

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, is in Chicago from New York.

JACK SHAINDLIN, musical director, and **MRS. SHAINDLIN** are in Miami Beach from New York.

DAVID ROSE, producer, left New York yesterday for London via B.O.A.C. Monarch.

Vote \$250,000 for Monopoly Probe

WASHINGTON, Feb. 22.—The Senate Judiciary Committee voted to ask the Senate for \$250,000 for its monopoly investigating subcommittee, whose agenda includes a possible study of subscription television.

The committee asked a like amount for the juvenile delinquency subcommittee, which might study the effect of films on delinquency. The funds requests must be approved by the Senate Rules Committee and by the Senate itself.

Glamor Usherettes Set for 'Eden' Bow

Stage, screen and society leaders will act as usherettes for the March 9th world premiere of "East of Eden" at the Astor Theatre here, it was announced by Warner Brothers.

The Elia Kazan production of John Steinbeck's best-selling novel, a CinemaScope picture, is having a special opening night for the benefit of the Actors Studio.

Norris Replacing Gehring as Speaker At ITOO Meet

COLUMBUS, O., Feb. 22.—Convention of the Independent Theatre Owners of Ohio and the M-G-M Ticket Selling Workshop at the Deshler-Hilton Hotel here on Feb. 28 and March 1 is expected to bring several hundred delegates and guests in what promises to be one of the largest meetings of theatremen ever held here.

Robert Wile, secretary of the association, announced that Glenn Norris, Eastern sales manager of 20th Century-Fox, will be one of the convention speakers, replacing William Gehring, 20th-Fox assistant general sales manager, who will be unable to attend. Other speakers at the Monday afternoon session of the convention will be Maurice Bergman, Eastern studio representative of Universal-International; Merlin Lewis, executive secretary of the Theatre Equipment and Supply Manufacturers' Association, and Abram F. Myers, chairman of the board and general counsel of the Allied States Association. Open forum discussion will follow each speaker.

The M-G-M Workshop will be held in two sessions, at 10 A.M. Tuesday and 1:30 P.M. in the hotel's main ballroom.

Balaban, Brandt To JDA Posts

Barney Balaban, president of Paramount Pictures, and Harry Brandt, president of Brandt Theatres, will serve as honorary chairman and vice-chairman, respectively, in the 1955 Joint Defense Appeal campaign, which will open formally on April 3 with a dinner at the Hotel Waldorf Astoria. The announcement was made by Melvin A. Block, Block Drug Co., New York campaign chairman for 1955.

JDA, the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, seeks to raise \$5,000,000 this year to support programs combatting bigotry and safeguarding human rights.

AJC and ADL are the nation's oldest and largest community relations organizations promoting better relations among Americans of all races and faiths.



Barney Balaban



Harry Brandt

Fox Aims at Highest Magazine Coverage

Twentieth Century-Fox will be the largest motion picture advertiser in national magazines this year with record budgets for its CinemaScope product, according to Charles Einfeld, vice-president, who is directing the program designed to reach the widest possible audiences. Einfeld said the campaign would follow closely the drive for "A Man Called Peter," for which an over-all budget of \$500,000 has been set.

Distributors Win N.O. Percentage Suit

NEW ORLEANS, Feb. 22.—Judgments were signed in favor of the distributor-plaintiffs in five percentage actions by Judge F. J. Stich, of the Civil District Court for the Parish of Orleans here. The judgments were the outcome of actions for percentage under-reporting brought by RKO Radio, Paramount, Universal, Loew's and Twentieth Century-Fox against Bailey-Calamia Theatrical Interests, Harold H. Bailey and I. Roy Calamia, operators of the suburban Gentilly Theatre here. Proof was offered at the trial showing that the period during which under-reporting was allegedly practiced ran from 1943 to the date the actions were commenced, in 1949. The cases had been consolidated and were tried together, over a period of five days, last October.

Distributors offered proof, at the trial, of damages which were based not only on the amounts of under-reporting shown by a comparison of the receipts reported to them by defendants on percentage pictures with the higher receipts shown thereon in the books and records produced by the exhibitors but also for additional, estimated damages. The judgments awarded the full amounts claimed at the trial by the distributors, both as based on the defendants' books and records and as estimated.

Deane Resigns Para. Foreign Dept. Post

Albert Deane, an executive of Paramount's foreign department here since 1920, has resigned to join Cecil B. DeMille's production unit on the Coast. Deane has moved to Los Angeles.

No successor has been named here. Deane edited Paramount's international news magazine and handled censorship and other problems relating to the foreign department.

24 Proclamations

With the signing of proclamations by governors and mayors of Atlanta, Milwaukee, Newburgh, Conn., Pittsburgh, Indiana and Wheeling, M-G-M has received official endorsements of its "1955 Motion Picture Theatre Celebration" from a total of 13 states and 11 cities, each pointing up the city and state-wide "Go to the Movies" month campaign.

ABC Circuit Modernizing

LONDON, Feb. 22.—Accepting J. Arthur Rank's recent announcement that he would expand his theatre circuit as a challenge, Sir Philip Warter, head of the ABC circuit, announced that he had launched a vast modernization plan of his own.

Six ABC Circuit theatres throughout Great Britain, seating about 17,000 patrons, are currently being completely rebuilt and modernized for CinemaScope and other projection mediums, Sir Philip Warter said.

Involves 350 Houses

The vast expansion program of ABC houses throughout the country will embrace 350 of the circuit's 420 theatres by August at a total cost exceeding £1,000,000.

According to Warter, the rebuilding and modernization program "manifests the British industry's supreme confidence in the future of motion pictures."

Italian Distributors For SuperScope Set

HOLLYWOOD, Feb. 22.—Joseph and Irving Tushinsky have appointed Nicole Bizzaro and Castelli & Co. as distributors of SuperScope lenses, and to handle deals for the use of the SuperScope process, in Italy.

The Tushinskys said 50 features to be filmed in Italy within a year are scheduled for the SuperScope process.

Bush's Mother Dies

Mrs. Arlene M. Baker, mother of 20th Century-Fox exploitation manager, Rodney Bush, passed away on Sunday. Funeral services were held yesterday afternoon at the Riverside Chapel, Mt. Vernon.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

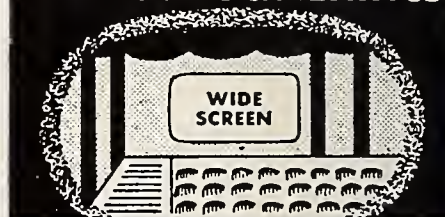
Rockefeller Center

"JUPITER'S DARLING"

in CinemaScope and Color starring
Esther WILLIAMS - Howard KEEL
Marge & Gower CHAMPION
George SANDERS

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BIGGEST
AT
EASTER!



M-G-M has the BIG Show your patrons want for the Easter holidays! Here it is, a screenful of romance, music, spectacle in radiant COLOR. There's love and joy and beauty in this great M-G-M entertainment. At the Music Hall and across the nation it will enchant holiday crowds. Don't settle for less than the perfect Easter attraction!

Starring the "Lili" girl, and it is predicted her new picture will be on the 10-Best lists, too!

LESLIE CARON
MICHAEL WILDING

with

KEENAN WYNN • ESTELLE WINWOOD
ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT

Featuring BALLET de PARIS • Photographed in EASTMAN COLOR

Directed by CHARLES WALTERS • Produced by EDWIN H. KNOPE

Music Hall
CELEBRATED EASTER

(Available in Perspecta Stereophonic or 1-Channel Sound)

National Pre-Selling

TWENTIETH CENTURY-FOX has planned full-page and half-page color ads in 25 top circulation publications for "A Man Called Peter," which will be released during Easter week. Ads will appear in the March issues of "Life," "Look," "Collier's," "Saturday Evening Post," "Women's Home Companion," "Redbook," "American Weekly," "This Week," "Parade" and "Family Circle."

In April, ads will appear in "Seventeen," "Pictorial Review" and key city newspapers. In addition, leading national religious magazines and "The Club Woman," publication of the General Federation of Women's clubs, will have ads in their March and April issues.

"The Woman's Home Companion" has selected "The Long Gray Line" for the feature review in the March issue. An entire page is devoted to the review in the "Companion" family-approved movies department, with a display of seven photos to illustrate it. Summing up the review is a headline, reading: "Columbia's heart-warming movie about a happy marriage and rewarding work."

"Collier's" color camera has used all the colors in the solar spectrum to advantage in the five-page pictorial story of Warners' "Moby Dick," appearing in the issue now on the newsstands. Some of the colors are vivified and others muted, but all suggest high adventure in the pursuit of the white whale, "Moby Dick." Gregory Peck, who plays Ahab, a peg-legged sea captain who finally loses the fight with the white monster, is shown—as the fight takes place—on a photo that spreads across two pages. Peck is also on the front cover. In all, there are ten photos included.

"Seventeen's" March issue will have four ads for motion pictures: Paramount's "The Country Girl," Columbia's "The Long Gray Line," UI's "Captain Lightfoot" and a table of contents page ad on M-G-M's "Hit the Deck."

"Look's" current issue has a striking full-page color ad on Columbia's "The Long Gray Line." The stars, Tyrone Power and Maureen O'Hara, are spotlighted in the ad in addition to John Ford, the only director ever to win four Academy Awards.

An eye-catching color ad on "Jupiter's Darling" appeared in last Sunday's issue of "Parade."

"Life" selected Columbia's "The Long Gray Line" for its movie review in the issue now on the newsstands. "The Long Gray Line" is a story of Marty Maher, the West Point athletic instructor. "Life" chose a photo of the 1913 Army-Notre Dame football game to dominate the lead page of the review. This and other old time photos will bring back fond memories to many readers who remember the early Army-Notre Dame football games.

WALTER HAAS

Remittances at New High

(Continued from page 1)

increase in theatres had been particularly notable in Canada and in war-torn areas in Europe. Increases were

recorded in most though not all countries. In the U. S. a marked drop in the number of indoor theatres—from 19,797 to 14,301—more than outweighed an increase from 3,323 to 4,050 in the number of drive-ins.



The survey **Nathan Golden** estimated that there was a net drop of 20 per cent in the number of theatres and seating capacity in the U. S.—combining both drive-ins and indoor theatres—and that U. S. films accounted for 90 per cent of the screen time. The survey said there were 14,301 indoor theatres, with a 9,000,000 seating capacity, and 4,050 drive-ins, with a 2,800,000 seating capacity, on January 1, 1955. This compared with 19,797 indoor theatres, with 12,384,150 seating capacity, and 3,323 drive-ins, with 2,300,000 seating capacity, four years earlier.

Increases in Canada

In Canada, according to the survey, there was a 17.7 per cent increase in the number of theatres and a 20.8 per cent increase in seating capacity. Four years ago, Canada had 1,795 indoor theatres, seating 930,161 persons, and 66 drive-ins, seating 46,200 persons. As of Jan. 1, 1955, the number had jumped to 1,963 indoor theatres, seating 1,020,000 persons, and 229 drive-ins, seating 160,000. U. S. films account for 75 per cent of Canadian screen time, it was estimated in the report.

Moreover, Golden and Young believe, "the number of theatres in Canada will continue to increase during the next few years, for at the end of 1954, there were 36 drive-ins and 49 conventional four-wall theatres

either under construction or in the planning stage."

In an article accompanying the survey, to be printed in the Department's magazine, "Foreign Commerce Weekly," Golden and Young declare that U. S. film remittances from abroad have been at a record high in the past few years, with 1954 remittances estimated at approximately \$200,000,000. They add that probably the most important factor in the growth of foreign business for U. S. films has been the increased number of high quality productions being exported, but that another very important factor has been the increase in theatre facilities in most countries.

Biggest Jump in Europe

"The largest increase occurred in Europe, where countries have made excellent progress in rehabilitating their exhibition places destroyed by the war and in building new theatres, resulting in a considerable growth in seating capacity in the past few years," the article states.

Golden and Young also point out that new large screen projection techniques, "now being introduced in foreign countries at a much accelerated rate," also have helped increase business for U. S. films abroad.

The article emphasizes that the U. S. film industry is more dependent on foreign markets than any other U. S. industry, getting 40 per cent of its revenue from abroad. For this reason, it adds, it is vital that "accurate and complete data" on the foreign markets be available—hence, the new survey.

Golden and Young declare that reports from abroad show that despite increased competition from film producers in other countries, U. S. films are still preferred. They cite reports by prominent church and social organizations in the U. S. to the effect that the moral tone of U. S. films has improved in recent years, and that there has been a "striking increase" in the number of outstanding pictures being released. The popularity of our

Para. Screen

(Continued from page 1)

tensive demonstrations of the new horizontal VistaVision on Paramount's experimental stage.

In Hollywood, Y. Frank Freeman, Paramount vice president in charge of studio, and Loren L. Ryder, head of the Paramount studio research staff which developed VistaVision, expressed their "delight" in the announcement. "VistaVision," declared Freeman, "has proved its great worth a thousand times over."

'Air Command' First

First picture to be presented in the Paramount Theatre following the conversion will be Paramount's "Strategic Air Command," starring James Stewart and June Allyson. This announcement, made by Robert K. Shapiro, managing director of the Paramount Theatre, pointed out that while a definite opening date has not been determined at this time, "Strategic Air Command" would probably open at the Paramount Theatre about mid-April. This delay is necessitated, Mr. Shapiro emphasized, by the magnitude of the conversion operations at the theatre, which will take a minimum of two months of midnight-to-dawn work, seven days each week.

newsreels overseas and the opposition to our films from totalitarian groups evidence the importance of films as a media of communication, the article also states.

Indicative of the growth in theatre facilities throughout the world, the article says, is the fact that the percentage of theatre seats to the world's population is now one seat for every 42 persons, compared to one for every 44 persons four years ago.

The most complete theatre coverage is in Australia and New Zealand, where there is an average of one seat for every 7.5 persons. The ratio in the U. S. is 1 seat for every 14 persons; in the United Kingdom, one to 12; in Canada, one to 13; in France, one to 16; and Italy, one to 11. For all Europe, it is one to 20. In South America, the ratio is one to 26.

WORLD MOTION PICTURE THEATRE DATA

REGION	1951		1955		United States		
	No. of Theaters	Seating Capacity	No. of Theaters	Seating Capacity	Percentage of Screen Time	Percent Increase Theaters	Seating
Europe	53,659	25,389,424	63,057	28,858,953	55	17.5	12.5
South America	6,070	3,522,987	6,611	4,174,376	70	8.9	18.5
Mexico and Central America.....	2,338	1,722,305	2,829	1,864,509	68	21.0	8.2
Caribbean Area	761	492,168	779	519,969	83	2.4	5.6
Far East	7,369	4,549,663	9,735	5,540,835	53	32.1	21.7
Middle East	349	223,908	459	277,640	60	31.5	24.2
South Pacific	2,285	1,448,144	2,351	1,467,968	60	2.9	1.3
Africa	1,301	890,058	1,683	1,080,563	63	29.3	21.3
Atlantic Islands	152	69,503	181	79,373	70	19.0	14.4
Canada	1,795	930,161	1,963	1,020,000	75	17.7	20.8
Drive-in Theatres (1)	66	46,200	229	160,000	..	..	..
United States	19,797	12,384,150	14,301	9,000,000	90	-20.0	-20.0
Drive-in Theatres (1)	3,323	2,300,000	4,050	2,800,000	..	..	..
Puerto Rico	142	75,000	142	75,000	90	..	..
Alaska	28	14,000	28	14,000	90	..	..
Hawaii	108	50,000	139	85,265	90	28.7	70.5
TOTALS	99,543	54,107,671	108,537	56,745,451	68	9.0	4.8

(1) Seating capacity of Drive-in theatres estimated on basis of 700 average per theatre.

Gov't Says

(Continued from page 1)

down and come to any common understanding on how pictures will be sold in the future. Our attitude will depend entirely on what actually takes place at the meeting."

He said the Department's position was unchanged from what it has always been: the distributors must not agree or enter into agreements with anybody on how they're going to price their pictures; it must be a matter of individual company policy in each situation.

Said another Department official: "Certainly any agreement among distributors as to their price policy would be illegal. I'm not ready to say that an agreement between one particular distributor and an entire association or group of exhibitors might not also be illegal. On the other hand, certainly an individual distributor could announce that as a result of the meeting he had decided in the future to change his selling policies in general in a certain way. The big question would come if each distributor, soon after the conference, made an identical announcement."

Postponed Indefinitely

Obstacles encountered last week in wrapping up the proposed industry arbitration plan, which Gehring said on Feb. 10 was expected to be out of the way by this time, have set back the convening of the roundtable conference indefinitely. Distributors want to get the arbitration plan out of the way before getting into the roundtable conference, their spokesmen have stated.

Maryland Asked

(Continued from page 1)

a letter from vice-president Kenneth Clark, delivered yesterday to the Senate Finance Committee and to each individual member of the Senate. The finance committee tomorrow morning is considering the censor board budget, and the Senate itself is scheduled to act tomorrow afternoon on a House-approved censorship bill, which will include an exemption for newsreels.

Arguing for the newsreel exemption, Clark said the newsreel was as much a part of the press as newspapers, books, magazines or radio and television, and should "be equally free of legislative restraint." He declared that "if we believe in freedom of the press, we should believe in freedom for all the press, not just part of it." Only Maryland and Virginia still censor newsreels, he pointed out.

Thalheimer Wins TV Station Permit

WASHINGTON, Feb. 22. — A Federal Communications Commission trial examiner today recommended a Richmond television channel be given to Richmond Television Corp., whose president is Virginia exhibitor Morton G. Thalheimer.

Neighborhood Theatres, of which Thalheimer is president, owns 20 per cent of the stock of the TV station. The trial examiner's recommendation will become final unless competing applicants appeal to the full commission within 40 days.

Television--Radio

with Pinky Herman

THE telecasting Saturday of "The Great Rupert," co-starring Jimmy Durante and Terry Moore, on "The Late Show" marks the CBStart of the program's fifth year. Totalling approximately 4,370,000 feet of 16mm. film, it is estimated that to date more than 688,000,000 people have TViewed the 824 pictures. . . . Newscaster Art Van Horn enroute to Haiti, where he was invited by Government officials who'll likewise grant him exclusive interviews which he'll tape for future broadcasts. . . . Television Programs of America currently shooting a series of telefilms in Hollywood starring Spade Cooley in which the cowboy and folk singer will inject home-spun philosophy between rhymes and chimes. . . . Jay Jackson's articulate and intelligent handling of the moderator role in the ABClever "20 Questions" was an important factor in the naming of this TVehicle, "one of the Three Best Panel Quiz Shows" by the TV Editors. . . . Latest film luminary to make her telefilm debut is Mona Freeman, who'll co-star with Lyle Bettger in Screen Gems' "Appointment With Destiny" on the Ford Theatre series.

☆ ☆ ☆

The most ambitious bid yet for the juve audience will be launched Monday, Oct. 3 when Walt Disney's full-hour "Mickey Mouse" telefilm series makes its ABCursty in the 5:00-6:00 p.m. slot TVia the entire network Monday thru Friday. This will be an entirely different show than the current Wednesnite "Disneyland."

While Fred Smith, male fashion editor of "Sports Illustrated Magazine," gives out with the narration, Art Linkletter will stroll before the cameras in Bermuda shorts on his "House Party" CBS-TV'er Friday (2:30-3:00 P.M. EST) thereby revealing the dimples on his knees. (Aside to Tommy Edwards at WERE, Cleveland: Send Art a membership card in the T. E. Dimples Club.) . . . Eddie Albert will be the fifth to star in the Rodgers & Hart musical "A Connecticut Yankee" when Max Liebman produces his next Spectacular in NBColor Saturday, March 12. William Gaxton created the role on Broadway in 1927; Will Rogers portrayed the young Nutmegger in 1931; Dick Foran played it in 1943 and Bing Crosby assumed the star role in the Paramount Pictures' version in 1949. . . . Pinky Lee, zany NBComic, headed for Gotham from Hollywood March 5.

☆ ☆ ☆

The Philip Morris radio CBSinger Tennessee Ernie sends us a couple of observations we'd like to leave with you: "If your wife wants to learn how to drive don't stand in her way." — "The trouble with most golfers is that they stand too close to the ball after they hit it." (Are you reading, Ted S.?)



Walt Disney

Mayor Not to Join Memphis Censor Ban

MEMPHIS, Feb. 22. — Mayor Tobey indicated in a television interview that he would not overrule the Memphis Board of Censors which banned "The Bamboo Prison" as unpatriotic despite the protest of the Better Films Council. The Council had announced, after seeing the film, that it would appeal to the mayor. The Council did not agree with the censors who said the film was "unpatriotic."

The mayor, in an appearance on WHBQ's press conference, said any overriding of the censors would have to come from court appeal.

Repeal Ticket Tax

PORT CLINTON, O., Feb. 22. — Port Clinton's 3 per cent admissions tax has been repealed. A similar tax in Washington Court House, has been suspended for a year.

Slate Church Shows In Fox 'Peter' Drive

Clergymen, prominent lay members of churches and important opinion makers will be invited during the week of March 21 to attend special screenings of 20th Century-Fox's CinemaScope production of "A Man Called Peter" in 60 key cities throughout the country, the company announced.

The program of advance showings of the Easter holiday release will be effected through the cooperation and assistance of the National Council of Churches of Christ in the United States, which will sponsor the special previews.

Announcement of the screening plan for "A Man Called Peter" is contained in a letter written by W. P. Buckwalter, Jr., of the central department of field administration of the church organization, which has been sent to leaders in all denominational offices of the group.

Color Ruling

(Continued from page 1)

rival there of Griffith Johnson, vice-president of the Motion Picture Export Association. Johnson was dispatched to Rome following the failure of American film companies to get a relaxation of the recently imposed color print regulation in Italy. The regulation calls for the processing of all imported color prints in Italy with the exception of those films that have been produced in Technicolor.

The regulation, according to film company executives here, has resulted in additional costs in the distribution of American pictures in Italy, estimated at several thousand dollars per picture. In addition, some officials here have raised the question of whether the regulation is a violation of the Italian-American film agreement.

Some Call It 'Arbitrary'

Foreign film executives here, questioned as to their sentiment, said they felt the regulation "arbitrary," adding that they would not oppose some processing of color prints in Italy, but do take issue with making all color prints other than Technicolor subject to the regulation. They argued that some color prints destined for Italy had already been ordered, that the Italians have yet to develop sufficient skill in handling the Monopack facilities, and that adequate laboratory facilities for the processing of all color prints are lacking in Italy.

M-G-M Unveils Product Trailer

"Let's Go To The Movies" is the theme of M-G-M's 1955 Motion Picture Celebration reel in CinemaScope and optical sound which lists pictures which the company is readying for exhibition this year. Filmed in its 18-minute entirety in Eastman color, the product reel is to be made available to all theatres booking M-G-M pictures.

George Murphy, M-G-M studio public relations head, who initiated the product reel as a 1955 salute to theatres, tells audiences about M-G-M pictures currently being presented in some territories, films being readied for exhibition and product still in work at the Hollywood studio.

There are scenes from "Jupiter's Darling," "Bedevilled," "Hit the Deck," "The King's Thief," "The Prodigal," "The Glass Slipper," "Interrupted Melody," "Moonfleet," "It's Always Fair Weather," and "Love Me or Leave Me." Murphy mentions some best selling novels which M-G-M proposes to adapt for the screen, among them being "I'll Cry Tomorrow," "Bhowani Junction," "Blackboard Jungle," and "Mary Anne" and also introduces the author and cast of "The Cobweb."

A present-day Broadway hit which M-G-M plans to produce as a top-budgeted film is "Teahouse of the August Moon," the reel reveals.

L.D.

In New Club Rooms

MILWAUKEE, Feb. 22. — The Variety Club of Wisconsin has moved into its new rooms in the Schroeder Hotel here and has scheduled weekly luncheon meetings for every Monday. A social gathering has been slated for every Saturday afternoon.

**just another reason
why it's a pleasure
to do business with
20th Century-Fox!**

THE HOLLYWOOD REPORTER

Hollywood, Calif., Monday, February 7, 1955

Price 10 Cents

Vol. CXXXIII, No. 14

20TH BOOSTS '55 SCOPERS TO 22

**Zanuck Adds 6 Big Ones
To Year's Film Schedule;
Rushing New CinemaScope**

Representing a production increase of nearly 40 percent, 20th-Fox is boosting its 1955 studio program from the previously announced 16 pictures in CinemaScope and color to a total of 22, Darryl F. Zanuck disclosed yesterday. These 22 studio-made films do not include any outside productions taken over for distribution.



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just when you need it!**

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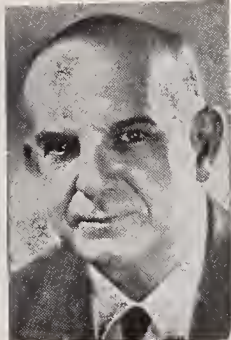
Annual Report

Republic Net For '54 Up To \$804,000

**\$1,749,201 Put as Co.'s
'54 Income Before Taxes**

Net income of \$804,000 was realized by Republic Pictures for the fiscal year ended Oct. 30, 1954, it was announced here yesterday in the company's annual financial report which was signed by president Herbert J. Yates. This compares to a net income of \$679,217 for the 1953 fiscal year, ended Oct. 31.

For the 52-week fiscal year ended Oct. 30, the company's income before Federal taxes was put at \$1,749,201, with \$945,000 provided for estimated Federal taxes on (Continued on page 9)



Herbert Yates

Crown VP of Allied Artists

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—Alfred Crown, formerly president of Moulin Productions, has been named vice-president of Allied Artists, and special studio representative, Steve Broidy, A. A. president today announced. Crown will serve in an advisory capacity for Moulin on liquidation of projects he has been supervising. He (Continued on page 11)

Hone Dies; Founded Northwest Ass'n

SEATTLE, Feb. 23. — James M. Hone, who organized the Theatre Owners of Washington, Northern Idaho and Alaska in 1920, died of a heart attack here today. He was 83 years of age.

Hone had planned to retire from his post as executive secretary of the association on April 1. The film industry here had scheduled a testimonial dinner in his honor for March 29.

Attendance at U.K. Theatres Gained 3.2% in Quarter

By PETER BURNUP

LONDON, Feb. 23. — Theatre admissions in Britain for third quarter of 1954 totalled 337,000,000 or a gain of 3.2 per cent over the corresponding 1953 quarter, and the highest total since the first quarter of 1952, the "Board of Trade Journal" reports.

The publication states editorially that the bad weather last summer obviously had compensations for the film industry, particularly when the increased attendance is coupled with the reduction in the entertainment tax. Just why Whitehall should consider it necessary to comment in this regard left some puzzlement in industry quarters.

The gross and net receipts for the quarter, as well as the exhibitors' share of the takings, were all higher than in any like period since the Board began publishing trade statistics in 1950. The report represents returns from 4,513 theatres, or 99.7 per cent of those known to be in operation, (Continued on page 11)

Mich. Allied Has New Membership Plan

Special to THE DAILY

DETROIT, Feb. 23.—The Allied Theatre Owners of Michigan, meeting here yesterday and today, approved a plan which will assure them a membership of 350 out of a possible 400.

In place of the old plan under which membership was governed, requiring each exhibitor to pay 10 cents dues (Continued on page 11)

Increase Since Tax Relief

Sindlinger and COMPO Report 19,101 U.S. Theatres

The number of active motion picture theatres in the United States totaled 19,101 at the end of 1954, a gain of 1,637 from the low point reached last March just prior to the granting of Federal tax relief, it was revealed yesterday in a revised theatre tabulation made public by the Council of Motion Picture Organizations.

At the end of 1954, there were 15,039 active four-wall theatres and 4,062 drive-ins, according to the survey. Between the end of 1953 and 1954, there had been a net increase of 1,136 theatres of which 271 were drive-ins and 865 were four-wall theatres. At the March, 1954, low point, there were (Continued on page 11)

Skouras Says:

FOX WILL SHOOT IN 55mm., THEN REDUCE

CinemaScope Advances Also Call for Six Sound Tracks, Oversize Roadshow Releases

By MURRAY HOROWITZ

All 20th Century-Fox CinemaScope pictures will be shot in 55mm. film by the end of the year and converted for 35mm. projection, a step which "will keep CinemaScope abreast of the latest technological advances," it was announced here yesterday by company president Spyros P. Skouras.

Skouras, outlining 20th-Fox plans to maintain the "supremacy" of the

4 Disney Properties To RKO For Release In 2 Foreign Areas

From THE DAILY Bureau

HOLLYWOOD, Feb. 23.—A distribution deal whereby RKO Radio will handle a quartet of Walt Disney's current properties throughout Latin America and the Far East was jointly announced by Roy O. Disney, president of Walt Disney Productions, and J. R. Grainger, president of RKO Radio Pictures, and Walter Branson, world-wide sales manager for RKO.

Pictures involved are "20,000 Leagues Under the Sea," "The Vanishing Prairie," "Toot, Whistle, Plunk and Boom," first CinemaScope cartoon, and "Willie, the Operatic Whale," 20-minute musical featurette.

Closing the deal, along with Roy Disney, Grainger and Branson, was Leo Samuels, general sales manager (Continued on page 11)



Spyros Skouras

CinemaScope medium, also disclosed that one or two pictures per year, in addition to being shot in 55mm., also will be projected on a road-show basis in theatres equipped to handle the larger than 35mm. standard film.

"We are dedicated to the 35mm. standard for exhibition," Skouras stressed in an interview with MOTION PICTURE DAILY. We must (Continued on page 9)

Fox 10-Month List Up to 24

Twentieth Century-Fox's feature releases for the first 10 months of 1955 have increased to 24 attractions with the addition of two CinemaScope productions, including the first featurette in the new medium, and one standard dimension film, it was announced yesterday. Twenty-one of the total are in CinemaScope and color (Continued on page 9)

C. M. Goldstein New Md. Censor Head

BALTIMORE, Feb. 23. — Gov. Theodore McKeldin today named C. Morton Goldstein as chairman of the Maryland State Board of Motion Picture Censors to replace Sidney R. Traub.

Goldstein, who is a Baltimore attorney, resides in Pikesville just beyond Baltimore city limits. The outgoing Traub held the censorship job since 1949 and during almost all of his chairmanship has been a controversial figure.

Reciprocal Trade Hearings Start Wed.

WASHINGTON, Feb. 23. — The Senate Finance Committee decided to start hearings next Wednesday on the Administration's reciprocal trade bill, passed by the House last week.

The committee said persons or or (Continued on page 11)

Personal Mention

GEORGE WELTNER, president of Paramount International, will leave New York by plane on Sunday for Mexico City.

HARRY M. WARNER, president of Warner Brothers, became a grandfather again with the birth of a daughter at Cedars of Lebanon Hospital, Hollywood, to Dr. and Mrs. NATHAN HIATT.

IRVING H. LUDWIG, Buena Vista domestic sales manager, has returned to New York from Atlanta and Dallas.

HARRY S. BUXBAUM, Paramount's Cleveland branch manager, is the father of a son born to Mrs. BUXBAUM in Cleveland this week.

MRS. J. A. CORDERO, wife of the head of Trans-Continental Films, is in Doctors Hospital here recuperating from surgery.

IRVING SHIFFRIN, of the Allied Artists exploitation department, has returned to New York from Washington and Philadelphia.

FRED E. AUFHAUSER, of Projection Optics Co., Rochester, will leave New York aboard the "Queen Mary" on Saturday for Europe.

STEFI SHIELDON, Excelsior Pictures foreign representative, will leave New York on March 6 for Berlin and London.

COMMDR. ALEXANDER McDONALD, president of Doug Fairbanks Corp., Hollywood, will return to New York from Europe tomorrow via B.O.A.C.

LOU BROWN, Loew's Poli-New England Theatres advertising-publicity manager, is in Detroit from New Haven.

E. S. GREGG, president of Westrex Corp., has returned to New York from Hollywood.

ANNA MAGNANI will leave New York for Italy today aboard the "Cristoforo Colombo."

SAM HARRIS, partner in the State Theatre, Hartford, has returned there with Mrs. HARRIS from Miami.

SIR CAROL REED, British director, will arrive in New York today from London via B.O.A.C. Monarch.

M. J. DALY, president of Daly Theatre Corp., Hartford, is recuperating at his home there after surgery.

G. RALPH BRANTON, Allied Artists vice-president, has returned to Hollywood from Honolulu.

JACK WRATHER, president of Lone Ranger, Inc., and his wife, BONITA GRANVILLE, left Hollywood yesterday for New York.

Administration May Aid Manufacturers Of Photo Equipment

From THE DAILY Bureau

WASHINGTON, Feb. 23.—The administration is reported considering a plan to help out manufacturers of photographic equipment and other products hurt by competition from imports from abroad.

The plan would include higher tariffs, quotas on the imports and possibly even direct Federal subsidy payments and would set up a special Federal committee, consisting of representatives from various agencies, to decide what industries need special aid as protection against low-costing imports.

The tariff increase, quotas, and subsidies would then be ordered for any such industry producing an item that might be essential in a wartime emergency and where the workers in that industry need many years of training to become properly skilled to produce that item.

Government officials say the optical and photographic equipment industry would obviously be such an industry, entitled to this special help if this over-all plan is finally approved.

Senate in Ovation To Susan Ball

WASHINGTON, Feb. 23.—Actress Susan Ball was given a standing ovation by the U. S. Senate yesterday when she made a brief appearance in the Senate visitors' gallery.

Miss Ball is on tour with her husband, actor Richard Long, in connection with her film "Chief Crazy Horse," the first film she's made since she lost her leg some years ago after a serious illness.

Sen. Lehman (D., N. Y.), noting that Miss Ball was born in Buffalo, hailed her "high courage" in overcoming her setback. He said she was a "splendid motion picture actress, representing well her fine industry," and that "her brave example should be an inspiration to millions of handicapped Americans." Sen. Ellender (D., La.), who was presiding at the time, told the young actress: "You're always welcome."

State, Middleton, to Brandt and Miller

Harry Brandt and Melvin Miller have taken a long-term lease on the State Theatre, Middleton, N. Y., the deal having been handled by Berk & Krungold, theatre brokers.

The 1,400-seat house is the property of Strata Theatres, Inc., a subsidiary of Fabian Theatres.

Joseph Bracken Dies

Joseph L. Bracken, Jr., an attorney associated with the law firm of Sargey & Stain since 1946, died at St. Catherine's Hospital, Brooklyn. Funeral services will be at the Hillebrand Funeral Home, Rego Park, L. I., today.

The deceased was a brother of Eddie Bracken, motion picture and stage actor.

Col. Buys Santana Capital Stock

HOLLYWOOD, Feb. 23.—Columbia Pictures has consummated a deal for the acquisition of all capital stock in Santana Pictures from Humphrey Bogart and A. Morgan Maree.

Senate Unit Reports Delinquency Probe

From THE DAILY Bureau

WASHINGTON, Feb. 23.—A special Senate committee studying juvenile delinquency said the mass media have a responsibility to eliminate from their products anything that might harm young audiences.

The Senate Judiciary Subcommittee made this comment in a report mainly about the comic book industry. However, it said its remarks applied to all mass media industries.

"It is during childhood," the subcommittee's report said, "that the individual's concepts of right and wrong and his reactions to society's standards are largely developed. Those responsible for the operation of every form of the mass media of communication, including comic books, which cater to the education or entertainment of children have, therefore, a responsibility to gear their products to these special considerations."

'Potentiality' a Factor

"Standards for such products, whether in the form of a code or by the policies of individual producers, should not be aimed to eliminate only that which can be proved beyond doubt to demoralize youth. Rather, the aim should be to eliminate all materials that potentially exert detrimental effects."

The report promised that the subcommittee would in the future study other media of communications besides the comic book industry. The subcommittee has said it would continue its investigation of radio and TV programs, and might branch out into motion pictures.

Defense May Finish Schine Trial Monday

BUFFALO, Feb. 23.—Howard Antevil, attorney for Schine Chain Theaters, Inc., was on the stand most of the day in the Schine trial in Federal Court, testifying as to various conversations he had with Department of Justice officials after the 1949 decrees were entered.

Indications are that the defense will wind up its case by next Monday and that the government will probably not take up more than one day in rebuttal, so that Federal Judge John Knight may have the entire case in his lap by the middle of next week.

'Elephant' to H-L

"Elephant Bill," by Lt. Col. J. H. Williams of the British Army, will be brought to the screen by Harold Hecht and Burt Lancaster for United Artists release.

News Roundup

Producers Awards

The Screen Producers Guild's second annual intercollegiate "Gold Medallion Award" for the best picture created and conceived in colleges will go to UCLA for its 20-minute Civil War subject, "Time Out for War." University of Indiana will receive honorable mention for "Your State Trooper."

Chicago Rejects None

During January, the Chicago Censor Board reviewed 107 films, 23 of which were foreign productions. The board rejected none and gave no "adults only" classifications.

To Attend "Chandra"

The Ambassador from India and members of the Indian embassy staff have been invited to attend the American premiere of "Chandra," a Hoffberg release, at the Art Cinema in Washington on Friday.

Sponsors Cinerama

The St. Louis Chamber of Commerce celebrated its 40th anniversary by sponsoring the premiere festivities of "Cinerama Holiday" at the Ambassador Theatre.

Ad-less Marquees

All Toronto streets will be cleared of overhanging signs by 1960, although theatres may be permitted to retain marquees but without advertising, according to plans announced by the Toronto Metropolitan Council.

Convert Theatre

The Mayfair Theatre in Bridgeport, Conn., operated by the Strand Amusement Co., has been sold to a furniture concern which will convert the structure for its own use.

Adds Franchise Holders

New franchise holders for Modern Film Distributors are "Dutch" Kone-mann, Denver and Salt Lake City; Otis Bollinger, St. Louis and Kansas City, and Gidney Talley, Dallas and Oklahoma City.

Revise PCC System

The 10-year-old Permanent Charities Committee system, in Hollywood, of comprising one campaign annually will be revised to include year-round solicitation. PCC chairman Ralph Clare explained that the change was necessary because of the increasing number of persons entering the industry and the increased fluctuation of employment in several categories.

COLUMBIA'S

THE LONG GRAY LINE,

IN ITS SECOND WEEK,

DID $33\frac{1}{2}\%$ MORE

BUSINESS THAN THE

FIRST WEEK AT

LOEW'S CAPITOL, N.Y.!

Talks to B.B.C.

Disney Plans TV Promotion In Britain

From THE DAILY Bureau

LONDON, Feb. 23.—Motion pictures can't fight television so it is up to the industry to make use of it, Roy Disney, president of Walt Disney Prod., told a press conference here as he prepared to make arrangements for the showing of some Disney film footage on British Broadcasting Corp. facilities.

He told newsmen that TV is a really tough competitor; too big, too basic—as he said—to fight. If we could wipe it out we would, added Disney, but you can't stick your head in the sand and say it isn't here. You have to live with it. Disney claimed that his company has proved in America the beneficial value of TV to cinema films. "We have discovered a machine for reaching 45 million people in an evening. And they pay us for it," was another of Disney's comments.

Brought Five Films

He has brought with him the five films—dealing with "20,000 Leagues," "The Lady and the Tramp," "The Vanishing Prairie"—made for the Disney Wednesday-night hour in America and is prepared to do a trade with the BBC's television service. Disney admitted that tentative talks had already begun with the corporation. A regular "hour," similar to that in America, was not at present contemplated. "We will be content for the time being with occasional shows," he said.

Disney anticipated opening negotiations with commercial TV program contractors but, in his view, they are not yet ready. His company, he said, is interested in "circulation" and he felt that the established BBC service would have the edge on its commercial competitors in the matter of "circulation" for at least two years.

Sees Optical Sound Dominant

Disney expressed the opinion that magnetic sound would ultimately have to give way to optical. He had a personal preference for the magnetic system, but he felt that the public didn't appreciate it sufficiently to justify the additional expense involved.

All his company's pictures—with the exception, so Disney inferred, of nature films—will be made in Cinema-Scope and first prints of current pictures will have magnetic tracks. The question of optical tracks will come later and be decided ultimately in the light of experience.

Will Re-Issue 'Fantasia'

"Fantasia," Disney said, is to be re-issued in a wide-screen version with stereophonic sound. Outlining the company's future policy, he declared that they would aim at a cartoon-feature every two or three years, one live action a year and one nature film a year.

"Our shorts program," he said, "is being submerged. We will make the fewest number possible. In the last six or seven years we have lost more

Asks Abolishment of Fees

End to Music Performing Rights Sought in Canada

By M. L. SCHWARTZ

OTTAWA, Feb. 23.—The Musical Protective Society of Canada, which includes in its membership the Motion Picture Industry Council of Canada and the Canadian Association of Radio and Television Broadcasters, recommended that performing rights and collection of fees from public users of music should be abolished.

This was contained in a brief filed with the Royal Commission probing copyright, patent and trade mark laws in Canada. While public performances of music offers free advertising and increased sales for composers and copyright owners, yet members of MPS were being charged fees of over \$1,000,000 a year in this country, it was stated.

"This situation logically leads one to consider the abolition of the performing right as a part of copyright in modern society," MPS said.

The MPS suggested the reduction

of the copyright term as an alternative to elimination of the performing right fee. At present, the term is life of the author or composer plus 50 years. The term should be either the patent term, 17 years plus renewal right for another 17 years, a 25-year period or the United States term of 28 years plus renewal for another 28 years, the brief contended.

Collection System Criticized

The method whereby performing rights societies collect performing rights fees for authors and composers was criticized by the MPS which called for proper changes.

Carolina TO Sets 18 Regional Meets

CHARLOTTE, Feb. 23. — The Theatre Owners Association of North and South Carolina will hold 18 regional meetings in the Carolinas this spring.

"We plan to take the association to the exhibitor," said C. A. Dandlake, president of the association at a board meeting here. Twelve meetings are planned in North Carolina and six in South Carolina.

Purpose of the regional meetings, Dandlake said, will be "to clear up some of the evils in the industry." He would not elaborate further, but did say high film rentals will be one of the subjects to be discussed.

First meeting is being planned for April, with the last probably being held in Charlotte on May 17. This will be the day following M-G-M's workshop which hundreds of Carolina exhibitors are expected to attend.

The May 17 meeting in Charlotte will be a general meeting, the first such assembly to be held outside the regular convention.

Mrs. Walter Griffith, executive secretary of the association, said the 1955 convention will be held on Nov. 13-15 here.

on them than we ever did on features."

Referring to the setting-up of the Disney independent distributing organization, Roy Disney said he anticipated that the working out completely of the British division would take two years. Additional sales staff would be taken on, but he did not contemplate a wide expansion of provincial branches on the conventional scale. "The boys in the head office will have to sweat it out for the moment," said Disney.

Current world film business is good, he opined. "Living Desert" has done exceptionally well and, in fact, Britain had shown the poorest return on the picture of all territories. That was, in no way, a reflection on Cyril Edgar, the company's London sales manager. "Circuits here appear to put their own judgment before that of the public," Disney reflected acidly.

M-G-M Adds Two More 'Workshops'

Two more "ticket selling workshops" have been added to M-G-M's schedule, according to Mike Simons, customer relations head, who returned yesterday from Detroit, where he held the latest get-together of exhibitors to hear M-G-M's various plans for boosting business. The Detroit session was attended by a group of 25 independent and circuit operators.

The first of these will be conducted May 6 at the Savoy Hotel, Des Moines, in connection with the annual spring convention of the Allied Theatre Owners of Iowa and Nebraska. Arrangements were completed yesterday with Al Myrick, president of the Allied organization. The original convention dates scheduled a week later were changed by Allied to make the tie-up with the Workshop.

M-G-M's San Francisco branch manager Sam Gardner completed arrangements for a Workshop in that city at the St. Francis Hotel on June 20, according to Simons who says both dates are now definitely in the itinerary which, with eight Workshops completed, now comprises a total of 23. It is possible that even more will yet be added, he said.

Continental Seeking Australia Production

Continental Enterprises, operator of an amusement park in Washington and of a group of theatres in the South, is negotiating abroad with Joseph Kaufman, producer, for production of motion pictures to be made in Australia.

Negotiations, said Martin Segal, president of Continental, should be concluded in the near future.

Life of Theda

HOLLYWOOD, Feb. 23.—"The Great Vampire," an autobiographical novel of the life of Theda Bara, has been acquired by Columbia Pictures and will be turned into a musical comedy, it was announced by Jerry Wald, executive producer. Fred Kohlmarmar has been assigned to produce.

Outside Industry

Other Groups Ready to Join Toll-TV Fight

By LESTER DINOFF

Individual groups, outside the motion picture industry, already have approached the Joint Committee on Toll-TV seeking to join with exhibitors in opposing subscription television, Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, said here yesterday following a meeting of the JCTTV.

"Further action by exhibitors in opposing subscription television has been postponed until late next week with a hope that the complete group could convene to consider a public relations program developed by Harold Wolff," Frisch stated in acting as spokesman of the proceedings.

While not going any further into the obtaining of outside industry aid in opposing toll-TV, Frisch said that additional developments in exhibition's campaign against Zenith's Phonovision system, Paramount's Telemeter, and Skiatron, were slowed up by the absence of the JCTTV's co-chairmen, Alfred Starr and Trueman Rembusch, and legal counsel Marcus Cohn, at the meeting.

Still Unsettled Problems

"The committee's activities during the meeting were solely confined to discussing Wolff's program," Frisch said. "There are still a number of problems unsettled."

"We anticipate that another meeting of the joint committee will take place here late next week," the exhibitor leader stated. The time and place of the convening will be announced shortly, he said.

Phillip Harling, JCTTV treasurer, declared that exhibitor response to the committee's plea for contributions in building up a \$150,000 'war chest' for fighting toll-TV has been high. "We have been receiving contributions to further the fight from many big and small theatres in the country," he said.

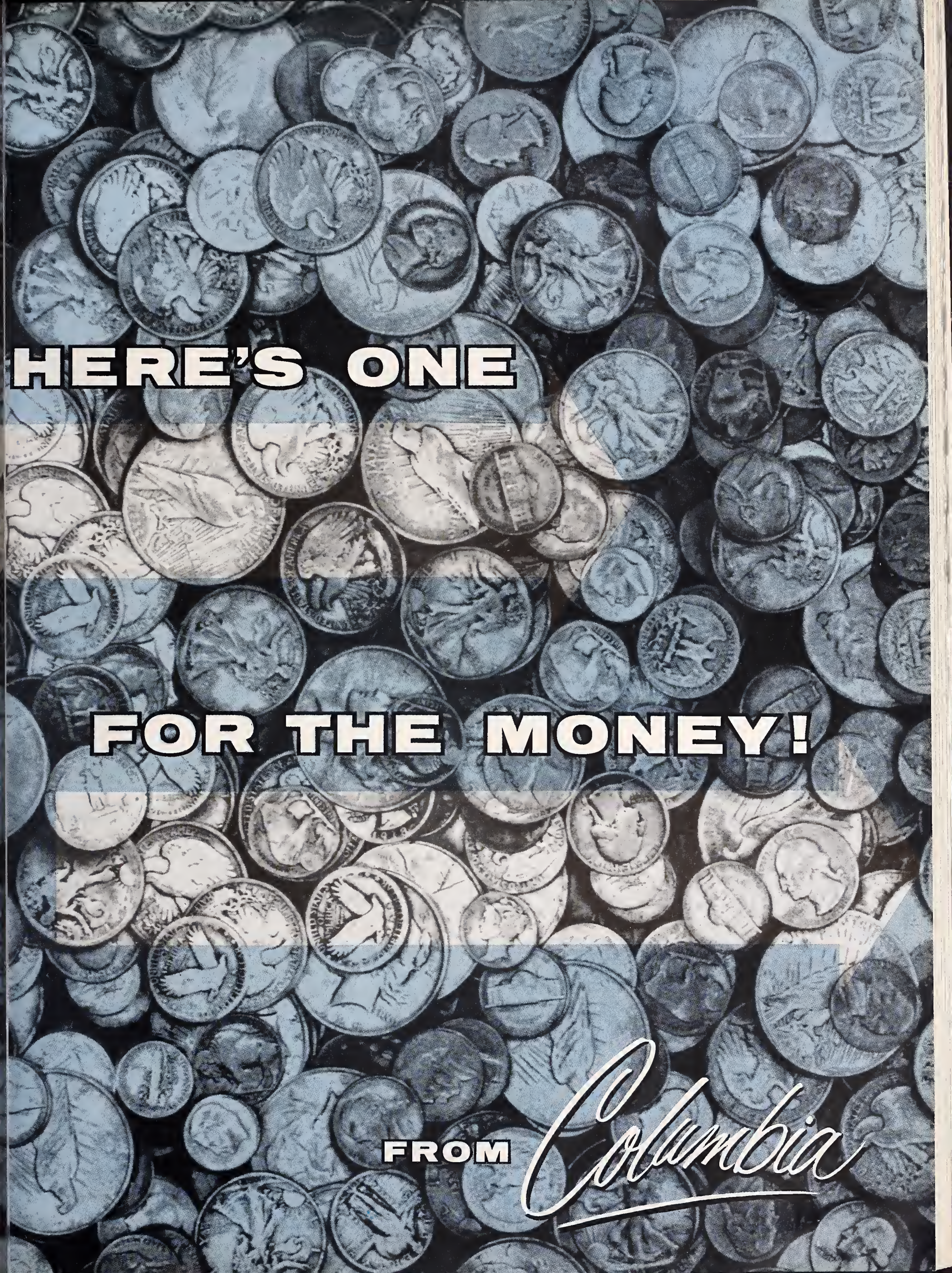
NY Theatres Prepare Tax Breakage Brief

New York City exhibitor lawyers will file a respondents' brief at the Albany Court of Appeals highlighting the "tax breakage issue" of the local five per cent amusement tax by March 2, it was learned yesterday, in opposition to an appeal brief filed late last week by Assistant Corporation Counsel Stanley Buchsbaum.

A hearing on the briefs has been set for March 3 in Albany, Buchsbaum said.

An exhibitor lawyer, who attended a meeting, held yesterday afternoon, of circuit and independent attorneys, revealed that the exhibitor brief will also contain mention of the New York City Administrative Code provision which deals with ticket printing regulations.

Under the present city code, admission tickets are allowed only to have the admission price and Federal tax printed on each ticket, the attorney said. Anything else printed on an admission ticket, including the local levy, would have exhibitors creating a misdemeanor, he said.



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THE BIGGEST BOUNCIEST BEST

Fun is busting out
all over in this honey
of a hit with wonderful
tunes, beautiful girls
and laughs galore!

**BETTY
GRABLE**

**MARGE and GOWER
CHAMPION**

THREE FOR

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Based on a play by W. SOMERSET MAUGHAM Produced by JONIE TAYLOR

MUSICAL EVER IN

CINEMASCOPE

COLOR BY **TECHNICOLOR**

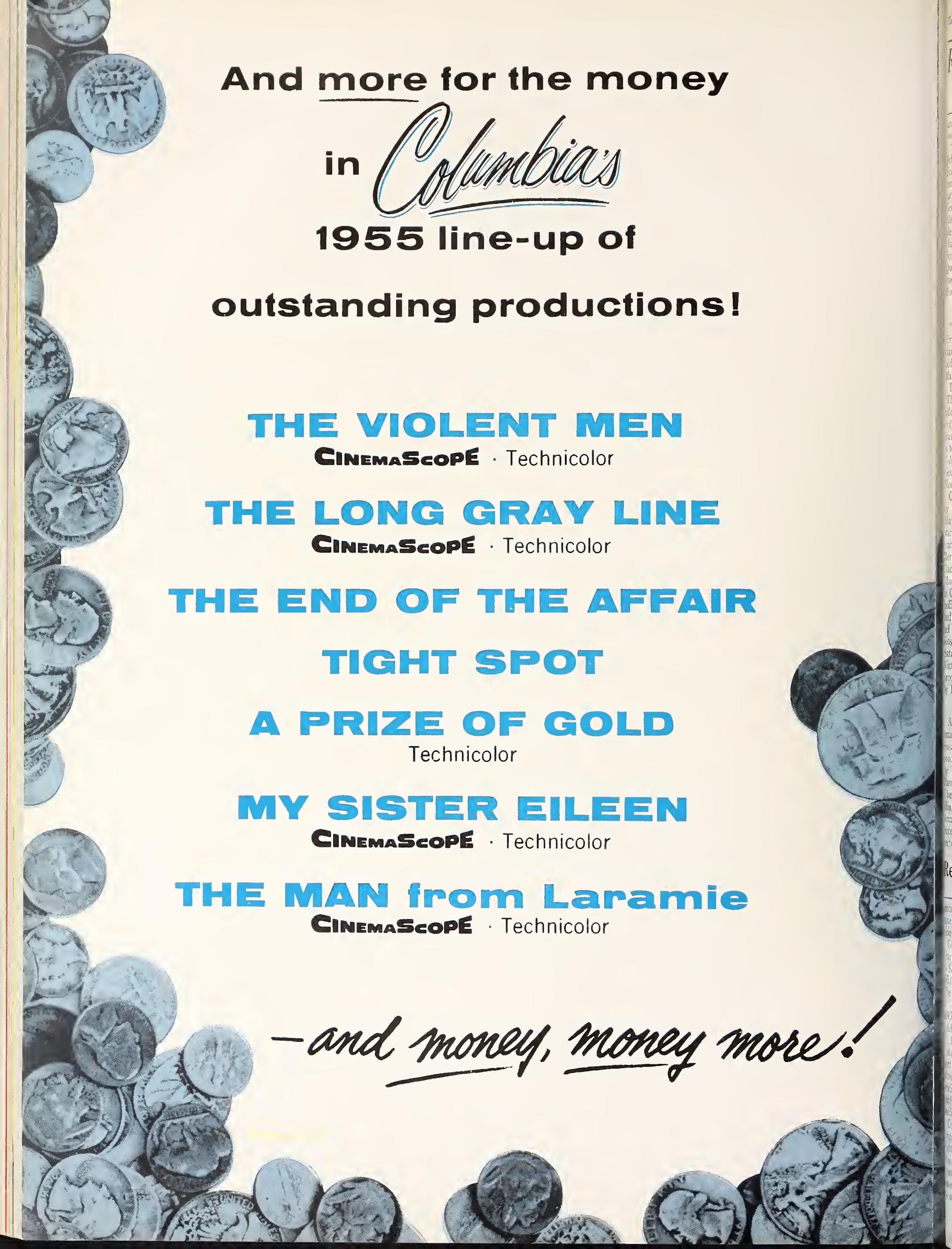
**JACK
LEMMON**

*Cheer These
Top Tunes*

"Someone To Watch Over Me"
"I've Got A Crush On You"
"How Come You Do Me
Like You Do"
"Down, Boy" • "Which One"

THE SHOW

Screen Play by EDWARD HOPE and LEONARD STERN
Directed by H. C. POTTER • A COLUMBIA PICTURE



And more for the money
in *Columbia's*
1955 line-up of
outstanding productions!

THE VIOLENT MEN

CINEMASCOPE · Technicolor

THE LONG GRAY LINE

CINEMASCOPE · Technicolor

THE END OF THE AFFAIR

TIGHT SPOT

A PRIZE OF GOLD

Technicolor

MY SISTER EILEEN

CINEMASCOPE · Technicolor

THE MAN from Laramie

CINEMASCOPE · Technicolor

— and money, money more! —

Fox Slate

(Continued from page 1)

and three are in standard dimension, one in color.

"The Living Swamp," produced by Jeffrey Hunter, is the first CinemaScope featurette presented by the company. The film is a portrayal of nature in the Okefenokee Swamp of Georgia, and will be released in May. Also added to the May release schedule is Edward L. Alperson's "The Magnificent Matador" in CinemaScope. Maureen O'Hara, Anthony Quinn and Richard Denning are starred. Carroll Case produced and Budd Boetticher directed.

To Film 'Angela' in Rome

"Angela," an S. Pallos production filmed in Rome and directed by and starring Dennis O'Keefe, has been added to the company's releases in March.

The company also disclosed that "The Adventures of Sadie" is the new title for "Our Girl Friday," a standard film in color, which will be released in April. New star Joan Collins is topcast with Kenneth More, George Cole and Robertson Hare in the George Minter production directed by Noel Langley.

Other important attractions listed by the company between March and May are "Untamed" in CinemaScope, starring Tyrone Power, Susan Hayward and Richard Egan, produced by Bert E. Friedlob and William A. Bacher, directed by Henry King, a March release; "A Man Called Peter" in CinemaScope, the company's Easter holiday picture, starring Jean Peters and Richard Todd, produced by Samuel G. Engel and directed by Henry Koster, an April release; "Violent Saturday" in CinemaScope, starring Victor Mature and Richard Egan, produced by Buddy Adler and directed by Richard Fleisher, an April release.

Gable Vehicle Included

Also "Soldier of Fortune" in CinemaScope, starring Clark Gable, Susan Hayward and Michael Rennie, produced by Buddy Adler and directed by Edward Dmytryk, in May, and Panoramic Production's "A Life In The Balance," a standard dimension film starring Ricardo Montalban, Anne Bancroft and Lee Marvin, produced by Leonard Goldstein and directed by Harry Horner.

Republic Net

(Continued from page 1)

income. The provision for Federal taxes on income for the 53-week previous fiscal year was put at \$800,000.

Gross revenue for the 1954 fiscal year was reported to have amounted to \$37,962,359 as compared with \$37,265,034 for the previous fiscal year. The corporations bank indebtedness as of Oct. 30, 1954 amounted to \$2,259,771 as compared with a similar indebtedness of \$3,066,099 as of Oct. 31, 1953.

Regarding TV production, the report said that in order to meet the increasing demands upon Republic for studio facilities by TV producers, Republic has continued to expand its studio facilities and equipment.

Continued the report: "After prolonged litigation, the courts upheld our right to release the Gene Autry and Roy Rogers pictures to television. It is anticipated that arrangements to release these pictures to television will be concluded in the near future."

Fox to Shoot in 55mm.

(Continued from page 1)

keep up with progress," he added, declaring "we won't let any other medium get ahead."

In connection with standard 35mm. projection, he enthusiastically pointed to the number of theatres both here and abroad that have converted to CinemaScope, forecasting that by the end of the year there will be over 30,000 world-wide installations.

Referring to the planned 55mm. road-show CinemaScope pictures, Skouras said they "will show that CinemaScope equals or excels" any other method. He apparently referred to Cinerama and Todd-AO, although he declined to name competitive media. He added that the 55mm. road-show pictures will contain six stereophonic sound tracks, two more than on standard CinemaScope films.

Advantages Claimed

Shooting in 55mm., Skouras explained, will offer a greater photographic area by virtue of anamorphic lenses. This and other technological advantages accruing from such a move will be reflected in the converted 35mm. CinemaScope film, he continued.

In response to a question, Skouras said the 55mm. shooting will be "vertical" photography. This would represent something entirely different from VistaVision shooting, which utilizes "horizontal" photography. It would also mean equipping the studios with

new 55mm. cameras and insuring the supply of adequate raw stock and processing facilities.

The first two pictures slated for 55mm. projection on a road-show basis, the 20th-Fox president continued, will be "The King and I" and probably "The Greatest Story Ever Told."

These productions, Skouras forecast, will embody the latest innovations in sound, color and photography and will be presented in a tailor-made fashion to show that the CinemaScope medium is greater, or as good as any other road-show medium.

Going Abroad Shortly

Skouras said he plans a short trip to Europe soon to join Darryl F. Zanuck, vice-president in charge of the studio, on the Continent. Both will screen the French-German co-production "Oasis," which 20th-Fox will distribute here. He will see the picture in Munich, Skouras said.

Regarding the company's production of TV films, Skouras said "we're working on plans now" which will be announced in the near future.

Asked about 20th-Fox plans to produce newsreels in CinemaScope, Skouras said that will not be done until there are from 15,000 to 16,000 theatres in the U. S. equipped for CinemaScope. He estimated the current number of CinemaScope theatres in the U. S. at 12,000.

TNT Interested in Heavyweight Bout

Another closed circuit telecast of a heavyweight championship boxing bout looms for exhibitors with the arrival of English contender Don Cockell here from London.

Fight promoter Jimmy Murray has announced that the next Rocky Marciano title event would take place at the San Francisco Kezar Stadium on May 16, 17 or 18. Although no official announcement has been made by the International Boxing Club, a signing between the champion and contender may take place here today.

Theatre Network Television, the closed circuit television company which presented the last Marciano heavyweight bout to 71 theatres in 55 cities throughout the country, is definitely interested in presenting the proposed Marciano-Cockell event, it was learned.

Cinex Capital Now Totals \$3,200,000

MEXICO CITY, Feb. 23. — A working capital of \$3,200,000 was accumulated by Cinex, which the Government organized last summer to control distribution of Mexican pictures abroad and to which 80 per cent of producers belong, it was announced at the first meeting of Cinex stockholders. Eduardo Garduño, director general of the trade's own bank, the semi-official Banco Nacional Cinematografico, heads Cinex.

To assure that cash advances Cinex makes against profits of pictures it distributes be absolutely just, a vigilance committee, membership of which changes every three months, was organized. Producers Jesus Grovas, Alfonso Patiño Gomez and Eduardo Quevedo form the first committee.

Says 'Salt of Earth' Helps Communism

CHICAGO, Feb. 23. — "The Salt of the Earth" is a picture that helps to foster communism, it was charged here by two Chicago moving picture operators. These views were given in answers filed in U. S. District Court to an earlier suit which charged they had violated anti-trust laws by refusing to show the film in a local theatre.

Independent Production Corp., Inc., producers of the film, asked triple damages of \$316,500 from the operators and their union, Chicago Moving Picture Operators' Local 110 (AFL).

Operator Quit His Job

The operators were identified as Louis Cleppe and Dudley Howell, who had been working at the Cinema Annex on West Madison Street. Daniel D. Carmell, attorney representing the operators and their union, said Cleppe quit his job at the theatre because it "appeared to be a place for dissemination of Communist propaganda."

"The Salt of the Earth," Cleppe said, had been banned for export by the State Department and also condemned by the American Legion. Howell said he quit his job because he would "not help forward the cause of a movie which he believed fostered Communist aims."

Adams to Emcee

Joey Adams, well known comedian, author, and television personality, will assume the role of toastmaster at the National Television Film Council luncheon meeting today, at the Hotel Delmonico here, in place of Wendy Barrie, who was formerly scheduled to install NTFC officers today, but who was called to Washington on pressing matters.

People

Louis B. Mayer will be the guest of honor and principal speaker at the American Cinema Editors' annual dinner on March 24 in Hollywood. ACE president Richard Cahoon will preside.

□

Walt Disney will be honored by the Izaak Walton League of America with life membership in the organization. Presentation will be made on Apr. 1 at the annual convention of the league to be held in Chicago. Specifically cited will be the Disney "True Life Adventure Series."

□

Jean Negulesco has been appointed to direct the 27th annual Academy Awards presentations on March 30.

□

Arthur and Sarita Jennings have leased the subsequent-run Music Box Theatre in New Britain, Conn.

□

Paul White, formerly with Paramount Pictures and European manager for David O. Selznick, has been retained as a consultant by the RCA Victor record division to develop a five-year expansion plan for the television film syndication branch.

□

Mary Di Maggio, of the Di Maggio clan, is the new telephone operator at Universal's San Francisco office.

□

Jerry Shinbach, former RKO division manager in the Chicago area, heads the newly-formed Monarch Theatres in Ohio. His new In-Town Auto Theatre, near Columbus, will be managed by Lou Holleb.

□

Norman Jurvic, former assistant manager of the Alexandria Theatre in San Francisco, is the new manager of the Harding Theatre there.

□

Mrs. Edna Faye Still, house manager of the Esquire Theatre in Chickasha, Okla., owned by Mrs. Opal Gray for the past five years, has leased the Tuttle Theatre, at Tuttle, Okla., effective March 4, and will operate the 325-seat house on weekends.

□

Earl Snyder, Jr., owner of the Bellaire and Apache drive-in theatres in the Tulsa area, has acquired the Cove, 550-seat neighborhood house in Tulsa. Snyder's brother-in-law, L. L. Elliott, has been named manager.

□

Harry Schoenberg and Bill Kothe have been appointed assistants to P. K. Wessel, president of State Films which now is handling the shipping and inspection for Republic Pictures in Cleveland.

TV and Radio in HOLLYWOOD

By SAMUEL D. BERNIS

GILBERT KAY climbed out of the Assistant ranks to full director on the "Man Behind the Badge" series. He also caught the eye of Chester Erksine for "The Manufactured Clue," a "Reader's Digest" stanza; and Medic is having him stethoscoped for one of their case histories. . . . Jay Elliot, with Mid-West call letters WBBC, WSPD and WJIM to his credit, convinced Klaus Landsberg he was ripe for KTLA's TV announcing staff. Now he's interviewing guests on "Eye Witness." . . . "This Is Your Music" moves from KTTV to KNXT. The half-hour musical variety show stars Joan Weldon and Byron Palmer.

Senator Price Daniel of Texas conferred a Congressional citation on "The Lone Ranger" to mark its 22nd year on radio with the consent of the U. S. Senate. This makes the program owner, Jack Wrather, another Texan, mighty proud. . . . Roy Rogers and Dale Evans will spur Red Cross contributions via TV spots. . . . Steve Wayne leaves KTLA's Channel 5 for a starring part in the first English film made by a Chinese company in Hong Kong.

Alan Handley requisitioned 18 NBC cameras to take care of his Academy Award nominations show. . . . "Sabaka," Frank Ferrin's India-made feature, which goes into theatrical release, will be plugged for eight weeks on the "Smilin' Ed's Gang" show over 97 ABC-TV outlets in a campaign aimed at 60 million viewers who might be attracted to the latest Boris Karloff film. . . . Vaughn Monroe will make three plane trips from Las Vegas to take care of the commercials for the first permanent color installation transmission from the West Coast, with Kenyon & Eckhardt supervising for RCA Victor.

The "Emmy" Awards, March 7, could get a greater rating than any of the shows that are up for the statues. The setting will be more attractive than last year, with Frank Sennes' Moulin Rouge making its facilities and portions of its show available to the Academy of Television Arts and Sciences. This unusual club could turn into the most logical spot to hold future Hollywood events. And it'll be a big Hollywood hello again to Steve Allen as he steps into the m.c. spotlight for the affair.

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Review

"Tarzan's Hidden Jungle"

(Lesser-RKO)

GORDON SCOTT, who replaces Lex Barker in the role of Tarzan is muscular, and virile and fills all the requirements needed for the character. His initial vehicle for producer Sol Lesser is a typical entry in the series, loaded with action and unhampered by too much dialogue.

This time the villains are seeking jungle animals which could prove profitable for them. The majority of the beasts are in dangerous Sukulu country where the natives worship the animals and kill anyone who tries to destroy them. Their lone white friend is a United Nations doctor who has a clinic nearby.

The hunters use the doctor as their entry by posing as photographers. The plan almost achieves success until Tarzan takes over and lures the animals back, helps destroy the hunters and keeps peace with the warlike Sukulus.

The perils of the jungle are constantly in focus. One scene in particular finds the heroine, a nurse, slowly submerging in quicksand while beset by a crawling snake. Lions, elephants, crocodiles and the like are always hovering somewhere. The picture should please the many Tarzan fans, for whom it obviously was made.

Vera Miles plays the nurse, Peter Van Eyck the doctor and Jack Elam the chief villain. Cheta has a playmate in this and the two chimps provide the necessary comic relief.

Harold Schuster directed from a screenplay by William Lively.

Running time, 73 minutes. General classification. For February release.

Stores Advertise for Upstate Theatre

Special to THE DAILY

WATERTOWN, N. Y., Feb. 23.—In an effort to have the public return to Main Street's theatres and shops, local businessmen have sponsored advertisements in the "Watertown Daily Times" asking citizens "If We Didn't Have Good Theatres, What Kind Of A Town Would This Be?"

The advertisement was brought about because of the installation of a new television station and the closing of the Camp Drum military installation, which produced a serious economic situation.

Before the erection of the TV outlet, about 4,000 TV sets had been purchased and were tuned to two Syracuse stations about 70 miles away. The local TV station was built by the local newspaper which also owns the local radio station and all three act in concert to keep the people at home watching television, it was said.

COMPO Ads Cited

The Council of Motion Picture Organizations has inserted advertising for a number of months in "Editor & Publisher" as part of a campaign to inform local newspapers and the public also, that motion pictures and theatres are an integral part in the daily occurrences of a community. COMPO's ads have been pointing out that a theatre's marquee lights keep all lights lit in shopping districts.

The advertising in the "Times" states that "We are happy to join the Motion Picture Theatre Celebration of 1955. Our theatres will be presenting outstanding films like 'The Bridges at Toko-Ri,' 'The Silver Chalice,' 'Prince of Players,' '20,000 Leagues Under the Sea,' and many others. It is our hope that more people will recognize that a great industry is working in the interest of its public and the many places of business they affect directly and indirectly. Let's all go to the movies and let's all trade downtown."

Reports to MOTION PICTURE DAILY indicate that small-town newspapers circulating in the upper Midwest have pitched in during the last few weeks to hypo attendance at local show-houses. Joining the chorus of editorial comment were the Delano Eagle,

NSS Cartoon Posters To Boost Attendance

"How to Make Them Happy" — Take Them Out to the Movies! — is the ticket-selling theme of a pair of new 30 x 40 and 40 x 60 full-color displays created by National Screen Service to stimulate attendance, it was announced by George F. Dembow, vice-president in charge of sales.

Designed with cartoon comedy art and copy, these displays were developed for out-front and away-from-theatre exploitation to capture passerby attention. They can be used with window and inside-store displays for specific film attractions, with contests, as institutional displays by cooperative merchants seeking an eye-stopping poster, and in and around the theatre itself, Dembow said. Real-life situations of familiar everyday problems, caricatured, and logically answered by "Take Them Out to the Movies" give exhibitors a display message that should do much to boost the "go to the movies" habit, he said.

Hoover on Last Lap Of V. C. Tent Tour

In order to complete one of the major goals of the first year of his administration, George Hoover, international chief barker of Variety Clubs, will visit five more tents within the next month.

Hoover stated at the convention held in Texas last year that it was his aim to visit and meet with the crews of every tent within the United States during his tenure of office. This last swing will accomplish that objective.

This trip, which will include Buffalo, Feb. 25; Detroit, Feb. 26; Cleveland, Feb. 28; Dayton, March 1, and St. Louis, March 2, will complete Hoover's trip to each Variety Club.

Hoover will present the results of his surveys to the international convention in Los Angeles in May.

Delano, Minn.; Faribault Daily News, Faribault, Minn.; Kenyon Leader, Kenyon, Minn.; Detroit Lakes Tribune, Detroit Lakes, Minn.; Waseca Journal, Waseca, Minn., and the Hutchinson Herald, Menno, S. D.

Kodak 1954 Earnings Set New High Mark; Sales Near Record

ROCHESTER, Feb. 23.—Eastman Kodak Co. pre-tax and post-tax earnings for 1954 were the best in the company's history, according to the annual statement of the organization released by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

The report pointed out that earnings before taxes were \$144,968,534, an increase of nine per cent over the 1953 total of \$133,449,168, the previous record. Net earnings were \$69,821,719, up 39 per cent over the previous year's \$50,171,153. Earnings amounted to \$3.99 per share on the 17,402,784 shares of common stock outstanding compared to \$2.86 per share earned in 1953 on 17,400,217 shares. The 1954 net amounted to 11 per cent of sales.

Cash dividends declared on common stock in 1954 amounted to \$2.05 per share or \$35,674,206, compared with \$1.85 or \$31,821,408 in 1953. A previously announced five per cent stock dividend will be paid March 21 to share owners of record Feb. 7. The regular six per cent preferred stock dividend amounted to \$369,942. In 1954 the company marked its 53rd consecutive year of dividend payments.

Kodak's consolidated net sales for 1954 amounted to \$633,457,838, almost equal to the 1953 record sales of \$633,668,918 the report revealed.

Altec Speaker Seen On L. A. Television

The story of Altec's "Voice of the Theatre" speaker system has been brought to television viewers by station KTTV, Los Angeles. It is believed to be the first time that this element of screen presentation has been singled out for attention by a television studio.

Presented from the plants of Altec Lansing in Beverly Hills and sponsored by Richfield Oil Corp., the theatre speaker system was displayed, and its workings in relation to theatre sound, multi-channel and otherwise, explained, by Altec engineers, followed by a discussion of the company's history growth and activities by G. L. Carrington, president.

C. H. Schreiber Quits RKO Columbus Post

COLUMBUS, O., Feb. 23.—C. Harry Schreiber, RKO Theatres city manager, has resigned, effective March 15, to take over management of his parents' wholesale tobacco and candy business in Chestertown, Md. No successor has been named.

Schreiber came to Columbus in 1933 as manager of the RKO Palace. From 1944 to 1947 he was assistant district manager for RKO in Chicago and RKO city manager in Cleveland. He returned to Columbus in 1947.

'Crazy Horse' Tour

Chief Ben American Horse, 84-year-old chief of the Sioux nation and the cousin of Chief Crazy Horse and his niece, Darlene Rooks, who was one of the winners in the Miss America Indian Beauty Pageant held in Wyoming last year, will make a 13-city tour on behalf of the initial openings and the advance promotion of Universal-International's "Chief Crazy Horse."

Sindlinger

(Continued from page 1)

13,553 four-wall theatres and 3,911 drive-ins.

On March 1, 1954, when Congress was still considering the admission tax, there were 6,280 closed theatres in the United States. At the end of 1954, the number of closed theatres had dropped to 5,651, a shift of 665 theatres. Eleven states, including New York, had more closed theatres at the end of 1954 than at the end of 1953, but the net changes in all such cases were small. The tabulation, giving the number of active theatres for each year since 1946, shows that the total at the end of 1954 was within five theatres of the high point of 19,106 reached at the end of 1950. The tabulation follows:

End of Year	Active 4-Wall Theatres	Active Drive-In Theatres	Active Total Theatres
1946.....	18,719	300	19,019
1947.....	18,059	548	18,607
1948.....	17,575	820	18,395
1949.....	17,367	1,203	18,570
1950.....	16,904	2,202	19,106
1951.....	16,150	2,830	18,980
1952.....	15,347	3,276	18,623
1953.....	14,174	3,791	17,965
1954.....	15,039	4,062	19,101

The theatre census, prepared for COMPO by Sindlinger & Co., research analysts, includes as an "active" operation any theatre which closes only seasonally, such as a four-wall theatre at a summer resort or certain drive-ins which close two to five months a year. The census is kept up to date on a continuous basis. Each reported change in a theatre's status is verified with the theatre. In September, 1954, when Sindlinger & Co. last reported theatre census figures to COMPO, there were 1,288 theatres whose status was unverified; that is, they had been reported as both open and closed and therefore not included in the compilations. By the end of 1954, the unverified list had dropped to 453.

The tabulation released by COMPO also gives the state-by-state total of four-wall theatres but points out that the state break-down of drive-ins will not be available until early this spring.

Low Prices Aid All, Says Mexico Official

MEXICO CITY, Feb. 23.—Ceilinged theatre admission prices that have ruled here since December, 1952, will continue, though many exhibitors continue fighting for unfreezing them so they can charge more because of increased operating costs.

Adolfo Fernandez Bustamante, chief of the City Amusements Supervision Department, who put the ceilinged prices into effect, declared in a press interview that, at present, there is no prospect of any modification of the price scale, which was a 20 per cent reduction, and makes 32 cents the maximum that can be charged for any picture.

The ceilinged prices benefit both exhibitor and customer, Bustamante stressed. Theatres here are enjoying the most revenue in their history because admission prices are attracting more patrons, including many who never before attended motion picture theatres, he said.

Television, he emphasized, offers no competition, because of the lack of quality of TV shows and the high cost of receivers, placing them beyond the possession possibility of most people.

Michigan Allied Meeting

(Continued from page 1)

for each seat in his theatre, membership will now be governed by whether or not a theatre is first, second or third run and a flat rate will be charged accordingly. The first run will pay the larger amount, the others will be charged smaller amounts. The amount which will be set will be announced within the next few days.

Ernest Conlon, executive secretary, speaking for the group, said membership will cover the entire lower peninsula of Michigan under such a plan.

Approximately 400 attended the two-day session, the largest group ever to attend its convention.

The first day was spent at the M-G-M Workshop, where speakers from all fields of the industry demonstrated means of promoting box office returns. The first day's session ended with a banquet in the evening.

A luncheon during the day was provided by the Coca-Cola Co.

The second day of the meeting was devoted to viewing a film on

toll-TV. The membership registered an action disapproving Federal control of toll-TV.

The day's business closed with the election of the following board: Irving Belinsky, Emmet Roche, Ed Johnson, B. L. Kilbride, Adolph Goldberg, Frank R. Forman, Mrs. Delores Cassidy, Walter Fisher, Wm. Rice, R. J. Ashman, John Tate, Richard Spangle, Milton Lorden, Wm. Welsman, Robert Tuttle, Howard Sharp-ley, Eltin Samuels and Robert Newman.

Alden Smith President

The newly elected board elected the following officers: president, Alden Smith; first vice-president Pearce Parkhurst; second vice-president John Vlachoe; treasurer Wm. Wetsman; and secretary, William Clark.

The convention also approved an advisory board which could act on association activities in place of the regular board.

Crown to A.A.

(Continued from page 1)

will headquarter at New York, spending some time at the studio, with periodic European trips on production affairs.

Crown will represent the studio with American and foreign independents making films for Allied Artists, and will be the studio's liaison with the company's world-wide distribution offices. He will leave by plane for New York this weekend following meetings with Broidy, Harold Mirisch, Ralph Branton and George Burrows.

Trade Bill Hearings

(Continued from page 1)

ganizations desiring to testify should apply to the committee before March 4. Witnesses were told that oral testimony should not duplicate testimony given earlier to the House Ways and Means Committee, though full statements in writing could be submitted for the finance committee record. Chairman Byrd (D., Va.) said he hoped to finish the hearings in about two weeks.

Grainger Buys Novel As Second for RKO

HOLLYWOOD, Feb. 23.—Edmund Grainger has purchased Robert Hardy Andrews' novel, "Great Day in the Morning" for the second of his independent productions through RKO. Filmed in SuperScope, the story of the West will start shooting in June.

The first production, "The Treasure of Pancho Villa," will start Apr. 1. The third production "Oh, Promised Land" will roll in August.

Lead UA Drive

United Artists' Washington, Cleveland and New Haven exchanges have taken the lead in the overall standings for the 23rd week of the Bob Benjamin drive. The front-running branches in the six-month salute to UA's chairman of the board are headed by Sidney Cooper of Washington, Dave Rosenthal of Cleveland and Irving Mendelson of New Haven.

Disney Properties

(Continued from page 1)

for Disney's Buena Vista Film Distributing Co., who planed in from New York for the finalizing.

Mexico and the Caribbean area are included in distribution rights for South and Central America, and Australia is embraced in the Far East territory.

"20,000 Leagues" will be paired with "Toot, Whistle, Plunk and Boom," to be released late this year below the Rio Grande, according to Branson, while "The Vanishing Prairie" will have "Willie, the Operatic Whale" as companion.

Conrad Brady Joins Workshop Panel

M-G-M Ticket-Selling Workshop headliners who will be seen and heard at Columbus, O., March 1 will include Conrad Brady, director of publicity for Interstate Theatres at Houston, Texas, it was announced by Mike Simons, director of customer relations for M-G-M, who also added another new name to the roster of exhibitors enlisted for Workshop service when he named James W. Gaylard Jr., Troy Ala., Drive In Theatres Inc., as drive-in panelist for the meeting.

Jack Bruno, city manager for Cooper Foundation Theatres at Pueblo, Colo., and Ivan D. Anderson, Liberty Theatre, No. Wilkesboro, N. C., complete the exhibitor foursome at Columbus.

Phone Rates Menace Mexico Rural Radio

MEXICO CITY, Feb. 23.—The 65 per cent increase and continuance of the 15 per cent Federal tax in telephone rates will kill most radio stations in the provinces that depend upon remote control service from here, the National Radio Broadcasting Industry Chamber warned the Ministry of Communications and Public Works in asking that these stations, on the ground that they are a public service, be exempted from the increase.

Telephone rates for these stations have more than sextupled during the past 12 years, it was pointed out.

UK Theatres

(Continued from page 1)

and their seating capacity exceeds 4,000,000.

The "Journal" notes that the admissions rose compared with both the previous quarter and the corresponding quarter in all regions and in all sizes of theatres. Surprisingly, the smallest theatres, those seating 250 or less, which lately registered the greatest proportional attendance falls, increased their admissions by 11.1 per cent over the preceding quarter and 2.9 per cent over the corresponding quarter of 1953.

The box-office gross for the quarter was nearly £29,000,000, or five per cent higher than for the corresponding 1953 quarter and five per cent above the second quarter of 1954. (The pound is officially valued at \$2.80.)

The average admission price rose from 20.5 pence to 20.6 pence. Net receipts amounted to £19,263,000, or 9.5 per cent more than for the previous quarter. The exhibitors' share therein amounted to £12,546,000, which is higher, the "Journal" comments, than any it has recorded since 1950, but, the "Journal" adds, it should be borne in mind that exhibition costs have risen considerably since that time.

Taylor Again Heads Canadian Pioneers

TORONTO, Feb. 23.—Nat A. Taylor, head of 20th Century Theatres here, was reelected president of the Canadian Picture Pioneers for a third term at the first 1955 meeting here of the board of directors.

The executives reelected Morris Stein of Famous Players to the vice-presidency for a second year while Tom Daley of the University Theatre is again the secretary-treasurer.

Committee chairmen are: Membership, C. L. Dentelbeck; sick and welfare, Harold Pfaff; public relations, C. J. Appel, and benevolent fund, O. R. Hanson.

Baker-Brill Claims 1st Cartoon Serial

What is said to be the first cartoon serial, "The Adventures of Felix The Cat," produced by Pat Sullivan in 10 episodes, each episode consisting of two adventures, has been announced for spring release by Sam Baker-David Brill Associates. The series is all new. Each episode will run for 15 minutes and will follow the comic adventures of Felix around the world.

"The Adventures of Felix the Cat" will be state-righted for distributors in the United States, as well as for foreign distribution.

S.L. Film Men Fight Daylight-Saving Bill

SALT LAKE CITY, Feb. 23.—More than 175 Salt Lake film exchange employes and branch managers appeared this morning before both houses of the Utah State Legislature to urge defeat of a plan for daylight-saving in Utah. All wore badges saying "vote against daylight confusion time."

Drive-in operators of Utah already have been campaigning against the bill. Television stations are solidly in favor of it.

the
big news
TODAY
from
UA

On February 17th, 1955
there was placed before the
CinemaScope Cameras at the
Sevilla Studio, Madrid

the production of
ROBERT ROSSEN'S

"ALEXANDER THE GREAT"



Color by Technicolor

Shooting will continue later in
Manzanares, El Molar, Rascafria,
Segovia, and Malaga in Spain,
and in various parts of Greece.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
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To The
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VOL. 77. NO. 39

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TEN CENTS

'Envious Eyes'

Warns 'Others' May Enter TV Film Making

Kaufman Says Field Is Being Watched Carefully

By LESTER DINOFF

Unless the films-for-television-industry comes to a full realization as to the urgent need for closer cooperation among its different branches, there is a danger that TV producing companies may be replaced by "other show business organizations" which are "more worthy" of turning out quality product at a lower cost, Reuben Kaufman, president of Guild Films, declared here yesterday.

Speaking at the monthly meeting of the National Television Film Coun-
(Continued on page 3)

SSBC Not Planning Any Investigation of Monopoly This Year

From THE DAILY Bureau

WASHINGTON, Feb. 24. — The Senate Small Business Committee has no present plans to conduct any film industry investigation this year, according to committee members.

The monopoly subcommittee, headed by Sen. Long (D., La.), will probably keep a watchful eye on the industry, as it did last year, but does not at the present time intend any public hearings or extensive investigation such as those held two years ago.

It was learned that committee mem-
(Continued on page 3)

Officers, Directors Re-elected

Optimistic Product Report Given to Loew's Meeting

By MURRAY HOROWITZ

The upcoming releasing program of Loew's-M-G-M offers reason for optimism, Howard Dietz, vice-president in charge of advertising, publicity and exploitation, informed stockholders at yesterday's annual Loew's meeting, held in the lounge of Loew's State Theatre.

Extend AB-PT Divestiture

From THE DAILY Bureau

WASHINGTON, Feb. 24. — The Justice Department has agreed to give American Broadcasting-Paramount Theatres another six months extension of its divestiture deadline.

The current deadline is March 3, so the new six months extension puts the deadline back to Sept. 3.

Justice officials said that AB-PT has only 43 theatres left to dispose of out of the 774 theatres it was required to sell under the original Paramount
(Continued on page 3)

FCC Hit on Station Multiple Ownership

From THE DAILY Bureau

WASHINGTON, Feb. 24. — The U. S. Court of Appeals here today knocked out the Federal Communications Commission's multiple ownership rules, which limit the number of TV or radio stations that can be owned by one interest. A three-judge panel said the communications act did not give the commission power to fix any such arbitrary ruling. An appeal to the Supreme Court is likely.

The case, brought by the Storer
(Continued on page 3)

Dietz made the statement in response to a request by Charles C. Moskowitz, vice-president and treasurer, who acted as chairman of the meeting.

Moskowitz told the nearly 400 persons present that Loew's earnings for the current quarter which began Nov. 25 are "not as good" as those for the same period last year, blaming the decline on the failure of some releases in the current period to live up to expectations and the comparable stronger release schedule last year.

The meeting, which lasted three hours and 40 minutes, saw the reelection of all directors and the defeat by an overwhelming majority of the one motion made by dissident stockholder James Fuller.

The 11 Loew's directors were re-elected by a vote in excess of 4,270-
(Continued on page 6)

Snaper's Advice: Go to Presidents

Allied Theatre Owners of New Jersey recommends to its members that they should contact the presidents of the distributing companies and discuss the problems of small exhibitors. Wilbur Snaper, president of the New Jersey unit, in a bulletin, stated "up to now, it has been of little avail to speak with sales managers."

Continuing, Snaper said:
"It is rumored that there is more
(Continued on page 3)

\$4.10 Per Share

Para. Reports 1954 Earnings At \$9,003,000

Compares with '53 Net of \$6,779,000; Dividend Set

Consolidated earnings of Paramount Pictures for the year ended Jan. 1, 1955 are estimated at \$9,003,000. These earnings, according to the com-



Barney Balaban

pany report issued yesterday by Barney Balaban, president, include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately \$832,000, after deducting applicable income taxes.

The estimated earnings, including such net profit on
(Continued on page 3)

Cole Defends Status Of COMPO Regional Association in Texas

Special to THE DAILY

DALLAS, Feb. 24. — Answering Allied States Association charges that the COMPO name had been misused by state and regional units, Col. H. A. Cole, chairman of the board for Texas Allied and co-chairman of Texas COMPO stated that Texas COMPO had established an enviable record as strictly an industry organization working not only for the industry in Texas, but all over the nation as well.

Cole recalled that Texas COMPO
(Continued on page 6)

UA Brazil Office Wins Int'l Drive

United Artists' Ribeirao Preto branch in Brazil has won the grand cash prize in the year-long 35th anniversary international sales drive honoring president Arthur B. Krim, it is announced by co-captains Arnold M. Picker, vice-president in charge of distribution, and Louis Lober, general
(Continued on page 3)

Skouras Warns of Dangers in Gov't Intervention

Views Federal Control as 'Costly' Victory

"Nothing can be worse for exhibitors" than Allied's current move to press for Federal regulation of film rentals, Spyros P. Skouras, president of 20th Century-Fox, warned here this week.

Skouras, in an interview with MOTION PICTURE DAILY, coupled his warning with a plea for harmony in the industry, a harmony which would benefit both exhibition and production-distribution.

If Allied goes to the government seeking enabling legislation, and if

such legislation is won, Skouras maintained that some film companies might begin selling their films to TV and toll-TV interests, while others may go out of business.

Such a step, he went on, would be a "bad day" for the industry and another "victory" which would be a "detriment" to the exhibitors. Skouras argued that other so-called "victories" have proved detrimental to exhibitors, listing the elimination of block-booking and the introduction of competitive bidding as a result of the divorce-

ment of theatres as having resulted in a condition which is injurious to exhibition, as a whole.

In regard to the proposed round table industry conference, Skouras already is on record in favor of the recommendation, saying that he definitely would be present at the projected meeting. In expressing his sentiments in favor of the proposed conference, Skouras at the time called it a "constructive" move, viewing the proposal as a means of creating harmony within the industry.

Personal Mention

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave New York on Monday for Minneapolis, Denver and Salt Lake City.

PETER and JOHN PERAKOS, of Perakos Theatres Associates, New Britain, Conn., will return there this week end following a cruise to South America.

WALTER LOWENDAHL, Transfilm executive vice-president, left here yesterday for Europe aboard the "Cristoforo Colombo."

MICKEY ALPERIN, of the Hartford Theatres circuit, has left there with MRS. ALPERIN for a vacation in Florida.

JOE DOLGIN, of the Pine Drive-in, Waterbury, Conn., and MRS. DOLGIN have returned to their home in Hartford from Florida.

R. E. WARN, Westrex Corp. vice-president, has returned to New York following an extended tour of Europe.

RALPH MARTIN, of "Seventeen," will leave over the weekend for Miami Beach.

SUZANNE WARNER, British publicist, will return to London today from New York via B.O.A.C.

FRED CARPENTER, British actor, will return to England today from New York via B.O.A.C. Monarch.

JEAN BENOIT-LEVY, French producer-director, has arrived in New York from Le Havre.

S. HUOK is scheduled to arrive here today via B.O.A.C. Monarch.

ROBERT WAGNER will return to the Hollywood on Tuesday from New York.

A.A. Declares Dividend

HOLLYWOOD, Feb. 24. — The executive committee of Allied Artists Corp. board of directors today voted a quarterly dividend of 13¾ cents on the company's 5½ per cent cumulative convertible preferred stock. Payment will be made March 15 to stockholders of record March 4.

20th-Fox Dividend

A quarterly cash dividend of 40 cents per share on the outstanding common stock of 20th Century-Fox was declared yesterday, payable on March 31 to stockholders of record on March 15.

FPC Dividend

OTTAWA, Feb. 24. — Famous Players Canadian Corp., Ltd., declared a 37½ cent dividend, payable on March 30 to shareholders of record on March 4.

Rita Hayworth and Dick Haymes Form Company for United Artists Release

Rita Hayworth and Dick Haymes have formed their own motion picture producing company, Crystal Bay Productions, Inc., which will release its initial two pictures through United Artists.



Rita Hayworth



Dick Haymes

Arrangements entered into with Arthur B. Krim, president of United Artists, call for the financing and distribution by the releasing company of the first two Crystal Bay productions starring Miss Hayworth, with Haymes acting as producer. Both Miss Hayworth and Haymes also contemplate finding a story that will serve as a co-starring vehicle.

Production plans for the two films will follow immediately upon completion of Miss Hayworth's two-picture obligation to Columbia Pictures.

Film News Leader In Reader Interest

The 38th in the series of Council of Motion Picture Organizations ads in "Editor & Publisher," which will appear tomorrow, prints the results of a newspaper survey which shows that film news tops news of television, radio, sports and food in reader interest. The findings were made by the Daniel Starch organization, an independent research outfit, on a basis of three separate issues (one a month) of "a great metropolitan newspaper."

While interest in sports attracted a slightly larger percentage of men readers and the food page a slightly larger percentage of women readers, the over-all interest in pictures was the highest of all four classifications studied.

"To become crassly commercial," the ad says, "only two of the classifications are to any important degree revenue producing: food and movies. But aside from that, it should be obvious that a good movie department commands wide readership."

UA Seeks Return of Advance for 'Melba'

United Artists has filed suit in New York Federal Court for \$459,000 allegedly due from advances made to Horizon-American Pictures for the production of "Melba." Sam Spiegel, Irwin Margulies, Horizon-American and Columbia were named as defendants.

Columbia was named because of money involved in "On the Waterfront" in which the defendants are said to be interested.

James Rebb, 87

ATLANTA, Feb. 24. — James A. Rebb, 87-year-old pioneer motion picture theater owner is dead here.

Rebb owned and operated the old Superba Theatre on Whithall Street for a number of years during the days of silent pictures. He was also owner of the old Fairview Theatre before his retirement in 1942.

20,000 Doctors See Closed Circuit Clinic

An estimated 20,000 doctors in 65 cities across the nation and in Canada attended a closed circuit medical telecast yesterday afternoon, viewing the latest techniques in the treatment of streptococcal infections through the facilities of Box Office Television, Inc.

The hour-long symposium, sponsored by the American Academy of General Practice in cooperation with Wyeth Laboratories and presented by BOT, was viewed on large screens in a wide variety of viewing points, mainly hotels and studios in most cities.

Included among these were the University of Kansas Medical Center in Kansas City, the Elks Club in Mobile, the Union League Club in Philadelphia, and, in Canada, the Royal Ontario Museum in Toronto and Queens University in Kingston.

7,100,000 TV Sets Shipped in 1954

WASHINGTON, Feb. 24. — Over 7,100,000 television receivers were shipped to dealers during 1954, an increase of nearly half a million from 1953, the Radio-Electronics-Television Manufacturers Association reported today.

For 1954, RETMA reported that 7,161,362 television receivers moved into the hands of dealers compared with 6,704,193 sets shipped in 1953.

December shipments totaled 1,014,227 TV receivers compared with 774,379 sets shipped in November and 660,515 television receivers shipped to dealers in December, 1953.

Rackmil Adds Shares

WASHINGTON, Feb. 24. — The Securities and Exchange Commission reported during January that Milton R. Rackmil, president of Decca Records, Inc., bought in November, 1954, 47,100 capital shares, and in January, 28,100 shares under a trust voting agreement. Beneficial ownership of these shares is disclaimed. Direct holdings total 11,713.

News Roundup

Okla. Allied Board to Meet

Plans for the state convention of Allied of Oklahoma will be completed by the association's board of directors at a meeting to be held Monday in the Biltmore Hotel, Oklahoma City. The convention is scheduled for March 28 and 29 in the Skirvin Hotel, also in Oklahoma City.

'Untamed' to Miami

Twentieth Century-Fox star Susan Hayward will head a delegation of showbusiness personalities who will attend a three-theatre simultaneous world premiere of "Untamed" in CinemaScope on Tuesday, at Wometco's Carib, Miami and Miracle theatres, Miami.

Lowers Segregation Rule

Residents of Forsythe, Ga., have voted by a tally of two to one in favor of permitting Negroes to use the balcony of the Forsythe Theatre.

Okla. V.C. Plans 2 Projects

A pre-school kindergarten for mentally retarded children will be established in Oklahoma City by the Ladies Auxiliary, Variety Club Tent 22. The plans for the project, just completed, also call for the maintenance of a room for one year at the Will Rogers Memorial Hospital.

Paul Quinn Joins RKO Legal Dept.

Paul J. Quinn, formerly with Donovan, Leisure, Newton & Irvine, has been appointed attorney in charge of litigation for RKO Radio Pictures, Inc., the position previously held by Peter F. Pugliese, who resigned to join Bell Telephone of Pennsylvania as its general attorney, it was announced yesterday by J. Miller Walker, vice-president and general counsel for RKO Radio.

The Donovan office has served as special counsel to RKO for many years and Quinn was associated with that firm for approximately 10 years, during the course of which he worked on cases involving RKO, particularly in the anti-trust field.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"JUPITER'S DARLING"

in CinemaScope and Color starring

Esther WILLIAMS - Howard KEEL

Marge & Gower CHAMPION

George SANDERS

AN M-G-M PICTURE

and SPECTACULAR STAGE PRESENTATION

TV Film

(Continued from page 1)

cil at the Hotel Delmonico, Kaufman asserted that "we must come to a full realization as to what really constitutes home entertainment and comprehend the urgent need for closer cooperation among the various phases in television film exhibition."

"People in other branches of show business are looking at films for television with envious eyes and unless we come to a full realization, there is a danger of our being replaced by organizations more worthy and which have greater experience in the field," Kaufman said.

Films for television as an industry has grown up and is here to stay because it is economically sound, the guest speaker said. "The future holds a great promise of more television entertainment being tied up in films, but we must unite on the basic principles and standards of operations," he stated.

Sees 'Many Problems'

"There are many problems in the industry, direction, production, distribution, finance," Kaufman said. "One of the most serious problems to producers and distributors is price-cutting ourselves right out of business," he said. "One company has even gone so far as to negotiate five-year booking deals for product with television stations," he said, in deploring the price-cutting on TV product.

"Our future is tied to the healthy, prosperous television station whose destiny lies in the direction of films," Kaufman said. "Films must take a more important place in the TV stations' time schedules so that a station can serve the public even more and, in turn, make money," he said. "We must take a serious and intelligent attitude in order to bring about the types of films and shows that audiences want."

"We must have an awareness of the need for quality in films for television and fully understand what really constitutes home television entertainment," Kaufman said. "Agencies also must realize that their future lies with films. They demand quality shows from producers but beat down prices; refuse to recommend any new approaches to clients, and are reluctant to take any show that is not a safe bet."

Firm Boosted Film Budget

"This is a subject with which we all must concern ourselves immediately," Kaufman said. He also reiterated his firm's faith in the industry by announcing that Guild Films had boosted its television film budget two and a half times so that better films can be produced.

Outgoing president of NFTC, Mel Gold, introduced comedian Joey Adams who acted as toastmaster of the meeting. The NFTC membership also installed its newly elected slate of officers which was headed by John J. Schneider.

Snaper's Advice

(Continued from page 1)

false box office reporting going on than ever before. This is not to be condoned but certainly understandable. When a man's livelihood is threatened and his family's security endangered by the wilful practices of a few men, he will fight with every means at his command."

Well Above 1953

Note Substantial Increase In UK Equipment Exports

By PETER BURNUP

LONDON, Feb. 24.—United Kingdom exports of motion picture equipment, it is now revealed, increased substantially in 1954, as compared with the previous year, but were affected in the final quarter by a crippling nationwide dock strike.

Shipments during the nine months to Sept. 30 amounted to £1,471,000 for the whole of 1953. But for the dock strikes, it is thought that 1954 would have been a record year for cinematograph exports, particularly as the figures for December show that for the first time exports exceeded £200,000 in a month.

Exports Rose

Steady increases were achieved in exports to the majority of world markets, particularly in Australia, where, up to Sept. 30, £270,000 worth of equipment has been exported, compared with £150,000 for all of 1953.

For the year 1954 exports to Australia are now expected to have ex-

ceeded £300,000, easily the highest value exported by the industry to any one market in a year.

Other Areas Show Strength

Good recoveries were also made in Canada, Sweden, Spain, Venezuela, Uruguay and Argentina, although in some cases the figures are not comparable with those achieved during 1952, the record year so far for the industry.

Markets in which 1954 results were not so favorable as compared with previous years include South Africa, Brazil and France (where trade, it is stated, has been very seriously hampered by import restrictions) and the U. S.

UA in Brazil

(Continued from page 1)

manager of the foreign department.

The Ribeirao Preto office, managed by Waldemar Rodrigues, topped the 86 UA overseas branches in Europe, Asia, Africa, Latin America and Australia that competed in the sales push commemorating the founding of the company in 1919.

Picker and Lober concurrently announce that the grand prize in the exploitation phase of the 12-month campaign had gone to Great Britain, whose publicity director is Joe Pole. The Australian head office, topped by managing director Ron Michaels, has won first place in the administration competition.

SEC Reports Film Stock Transactions

WASHINGTON, Feb. 24.—The Securities and Exchange Commission has reported that officials of two distribution companies and two theatre circuits were involved in stock transfer transactions.

A. Montague, vice-president of Columbia Pictures, sold 1,300 shares of common stock, decreasing his direct holdings to 13,661 shares. Abraham Schneider, vice-president and treasurer of Columbia, sold 1,000 shares and made gifts of 907 shares of common stock, decreasing his direct holdings to 18,569 shares.

Sam Wolf, secretary of Allied Artists Pictures Corp., sold 1,100 shares of common stock, decreasing his direct holdings to 150 shares.

A. Louis Oresman, a director of RKO Theatres Corp., made a gift of 11,200 shares of common stock, decreasing his direct holdings in the circuit to 31,356 shares.

Allan D. Dowling, a director of City Investing Co., made a gift of 206 shares of common stock and sold 21,499 common shares, decreasing his direct holdings to 106,259 shares. Alfred P. Ilch, vice-president of the circuit, bought through stock options, 2,065 shares in City Investing. R. E. Dowling Realty Corp., direct beneficial owners of more than 10 per cent of the listed equity securities, bought

Extend AB-PT

(Continued from page 1)

consent decree. This means its divestiture is almost 95 per cent completed. Justice officials also pointed out that 27 of the 43 theatres still unsold involve joint ownerships, which always complicate disposal problems.

AB-PT is now the only circuit of the five major circuits covered by the original consent decrees which either hasn't already completed its divestiture or will not complete it in the very near future. National Theatres, Loew's, Stanley-Warner and RKO Theatres have all either already completed their required divestiture or are in the wind-up order stage and will complete it very shortly.

Some \$10 Seats for 'East' Benefit Bow

Balcony tickets at \$10 each will be sold for the Actors Studio benefit premiere of Warner Brothers "East of Eden" at the Astor Theatre here on March 9.

Orchestra and mezzanine tickets, at \$50 each, are reported as selling rapidly. The price of these tickets includes a special after-theatre supper and show at the Sheraton Astor roof. Among the entertainers who will appear in person at the after-theatre show will be Marilyn Monroe, who will sing "Diamonds Are a Girl's Best Friend."

'Battle' Holdovers

Warner Brothers' "Battle Cry" is reported to be making a bid for sustaining power with 100 per cent holdovers recorded in each of its close to 80 engagements to date, the company said. Extended holdovers, in excess of two weeks, are: fourth week at the Paramount, New York; Stanley, Baltimore; Paramount, Los Angeles; Egyptian, Hollywood; Fox California, San Diego; Metropolitan and Ambassador, Washington, D. C., and Center, Buffalo.

11,741 common shares, increasing direct holdings in the theatre operating circuit to 186,362 shares.

Paramount

(Continued from page 1)

sales of investments, represent \$4.10 per share and, excluding such net profit, \$3.72 per share, as compared with consolidated earnings for the year 1953 of \$6,779,563 or \$3.06 per share on the shares then outstanding.

Estimated earnings for the fourth quarter, ending Jan. 1, of Paramount Pictures and its domestic and Canadian subsidiaries were reported at \$2,613,000 after provision for United States and Canadian income taxes, representing \$1.19 per share, as compared with consolidated earnings for the quarter ended Jan. 2, 1954, of \$1,783,000 or 80 cents per share.

The Paramount board of directors yesterday voted a quarterly dividend of 50 cents per share on the common stock payable Mar. 15 to holders of record on Mar. 4.

FCC Criticized

(Continued from page 1)

Broadcasting Co. of Miami, specifically challenged the rules as applied to TV stations, but the court's decision was broad enough to knock out the rules for radio stations, too. At present, the FCC holds that no one interest can control more than seven TV stations, of which at least two must be UHF stations, and that no one interest can control more than seven radio stations.

The court held that "it is conceivable that in some circumstances ownership of a greater number of stations might be compatible with the public interest," while in other circumstances even seven might be too many to allow one person. It indicated the FCC could still use five or seven or any other number as a rough guide for its own decision in each case, but that it could not lay down any hard and fast rules governing all cases, without giving the applicant opportunity to prove in a particular case that he is entitled to more than a certain number.

No Industry Probe

(Continued from page 1)

bers have been asked to submit a list of the subjects they'd like the committee or its sub-committees to cover during the coming year, and that not a single Senator has mentioned the film industry on his list of suggested subjects. A committee meeting to go over the proposed agenda for the year ahead will likely be held in the next two or three weeks.

The committee's proposed annual report for the past year also avoids any lengthy reference to the film industry. It was reported this would be the first time in several years that this has been the case.

Yahr Heads RCA Theatre Products

CAMDEN, N. J., Feb. 24. — Appointment of M. J. (Mike) Yahr to the newly created post of manager of RCA theatre and sound products was announced by J. F. O'Brien, manager of RCA's theatre and industrial equipment marketing, engineering products division.

Yahr will coordinate all planning, promotion and sales activities for a wide range of equipment and products which the RCA engineering products division markets through distributors.

"EAST OF



ONLY JOHN STEINBECK COULD

ONLY ELIA KAZAN COULD

WARNER BROS. PRESENTS

WORLD PREMIERE

ASTORIA



JAMES DEAN
A dynamic new star
on the screen!

starring JULIE HARRIS · JAMES DEAN · RAYMOND MASSEY

EDEN"

most shocking
age a girl ever
ne brother take
other!

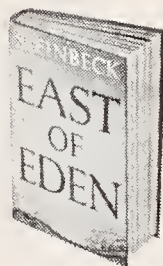
WRITE IT SO RAW!

FILM IT SO REAL!

SENT THE

HERE MARCH 9TH

THEATRE, N.Y.



CINEMASCOPE

moves in breath-close to bring you
realism and intimacy as never before!

WARNERCOLOR • STEREOPHONIC SOUND



ERL IVES • RICHARD DAVALOS

FEET • ALBERT DEKKER • LOIS SMITH •

Screen Play by

PAUL OSBORN •

Directed by

ELIA KAZAN

MUSIC BY
LEONARD ROSENMAN

PRINT BY
TECHNICOLOR

Cole Defends

(Continued from page 1)

initiated the 1951 "Movietime U.S.A." campaign and took the lead in the kick-off for the national tax repeal campaign at the 1952 Texas COMPO conference. Many will also remember that the format set by Texas COMPO for handling the grass roots tax campaign in Texas was also adopted and followed all over the country, Cole said.

Cole stated that "Texas COMPO has always acted as a public relations instrument for the entire motion picture industry in Texas and has never been involved in film rental arguments or other trade practices which would tend to show partiality to any one branch of the industry."

Cole added that, "Texas COMPO is financed only by exhibition in Texas but never has it been competitive either in practice or solicitations with exhibitor organizations in the State."

"In Texas we fully realize the need for both an exhibitor association and a public relations organization. Both Texas Allied and Texas COMPO have done their jobs well in their respective fields," Cole concluded.

Set Hub Banquet

BOSTON, Feb. 24.—Walter A. Brown, chief barker of the Variety Club of New England, has announced that June 20 has been set as the date of a banquet in the Hotel Statler, at which the club's annual "Great Heart Award" will be presented to Rudolph F. King, State Registrar of Motor Vehicles.

Review

"Wyoming Renegades"

(Columbia)

FILMED in color by Technicolor, and featuring a competent cast, "Wyoming Renegades" is a standard western production, enlivened by much action, some plot twists and a most unusual climax. This film should be adequately received by the audiences for which it was intended as it features enough riding, shooting and fighting to satisfy the most devoted fan.

Phil Carey, who should be quite familiar with saddles and spurs by now, has the leading role of an ex-bandit who wants to go straight after serving his time in jail. He returns to his hometown where the people are averse to accepting him—only his sweetheart and a stranger accept him and help him reopen his blacksmith business. Carey notices a member of his former gang casing the bank for a holdup and quickly informs the sheriff who moves the money to the jail for safekeeping. But unknown to anyone, the cohort has seen the maneuver and while the townspeople guard the bank, the gang loots the jail.

The town becomes convinced that Carey is still on the wrong side of the law. With his new found friend, Douglas Kennedy, Carey heads for the gang's hideout and tries to convince the leader, Gene Evans, to let them join. A series of incidents follow wherein Kennedy proves to be a Pinkerton detective. Carey proves to be a hero and the women of the town prove to be too much of a match for the outlaws.

Others in the cast include Martha Hyer and William Bishop. The film was produced by Wallace MacDonald and directed by Fred F. Sears. The story and screenplay were written by David Lang.

Running time, 73 minutes. General classification. For release in March.

Trade Press Will See 8 Start, 7 Finish; 19 Films in Work

HOLLYWOOD, Feb. 24.—The half-hour M-G-M subject emphasizing the importance of the exhibitor and theatre to the community, and encompassing scenes from forthcoming M-G-M pictures, will be screened for the trade press Monday morning at the studio.

The subject will be made available rent-free to exhibitors.

HOLLYWOOD, Feb. 24.—Start of production on eight pictures, offset by completion of seven others, lifted the over-all shooting level from a meager 18 to 19.

Started were: "Lord of the Jungle," (Allied Artists); "Pearl of the South Pacific," Ben Bogeaus, SuperScope, Technicolor (RKO Radio); "How to Be Very, Very Popular," CinemaScope, color, and "Sir Walter Raleigh," CinemaScope, color (20th Century-Fox); "There's Always Tomorrow," (Universal-International); "Illegal," "The Animal World," Technicolor, and "Jagged Edge," CinemaScope, WarnerColor (Warner Bros.).

Completed were: "The Calico Pony," Copa Prods., CinemaScope, Technicolor (Columbia); "The Lonesome Trail," L&B Prods. (independent); "The King's Thief," CinemaScope, Eastman Color, and "Love Me or Leave Me," CinemaScope, color (Metro-Goldwyn-Mayer); "The Court Jester," Dena Prods., VistaVision, Technicolor (Paramount); "The Big Jackpot," (Republic); "The Brass Ring," Challenge Pic. (United Artists).

Pa. Censors Pass 'Game of Love'

PHILADELPHIA, Feb. 24.—After rejecting the film in its entirety three times, the Pennsylvania censors have finally passed a revised version of "The Game of Love," French picture based on a Colette novel, it was announced by Felix Bilgrey, attorney for Times Film Corp. At the same time, vice-president William Shelton revealed that the scheduled first-run engagement of the film at the Lower Mall, a Cleveland art theatre, had been cancelled when the newspapers refused to carry advertisements mentioning the picture.

Marcus Loew Dividend

OTTAWA, Feb. 24.—Marcus Loew's Theatres, Ltd., has declared a dividend of \$1, payable on March 31 to shareholders of record on March 10.

Loew's Meet

(Continued from page 1)

000, it was announced. Fuller's motion calling for the appraisal of all Loew's properties valued at over \$500,000 was defeated by a vote of 4,032,003 to 13,145. Management, however, assured those present that despite the motion's defeat, it would take its purpose under advisement.

The main subjects voiced by the relatively few dissident stockholders who dominated the floor discussion which prolonged the meeting were the following: allegations of excessive salaries paid to executives, objections to settlements of the Louis B. Mayer and J. Robert Rubin contracts, objections to the company's pension system and expressions of disapproval as to the number of shares owned by some directors.

Officials Answer Charges

Rubin, present at the meeting as a director, answered allegations leveled at him, characterizing such allegations as "outrageous." Moskowitz, Joseph R. Vogel, president of Loew's Theatres, and Dietz were among the executives who answered other allegations for the company.

After the meeting, the board met and reelected the following officers: Schenck, president; Moskowitz, vice-president and treasurer; vice-presidents, Charles Reagan, Jessie T. Mills, Dore Schary, Edgar J. Mannix, Dietz, Benjamin Thau, Marvin H. Schenck, J. J. Cohn and Louis K. Sidney; and secretary, Irving H. Greenfield.

Moskowitz, in response to a question, said the earnings of Loew's were divided approximately 40 per cent from theatre operations and 60 per cent from the production-distribution operation. He announced that about 82.3 per cent of the outstanding stock was present, either by proxy or by person at the meeting, the highest representation in the history of the company.

Navy Granted Use of MPRC's New Paint

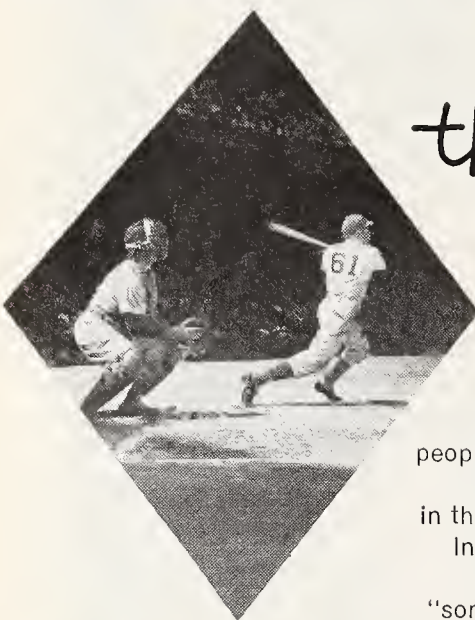
HOLLYWOOD, Feb. 24.—Motion Picture Research Council board chairman Y. Frank Freeman granted the request of the U. S. Navy Motion Picture Service for the formula, developed by the Council, for a special paint for use with powerful low-level lighting units using 1,000-watt, 1,000-hour lamps for incandescent balanced color film.

The paint is said to cut set-lighting time in half.

Schenck Present But Questioners Silent

Nicholas M. Schenck, president of Loew's, Inc., interrupted a Florida vacation to attend the company's annual meeting of stockholders here yesterday. His appearance, a rare one at such meetings, was in response to urgings of certain Loew's stockholders. However, it hardly appeared to have been necessary.

As soon as the meeting convened, Schenck announced that he was making himself available to questioners. No one, however, put a question directly to him.



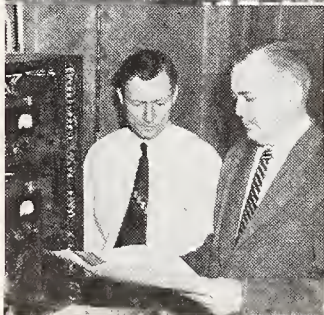
that extra
"something"

A certain indefinable quality sets people, pursuits, products apart.

In the automotive world, Cadillac is in this exclusive "quality" category.

In the field of stage, screen and sports, a select few have that certain "something" that sets them aside from their fellow performers.

Thus it is with ALTEC service. Over and above its superb technical skill, its special instruments, tools and devices, its extensive research and development laboratories, ALTEC service offers that extra "something" which adds a "plus" value to every ALTEC service contract.



SPECIALISTS IN MOTION PICTURE SOUND

161 Sixth Ave., New York 13, N.Y.

HILUX-VAL



Variable anamorphic lens

ONLY THE SUPERB HILUX-VAL GIVES YOU ALL THESE FEATURES

1. **HILUX-VAL** gives more light than any other variable anamorphic lens.
2. **HILUX-VAL** is the only lens that will perform without vignetting, and with either the 2 25/32" and 4" dia. projection lenses, interchangeably.
3. **HILUX-VAL'S** Dual-Knob Control assures you of maximum screen coverage, no moving of projector!
4. **HILUX-VAL** is manufactured by one of the world's largest and oldest manufacturers consistently supplying the motion picture industry with recognized products and reliable service for generations.

Available at a price that is
unequaled for a fine quality
anamorphic lens, thru
your supply dealer only.

Price includes support brackets, storage case, corrector lenses, lens caps and cleaning brush; truly a complete package!



PROJECTION OPTICS CO.
Wherever Fine Optics are Important
330 Lyell Avenue Rochester 6, N. Y.

In the THEATRE Equipment & Refreshment World . . .

. . . with RAY GALLO

ROWE SPACARB, Inc., New York, has announced a new three-flavor, 600-cup automatic drink dispenser. Tabbed the D-600 model, it is now in full production and available for immediate delivery, according to I. H. Houston, Rowe Spacarb president. The new machine contains all the special features of the company's other models, including an illuminated Fiberglas display, "Mix-a-Drink" (a device which permits the customer to mix flavors while the drink is flowing) and "Select-O-Carb" (a device designed to meet the precise individual standards for nationally advertised drinks). New features include an improved carbonator; refrigeration for all syrup; one-piece spun-metal syrup wells; a coin changer mounted inside the machine and a simplified cup dispenser.

Milt Sherman has been named director of advertising and sales promotion with head-



Milt Sherman

quarters in Chicago for the Raytone Screen Corp., Brooklyn, N. Y. The announcement was made by S. Shurpin, Raytone president, who also reports that the company's 1955 expansion program has made it advisable to maintain offices in both New York and Chicago. The company recently set up a new factory in Lombard, Ill., to manufacture its projection screens. Sherman was last employed as advertising manager of Radiant Mfg. Corp. of Chicago.

Motiograph, Inc., Chicago, has announced the appointment of W. Douglas Matthews to a newly created post of vice-president and general manager. The promotion is said to be part of an internal reorganization to achieve better supervision and control of the expanding manufacturing activities of the companies. The duties of Matthews, formerly treasurer of the company, are being taken over by John J. Bullers, accounting head of the firm who will now function as secretary-treasurer.

S. O. S. Cinema Supply Corp., New York, has made improvements in its "Moy" machine for edge numbering and coding film. The machine is designed to simplify the task of checking film titles and footages. It eliminates, for instance, the necessity of using film "originals" for editing by substituting a work print which can later be matched with the original by edge numbering. At television stations, also, the problem presented by replacement of titles by commercials in films can be solved by edge coding. The new model of the Moy machine features an improved inking system.

Klopp Engineering, Inc., Livonia, Mich., has a new coin-change maker designed to increase usage of coin-operated vending machines (such as those for drinks and candy) by making the proper coins readily available. It can be mounted on the wall, counter or stand. A hood is also available for weather protection when placed in outdoor locations. Four models of the changer are available for providing change for quarters, dimes and nickels.

*Audiences are your
business...and good
screens create
audiences!*



CHECK-LIST for the BEST* SCREEN

*RAYTONE HILUX, of course!

NEW FORMULA. Now a newly developed surface with greatly improved side lighting. Raytone Hilux, means even light distribution.

SEAMLESS CONSTRUCTION, is guaranteed by The Raytone Hilux.

BRIGHTNESS is a must and the Raytone Hilux guarantees enough reflection for CinemaScope and wide angle projection.

COMPLETE UNIFORMITY, never a streak or blemish. Guaranteed to be perfect when it reaches you. Easy to install.

MAXIMUM RECOMMENDED LIGHT RETURN is another absolute requirement which is guaranteed in the Raytone Hilux.

DURABILITY, the Raytone Hilux is tough and tear proof...will last years!

TRUE COLOR RENDITION, richer, more natural pictures on the Raytone Hilux.

REASONABLE PRICE. See your regular dealer... learn how reasonably you can buy the Raytone Hilux.

ABSOLUTE GUARANTEE! Yes, the Raytone Hilux is guaranteed to meet all claims and satisfy you completely—or you pay nothing for the screen!

These are the "musts" for efficient screen performance... the kind of performance that keeps your patrons happy... and buying tickets. For your Raytone Hilux Screen, see your regular theatre dealer today.

**RAYTONE
SCREEN CORP.**

165 Clermont Ave., Brooklyn 5, N. Y.
MIDWEST: L. E. Cooley, 408 S. Oak Park Ave.
Oak Park, Ill.



**5,000 JUNGLE BEASTS ON
A RAMPAGE OF TERROR
...IN THE BIGGEST WILD
ANIMAL PICTURE EVER
FILMED IN INDIA!**

Frank Ferrin presents

SABAKA

Print by **TECHNICOLOR**

starring

BORIS KARLOFF • NINO MARCEL

and introducing

with **REGINALD DENNY • VICTOR JORY**

Produced, Written and Directed by **FRANK FERRIN**

**Sensational
Entertainment**

**backed
up
by**

**Sensational
Exploitation!**

**3 PRONGED TIE-UP SET WITH
FAMED BUSTER BROWN SHOES!**

Nation-wide store displays in 14,000 Brown shoe outlets covering every exchange area in the United States and Canada.

8 solid weeks of TV network plugs — reaching an audience of 16,000,000 each week, slanted for both small fry and adults — via the Buster Brown program, "SMILIN' ED'S GANG", which stars Nino Marcel, who makes his screen debut in "SABAKA".

Coloring contests...with prizes contributed jointly by exhibitors and Brown outlets.

CASH IN ON THIS TERRIFIC BALLYHOO...AND BOOK IT NOW!

**thru
UA**

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 40

NEW YORK, U.S.A., MONDAY, FEBRUARY 28, 1955

TEN CENTS

EDITORIAL Press Treatment Of Film News

By Sherwin Kane

THE impartial survey of reader interest in newspapers, made for COMPO by the Daniel Starch organization, which showed interest in motion picture news to be way out ahead of that in television-radio, sports and food news, is not surprising to this industry but does raise again the question why newspapers will do so little to satisfy this known reader interest in motion pictures while doing so much for the less popular fields of television-radio and sports.

COMPO chose wisely in making this the subject of its current advertisement in "Editor & Publisher." It is just possible that it may come to the attention of some of the right people and start them thinking and asking questions.

One of the questions that remains unanswered is why television and radio program schedules, occupying huge amounts of space in metropolitan newspapers, are published without charge, whereas the same newspapers apply a discriminatory, premium rate to theatres which would give comparable information — about what's playing — to a larger, more interested newspaper readership.

Another question is why sports are covered so extensively, given almost unlimited space, publicized — even advertised — freely, all for the benefit of a smaller audience than motion pictures, and, unlike films, with virtually no revenue-producing sources for the publishing enterprise.

The survey for COMPO revealed that sports attracted a slightly larger percentage of men readers than did motion pictures but that the high percentage of feminine interest in the latter, together with a minor feminine interest in sports, put films well out in front in the overall picture.

Publishers and editors will do
(Continued on page 2)

Schwalberg Leaving Paramount Within Four to Six Weeks

A. W. Schwalberg, who resigned last week as president of Paramount Pictures Distributing Corp., will remain with the company for the next four to six weeks in order to finalize the distribution pattern for the VistaVision feature, "Strategic Air Command," it was announced at the weekend.



A. W. Schwalberg

It is reported that Schwalberg has discussed plans for associations with the Ilya Lopert and Paul Gregory productions after he leaves Paramount. Although not closed yet, it is understood that the deals would give him broad authority in the sales and distribution of the independent producers' films.

In formally announcing Schwalberg
(Continued on page 5)

Military Sees Snags In Clearance Plan

From THE DAILY Bureau

WASHINGTON, Feb. 27. — The Army and Air Force have raised some serious objections to the plan tentatively worked out between exhibitors and Defense Department officials governing film showings at service theatres.

The agreement, worked out earlier this month between exhibitors and
(Continued on page 5)

Para. Weighs Naming Weltner Sales Head

Although no decision has been made by Paramount yet on a successor to Alfred Schwalberg as head of sales and distribution, one of the possibilities being given consideration, it is learned, is that of keeping the present sales organization intact and naming George Weltner, president of Paramount International, as head of domestic distribution in addition to his present duties.

Such an arrangement would be similar to the Universal and RKO Radio setups which have Al Daff and Walter Branson, respectively, as global distribution chiefs.

See \$500,000 From 'Album'

Gross receipts from the closed circuit telecast of the ANTA Album show on March 28 which will be flashed from New York to more than 100,000 people in 40-odd cities across the nation are expected to hit the half-million mark, according to Actors' Equity.

The ANTA Album, the first Broadway production ever to be sent over closed-circuit television, is a joint endeavor of ANTA and CARE, a non-profit government approved agency for person-to-person international assistance.

CARE responsibilities include the selling of 100,000 tickets for the Album performance at prices of \$4, \$6 and \$10, booking the 40-odd houses
(Continued on page 5)

"Blackboard Jungle"

(M-G-M)

THE screen has come of age. The use of films that satisfy the patrons of entertainment by presenting problems that threaten the well-being of society will find a champion in "Blackboard Jungle." Here is a biting documentation of conditions which affect the youth of today and the citizen of tomorrow. The need for solving the problems that breed juvenile delinquency has never been more realistically treated.

The powerful Evan Hunter novel has been faithfully translated for the screen by Richard Brooks in his dual capacity as screenwriter and director, with all the stops pulled out on violence, dialogue, action and suspense. This is no tongue-in-cheek affair. After glimpsing the attempted rape of an attractive school teacher (Margaret Hayes) by one of the "animals" of this schoolroom jungle; listening to the pleas of Glenn Ford; on his first teaching assignment, aimed at bridging race hatred by eliminating words like "Spiks, Micks and Niggers" from our vocabulary; and watching him cope with a vicious knifing attack after being told to "go to hell" by Vic Morrow, a cynical classroom leader
(Continued on page 5)

Hollywood, Feb. 27

Result of Tests

Find Art Films Can Aid Some 'B' Theatres

Hyman Says Experiment Points Up Their Values

By MURRAY HOROWITZ

Art films, if properly utilized, can be employed to boost the box-office and prestige of "B" theatres, Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, declared here at the weekend. Hyman based his contention on the experience of ABPT affiliate circuits, particularly in Minnesota.

The ABPT vice-president, who last September at the company's annual meeting of affiliate circuit executives put the spotlight on the pos-
(Continued on page 5)



Edward Hyman

FWC, Goldwyn Must Give Profit-Loss Data

From THE DAILY Bureau

HOLLYWOOD, Feb. 27. — Federal Judge Michael J. Roche, San Francisco, on Friday ordered Fox West Coast Theatres Corp. and National Theatres, Inc., to make available to Samuel Goldwyn for inspection certain records, including income tax records and actual house expenses for each theatre in the circuit, for the period from 1937 to 1950. The order was issued in connection with \$6,750,-
(Continued on page 5)

Delinquency Study May Include Films

From THE DAILY Bureau

WASHINGTON, Feb. 27. — Senator Kefauver (D., Tenn.) said he now thinks it very likely that his special Senate Judiciary Subcommittee on juvenile delinquency will study the impact of motion pictures on teenagers.

Kefauver made the statement here
(Continued on page 5)

Personal Mention

CHARLES M. REAGAN, M-G-M general sales manager, is scheduled to return to New York today from the Coast.

NICHOLAS M. SCHENCK, president of Loew's, Inc., has returned to Florida from New York.

JACK WRATHER, president of The Lone Ranger, Inc., and his wife, **BONITA GRANVILLE**, are en route to Europe aboard the "Queen Mary."

WILLIAM E. KOLLMER, newly appointed manager of Westrex Australia PTY., Ltd., has left his former headquarters in India for Sydney.

HILARY WATSON, theatrical sales executive of B.O.A.C., arrived in New York by plane on Saturday from London.

LEE ZAWITZ, **JAMES LEICESTER** and **ED BERGER**, of the RKO Radio Pictures production department, have left Hollywood for the Fiji Islands.

WILLIAM B. ZOELLNER, M-G-M short subjects and newsreel sales head, will arrive in Salt Lake City today from Seattle.

HARRY BUXBAUM, Paramount branch manager in Cleveland, is the father of a son born to Mrs. BUXBAUM in St. Luke's Hospital there.

SI SEADLER, M-G-M advertising manager, will return to New York today from Hollywood.

LOUIS PHILLIPS, Paramount Pictures counsel, has returned to New York from a vacation in Mexico.

RUSSELL HOLMAN, Paramount Eastern production head, left here for London Friday via B.O.A.C. Monarch.

MORI KRUSHEN, United Artists exploitation manager, will return to New York today from Florida.

EDITH PRIGOZY, vice-president of Albert Margolies & Co., left here yesterday for Miami.

Blaustein, Taradash To Make 4 for Col.

From THE DAILY Bureau

HOLLYWOOD, Feb. 27.—Producer **Julian Blaustein** and writer **Daniel Taradash**, partners in Phoenix Productions, Inc., will produce four features for Columbia release under the terms of a pact consummated at the weekend.

George Skouras Better

George Skouras, president of United Artists Theatre Circuit, was reported at the weekend to be recovering from an eye operation. He is expected to be discharged from the Eye Institute of Medical Center here in about another week.

EDITORIAL

(Continued from page 1)

well to ponder the story told by the COMPO ad. They can better serve their readers (and thereby themselves through increased circulation) by devoting more space and attention to film and theatre news and equalizing the rates charged for film advertising, thereby inviting more of it.

The newspaper space devoted to television-radio, sports and motion pictures should be in proportion to reader interest in each. That is not the situation in most newspapers today.

That U.A. Hustle

UNITED ARTISTS officials the other day paused long enough in their labors of lining up and marketing new product to get a tally on what's been accomplished during the first six weeks of 1955.

The count showed deals signed with seven different production organizations which will add a minimum of 25 features to U. A.'s schedule of future releases.

That is a rather amazing achievement in any season but, in a time when exhibitors are clamoring for pictures, it is especially good news to the world of showmen and, it should be added, reassurance, should any be needed, that smoother sailing and more prosperous days have not slowed the Go-Go leadership at United Artists.

William P. Burt, 88

DENVER, Feb. 27.—**William Presley Burt**, 88, who had a career spanning 75 years on the stage and in motion pictures, died here in a nursing home. Burt, who was affiliated with George B. Seitz, Inc., as a director and producer of serials, short subjects and features, leaves a daughter, Mrs. Nellie Burt Martin and a granddaughter, Miss Jean Martin, both of Oceanside, L. I.

Stevens Joins Collier's

Harry Stevens has joined Collier's advertising sales staff as special motion picture representative, Crowell-Collier vice-president **Shepherd Spink** announced. Prior to joining Collier's, Stevens was motion picture sales specialist for "Life" magazine for many years.

Julie A. Herne, 74

Julie A. Herne, 74, playwright and retired story critic for Metro-Goldwyn-Mayer, was found dead in her apartment here last Thursday afternoon. As part of her M-G-M duties, Miss Herne judged scripts and plays for their potential as motion pictures.

Senate Ratifies Japan Film Tax Treaty

WASHINGTON, Feb. 27.—The Senate has ratified a tax treaty with Japan limiting the Japanese tax on film rentals to 15 per cent. The present tax is about double that rate.

List Panelists for Columbus Workshop

Exhibitors who will serve as panelists at M-G-M's Ticket-Selling Workshop at the Deshler-Hilton Hotel, Columbus, O., tomorrow have been set by Mike Simons, director of customer relations.

Drive-In theatre specialists will be **James W. Gaylard, Jr.**, operator of the Star-Lite Drive-In Theatre, Troy, Ala., one of three situations controlled by **Troy Drive-In Theatres, Inc.**, operating also the **Crenshaw Drive-In Theatre**, LeVern, Ala., and the **Coffee Drive-In Theatre**, Enterprise, Ala.

Conrad Brady, director of advertising and publicity for Interstate Theatres at Houston, will be another newcomer to the Workshop program at Columbus.

Ivan D. Anderson, owner of the Liberty Theatre, North Wilkesboro, N. C., and **Jack Bruno**, city manager for Cooper Foundation Theatres at Pueblo, Colo. both of whom appeared as Workshop panelists at Jackson, Miss., and Memphis late in January, will repeat as panelists at Columbus.

Code Strong, Vizzard Tells Catholic Group

MILWAUKEE, Feb. 27.—**Jack Vizzard**, speaking for the Production Code Administration, told delegates to ninth annual convention of Wisconsin Catholic Action, that "the fact that the Production Code is more firmly entrenched in industry than ever before speaks for itself and is a tribute to the picture makers by whom it is sponsored. It is proof that their expressions of responsibility to the general public are not idle statements."

The convention is conducted under the patronage His Excellency **Albert G. Meyer**, Archbishop of the Milwaukee archdiocese.

Mrs. Harriman Accepts

Mrs. Averell Harriman, wife of the Governor of New York, has accepted the post of honorary chairlady for the "East of Eden" premiere ceremonies at the Astor Theatre and the Sheraton Astor roof here on March 9. Proceeds of the premiere will go to the Actors Studio.

RCA Gross Income Hits Record Mark Of \$940,950,000

Radio Corp. of America in 1954 did the largest volume of business in its 35-year history, with sales of products and services amounting to \$940,950,000, it was announced in the RCA 35th annual report released by Brig. Gen. **David Sarnoff**, chairman of the board.

This record gross income bettered by 10 per cent the previous all-time high of \$853,000,000 established by RCA in 1953, and was triple the business volume of the corporation only seven years ago, Sarnoff said.

Net profit in 1954, before Federal income taxes, was \$83,501,000, and after taxes, \$40,525,000. The corresponding figures for 1953 were \$72,437,000 and \$35,022,000. Earnings per share of common stock were \$2.66 in 1954, compared with \$2.27 in 1953.

Paid \$54,953,000 in Taxes

The corporation's Federal income taxes, social security, property taxes, and other state and local taxes totaled \$54,953,000 in 1954. In addition, the corporation paid excise taxes amounting to \$26,862,000, making the total 1954 tax bill \$81,815,000, an amount equivalent to \$5.83 per common share, or more than double the year's net profits, it was stated.

Dividends totaling \$22,052,000 were declared by RCA for the year 1954. Holders of the preferred stock were paid \$3,153,000. Holders of common stock received \$18,899,000. The dividend payments represented \$3.50 per share of the preferred stock and \$1.35 per share of the common stock.

In addition, on Dec. 3, 1954, the board of directors declared the first quarterly dividend on the common stock for 1955 in the amount of 25 cents per share payable January 24, 1955.

Current Assets \$386,522,000

Total current assets of RCA at Dec. 31 amounted to \$386,522,000 compared with \$349,735,000 at the end of 1953. Additions to plant and equipment during the year 1954 amounted to \$34,290,000.

A table of financial results achieved by RCA in the last ten years—year by year—shows annual average of gross income \$525,868,000; earnings before Federal income taxes, \$53,964,000, and net profit after income taxes, \$27,555,000.

Johnston to Address N.O. Parley Today

WASHINGTON, Feb. 27.—Motion Picture Association president **Eric A. Johnston** was due in New Orleans late today, for the Inter-American Investment Conference.

Johnston, scheduled to return Saturday from the Near East, is slated to give the welcoming address at the conference tomorrow in New Orleans.

The conference is aimed at stimulating investment in Latin America, and Johnston is making the welcoming address in his capacity as chairman of the International Development Advisory Board, which suggested the conference.

WIRE FROM ALBANY:

BATTLE CRY STRAND ALBANY BROKE ALL FIRST

WEEK RECORDS BAR NONE. YESTERDAY

HUNDREDS TURNED AWAY. HAD TO

CLOSE BOX OFFICE AT 7 P.M.

ALSO CALLED POLICE

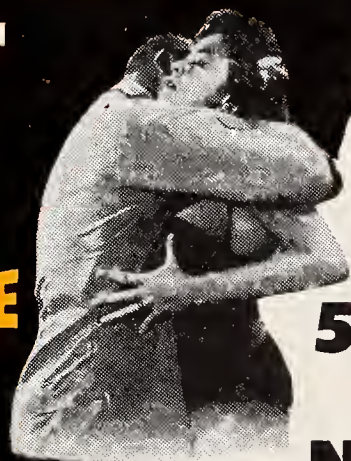
TO REGULATE CROWDS.

**Everywhere
and every day
outgrossing
every attraction
in Warner Bros.
history!**

"Battle Cry"

CINEMASCOPE

WARNERCOLOR
STEREOPHONIC
SOUND



WIRE FROM BOSTON:

OPENING DAY METROPOLITAN

GREATEST IN HISTORY.

IT RUNS AND RUNS!

130 DATES—130 HOLDOVERS!

5th WEEKS—4th WEEKS

NOW UNDER WAY!

STARRING
VAN



HEFLIN

ALDO



RAY

MONA



FREEMAN

NANCY



OLSON

JAMES



WHITMORE

RAYMOND



MASSEY

TAB



HUNTER

DOROTHY



MALONE

ANNE



FRANCIS

SCREEN PLAY BY

DIRECTED BY

LEON M. URIS · RAOUL WALSH

ORIGINAL MUSIC BY MAX STEINER

Red Hungary Favors Free World Films, USIA Reports

WASHINGTON, Feb. 27.—Comedy and musical pictures made by producers in the Free World continue to outdraw by a wide margin the heavily-laden propaganda pictures sponsored by the Communist regime in Soviet-occupied Hungary, the U. S. Information Agency reported in a press wireless dispatch to its overseas posts.

Preference of the Hungarian public for Western-made films is causing concern among Hungary's Communist rulers and complaints in the Communist press, the USIA said.

'Starved' Audiences Pleased

The Communist party newspaper, "Szabad Nep," published in Budapest, for example, admitted that when the showing of Western films was resumed two years ago, the fact that the people were "starving for them" could explain the large audiences, the information agency reported. But now, says "Szabad Nep," even many young people brought up and educated under the Communist regime are "well represented" among those streaming to what the newspaper called the "trashy Western shows."

The newspaper admitted that more comedies should be produced by the Hungarian industry to compete with Western-made films, but at the same time it emphasized that such films must not be allowed to displace those dealing with the "problems of socialism," the agency reported.

GPE 1954 Net Profit Rises to \$5,488,089

General Precision Equipment Corp. reported net sales for 1954 of \$123,332,634 and profit after federal taxes and all other charges of \$5,488,089, equal after preferred dividends to \$6.49 per share on 797,121 average number of shares of common stock outstanding during the year. This compares with net sales in 1953 of \$87,763,925 and profit of \$3,436,349, or \$5.09 per share on 649,087 shares of common stock outstanding at the 1953 year end.

Profit before Federal taxes (after deducting minority interest) was \$11,725,089 for 1954 compared with \$7,840,349 in 1953.

Link Aviation Included in Part

The sales and profits for 1953 include those of Link Aviation, Inc., only from April 30, 1954, the date of its acquisition, and the earnings per share on the common stock are calculated on the average basis, after deducting all dividends paid on the preferred and convertible preference stocks. The report noted this method had been used in reporting the figures for the June 30 and Sept. 30 quarters of 1954.

In a separate tabulation, reporting 1954 sales and profits on a basis that includes Link Aviation, Inc., figures for the full year of 1954, the report showed net sales of \$137,996,708 and profit after taxes and charges of \$6,258,219, equal to \$6.44 per share on 934,174 shares of common stock outstanding at the 1954 year end after deducting annual dividend requirements on the preferred stocks outstanding at the end of the year.

Confident of Passage

Berger Says Congressional Group Backs Rentals Bill

MINNEAPOLIS, Feb. 27.—Confidence in the proposed Congressional bill to regulate film rentals, an Allied-sponsored measure, was expressed here by Ben Berger, president of North Central Allied and a vice-president of the national organization. Berger said he pinned his hopes on the support of "an influential group in Congress" and an intensive grass roots campaign on the part of exhibitors.

Berger said that the bill was ready for introduction in Washington but refused to make "a premature" announcement of its probable sponsor. "We have a group of influential members of Congress who are interested and will work for the bill," he said.

Berger ridiculed reports that the regulation bill doesn't stand a chance of passage because the exhibition end of the industry is split over the advisability for such legislation. Despite the fact that Allied and TOA have not reconciled differences of opinion on the question, Berger said he was sure that TOA will eventually "go along" with the bill.

Feels 'Sure' of TOA

"I feel sure that TOA will go along with the bill," Berger said, "because it has a responsibility to help the smaller exhibitors in its membership and it's the small exhibitors who are getting hurt."

Berger added that once the bill is

introduced, a grass roots campaign of the same design as that used to win reduction of the Federal excise tax will be organized.

The North Central Allied president added that the only thing that could stop introduction of the bill is voluntary action by the film distributors to correct what the exhibitors claim are unfair practices.

"I am not so sold on legislation that I wouldn't be willing to listen to an offer from the distributors," Berger said, "but unless there is fast action, the bill is going in and will be passed."

Praises Lichtman

Berger added that he had definite assurances from Al Lichtman, 20th-Fox director of distribution and sponsor of a round table session, will be held.

"I am sure that Lichtman is doing all he can to bring about such a meeting, but I can't understand what is holding it up. We might be able to come to some kind of an agreement without legislation, but unless we can get some action, we'll go through with our plan."

H-63 to Negotiate New Para. Contract

The Home Office Employees Union, Local H-63, IATSE, will shortly begin negotiations with Paramount Pictures, seeking a new one-year contract covering "white collar" employees and calling for a 15 per cent across-the-board wage increase effective March 21.

The proposals of the new pact which H-63 hopes for also include a 35-hour work week for the period from Decoration Day to Labor Day each year of the pact; a three-week vacation for all members who have been employed by Paramount for a period of 10 years or more, and a clause providing the company must notify H-63 of all vacancies.

It also will ask that overtime be payable on a daily basis rather than on a weekly basis; that a job-posting service be established by Paramount on a bulletin board giving employees notice of existing vacancies; that Paramount establish a pension reserve, and other proposals affecting arbitration and increased severance pay.

Cooper Signs Nugent

HOLLYWOOD, Feb. 27.—Merian C. Cooper has signed Frank Nugent to write the screenplay for Alan Lema's "Searchers," the first of three productions which John Ford will direct for C. V. Whitney Pictures, Inc., it was announced.

Makelim Buys Novel

HOLLYWOOD, Feb. 27.—Hal R. Makelim has announced the purchase of "Peacemaker," a novel by Richard Poole, and has scheduled production for late Spring or early Summer.

Senate Group to Act On 52% Tax Bill

From THE DAILY Bureau

WASHINGTON, Feb. 27.—The Senate Finance Committee is scheduled to act tomorrow on the House-passed bill extending the present 52 per cent corporate tax rate for another year.

The House passed the bill on Friday, including a Democratic-sponsored proposal for a \$20 per person income tax cut, effective next January 1. The corporate rate extension would cancel a drop to 47 per cent, scheduled for this April 1.

The Finance Committee is expected to approve the corporate rate extension, but to knock out the income tax cut. A close fight on this last item is expected on the Senate floor.

The income tax cut would add some \$2,000,000,000 a year to potential consumer spending.

College Bestows Degree on Cagney

Rollins College will bestow the honorary degree of Doctor of Humanities on James Cagney at its annual convocation held today at Winter Park, Fla., before an estimated crowd of 6,000 educators, civic leaders and newspaper editors from all over the country.

In notifying Cagney, whose latest film is "Run for Cover," president Hugh F. McKean of Rollins College said the degree of Doctor of Humanities was being bestowed on him because of the "admiration America holds for your high achievements in the world of motion pictures and in celebration of your 50th motion picture."

U. S. Participated Officially in Five Int'l Film Festivals

WASHINGTON, Feb. 27. — The United States Government, through its accredited representatives, participated officially in five international film festivals and exhibitions during 1954, Theodore C. Streibert, director of the U. S. Information Agency, reported today.

These international film events were held in Argentina, Brazil, France, Great Britain and Italy, and U. S. participation was in response to formal invitations extended by the governments in these countries.

Sees U.S. Reputation Aided

Streibert said that a wide variety of American motion pictures shown at these overseas events reflected considerable credit upon the United States as a whole and upon the American motion picture industry in particular.

In addition, the director pointed out that U. S. Information Agency offices overseas assisted the organizers of a number of other international film festivals to obtain and show American documentary films produced privately or by U. S. Government agencies. These included festivals held in Berlin, Germany; Rome, Salerno and Corina d'Ampezzo, Italy; Durban, Union of South Africa; Montevideo, Uruguay, and Caracas, Venezuela.

Says 'Understanding' Is Helped

Commenting on the growing significance of international film festivals and exhibitions, Streibert explained that these events are of special importance since the films of the participating countries provide uniquely vivid reflections of the lives, the technical accomplishments and the aspirations of the people who make them and the people for whom they are made. When American producers enter their best products in these important international events, they can bring credit to the United States, her people and institutions, and contribute to an important aspect of the information task—to help people abroad understand us better, he said.

See Italian Color Print Ban Ending

Easing of the color print situation in Italy was reported here at the weekend by the Motion Picture Association of America.

The report was based on the anticipated lifting of the ban on color prints into Italy by the Italian Trade Committee in Rome. Barring last-minute hitches, the ban, which affects all color print imports into Italy other than pictures produced in Technicolor, was at least expected to be sharply modified.

Lifting of the ban, it was explained, would flash the green-light for negotiations by individual companies on how many color prints and pictures they would process in Italy. It is understood that Warner Brothers already has reached some settlement on the issue.

The ban, which caused a log-jam in the release schedule of American companies in Italy, was strongly objected to by American film companies as being arbitrary.

Art Films

(Continued from page 1)

sible utilization of art films, acknowledged that the experiment in itself did not spell a program of "salvation" for "B" theatres. Neither does the program completely fill the product gap in such theatres, Hyman added.

He declared, however, that the experiment pointed to a healthy road which should be explored further. "B" theatres were defined as houses which get other than first choice on pictures and many suburban theatres, both groups now feeling the competition of television and drive-ins most acutely.

Hyman, in his exposition, referred to reports rendered by Ray L. Niles, southern division manager of Minnesota Amusement Co., and Woodrow Praught, Northern MACO division manager.

Raises Grosses

Niles, reporting on the Austin Theatre, Austin, Minn., described as a "B" operation, said a series of 12 "prestige pictures," played single feature mid-week, boosted revenues.

Praught reported on the experiment, currently still going on, in the Minnesota towns of Moorhead and Grand Forks. He said those two towns have been the most successful in the experiments in that region, adding that the policy "has not only brought us a new element of patronage, but has proven successful from a revenue standpoint."

Art films offered in a series in Duluth, St. Cloud, Hibbing and Virginia did not fare as successfully, Praught added. Failing to get enough support to warrant continuing a regular series in those situations, Praught said individual art films were booked and handled successfully on an individual basis.

Both Praught and Niles told of the promotion and exploitation worked out for the program, called variably "cinema circle" and "prestige pictures."

'Weekend' Not Necessary

Praught, in a sales analysis of the merchandising plan, said that it was MACO's experience that much of the profit potential lies in the fact that "A" house admission prices in "B" houses can be obtained. In addition, he pointed out that the theatres in question devoted its least valuable playing time to these attractions—as the art film patrons will come as readily midweek as on weekends, if they will come at all.

Praught also cautioned about playing art attractions too often, contending that once every three or four weeks is sufficient in the belief that time-demands are being made on a relatively small group of people whose consistent support is needed.

Included in the series as "art" films, he said, is product, both foreign and domestic, which, because of popular taste, will not reach its deserved potential if given regular treatment.

Kazan and Schulberg To Make 'Arkansas'

HOLLYWOOD, Feb. 27.—Elia Kazan and Budd Schulberg on Friday stated their intention to produce "Your Arkansas Traveler," from Schulberg's short-story collection, independently. They plan a summer start. No release arrangement has been set.

"Blackboard Jungle"

(Continued from page 1)

and juvenile gang hoodlum, it poses a challenge to develop weapons of education that will re-shape the warped minds of delinquents. "Blackboard Jungle" is a symbol of hope, but tosses the ball to the public for cooperation in recognizing the importance of the school teacher and makes a bid for raising his wage earnings.

It offers a golden opportunity for the exhibitor to be rewarded at the box office for fulfilling a "missionary obligation" to his community by enforcing a natural, timely exploitation campaign that invites whole-hearted cooperation.

Glenn Ford is magnificent in his sympathetic heroic attempt to reason with the hot rod hooligans and win them over to respect his position as a teacher and friend.

The casting care shown in the selection of faces, some familiar to TV audiences and others completely unknown, adds to the intrigue and suspense of the situations. Sidney Poitier, a husky Negro, who ultimately responds to Ford's crusade for friendship, and Vic Morrow, the worst offender and hopeless derelict, who suffers the realization of his weakness when the "rat packs" he controls turn against him, are performers of scene-stealing caliber. Anne Francis impresses as Ford's pregnant wife who presents him with a son, after suffering the tortures of suspicion brought on by Morrow that Glenn was carrying on a private affair with Miss Hayes. Louis Calhern typifies the attitude of the "unfortunate" teachers who earn their living in a slum-type vocational high school with the warning to the new instructors, "Don't be a hero, and don't turn your back to the class."

Pandro S. Berman's production is rich in purpose and execution. The story is a compilation of incidents and stumbling blocks thrown in Ford's path to discourage him from continuing at the school. He finds himself charged by the principal, John Hoyt, with preaching intolerance. He suffers the agony of a merciless beating by the rat packs when Richard Kiley, an associate teacher, and he decide to have a drink at the end of a rough school day. He "turns the other cheek" at daily jibes from the students; but finds a way of penetrating their minds with films and "visual education" in the classroom.

Integration of "Rock Around the Clock," "Invention for Guitar and Trumpet," and "The Jazz Me Blues," Decca, Capitol and Columbia records, respectively, are high spots in the musical background furnished by Charles Wolcott. Russell Harlan's photography was a notable asset to the mood of the film.

Running time, 102 minutes. Adult classification. Release in March.

SAMUEL D. BERNIS

FWC-Goldwyn

(Continued from page 1)

000 anti-trust suit by Goldwyn against FWC and the McNeal and Naify circuits.

In an accompanying order, acceding to the FWC counsel, Bennett Priest, the court ordered Goldwyn to answer all interrogatories made to him concerning profits and losses on his pictures in the circuit's theatres within the 1937-1950 period.

The court also ordered FWC to disclose its competitive-bidding records, and to reveal profits on real estate operation and candy sales, and additionally directed the inspection of minutes books from the date of incorporation of National Theatres, Inc., National Theatres Amusement Corp., Fox West Coast Theatres, Inc., and Fox West Coast Agency Corp. to 1951.

The court order to the circuits requiring them to disclose actual theatre operating expenses, believed to be the first of its kind ever issued, followed contention by Goldwyn that the operating expenses stated by the circuits in computing film deals were fictitious.

Judge Roche set March 18 for a hearing to consider the Goldwyn motion to set a trial date.

Schwalberg

(Continued from page 1)

berg's resignation, Barney Balaban, president of Paramount Pictures, said that he was doing so "with a deep sense of regret, both personally and from the standpoint of the company."

"Strategic Air Command" will have its premiere at the New York Paramount Theatre which is undergoing reconstruction to permit the exhibition of horizontal VistaVision.

Delinquency Study

(Continued from page 1)

close on the heels of the formation of a "National Conference on Juvenile Delinquency," composed of representatives of leading religious, veteran and fraternal organizations interested in combating juvenile delinquency.

It has long been indicated informally that the subcommittee would likely carry on a study of the effect of films on teen-agers, and Kefauver's statement just made it official.

The Tennessean said he did not have any definite plans on the film investigation yet, and that any such definite plans would probably have to wait until the subcommittee gets Senate approval of some money it is seeking to carry on its work.

The Senate subcommittee last year, under the chairmanship of Sen Hendrickson (R., N. J.), held lengthy hearings on the effect of radio and television on children and teen-agers. Kefauver said this study would be continued.

'Album'

(Continued from page 1)

for the event, scheduling the 7,500 miles of "long lines" which will carry the telecast from coast-to-coast and to obtain the needed advertising for the programs to be distributed in the theatres the night of the show.

According to Equity, the Album show will be produced by Gilbert Miller in association with Maurice Evans and Walter Wanger. The program will run exactly two hours over closed-circuit and will consist of vignettes from dramas and musical comedies. Ben Kranz will again be production co-ordinator for the show.

People

Robert Hess, former Universal Newsreel cameraman and White House cameraman with CBS Newsfilm, has been appointed manager of motion picture photography for CBS' news and public affairs division.

□

Nathan Yamins, Fall River, Mass., circuit operator, has transferred land and buildings he owns on Union Street, Fall River, to the Beth Israel Hospital Association.

□

Don Fuller has established headquarters for Buena Vista Film Distributing Co. on San Francisco's Film Row.

□

Walter Lowendahl, executive vice-president of Transfilm, Inc., has been elected president of the Film Producers Association of New York. Harold Wondsel of Sound Masters was elected vice-president; Herbert Kerkow of Herbert Kerkow, Inc., secretary, and Edward Lamm, Pathescope Co., treasurer.

□

Edward K. O'Shea, Jr., Buffalo attorney and son of "Ted" O'Shea, Paramount distribution vice-president, has been named a member of the Ways and Means Committee of the Greater Buffalo Advertising Club.

□

Sigmund Gottlob, director of the Film Critics Circle, of the Foreign Language Press of New York, has been named chairman of the Foreign Language Press Division for 1955. National goal of \$85,000,000 has been set for the campaign.

□

John Niemiec, manager of the Park Theatre, Fall River, Mass., is doing a special chore at the Center.

Military Sees Snags

(Continued from page 1)

Deputy Assistant Secretary of Defense Swan, was aimed at cutting down competition by service theatres with private theatres in nearby towns. Under the agreement, some 95 or 97 service theatres were to agree to show films 14 days after showing in nearby private theatres, rather than as much as 21 days before the private showing as hitherto. In return, the exhibitors agreed to waive any protests against the military relaxing some of the rules governing admittance to service theatres.

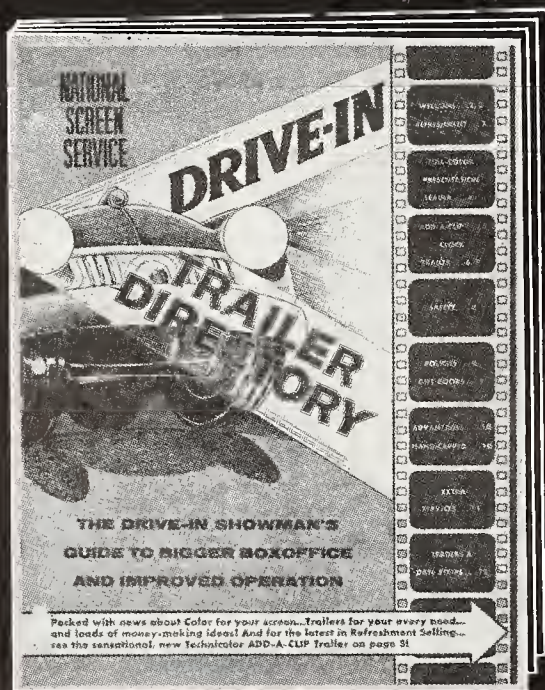
Swan was slated to clear the agreement with the Secretaries of the Air Force and Army and then meet again with the exhibitors this week. It was learned reliably that the Secretaries indicated they felt that the Defense Department was giving up too much in the agreement, and that they indicated they wanted Swan to do some further bargaining with the industry.

Swan could not be reached for comment. It could not be learned whether the new development might bring a postponement in this week's scheduled meeting with the industry.

THE SEASON'S BEST SELLER

THE FAMOUS NSS
**DRIVE-IN
THEATRE
MANUAL**

AVAILABLE NOW
FOR THE ASKING



Packed With
SCREEN-SELLING
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EXTRA PROFITS!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



All
The News
That
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MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 41

NEW YORK, U. S. A., TUESDAY, MARCH 1, 1955

TEN CENTS

One Operation

Weltner Heads Para. Global Distribution

Foreign and Domestic Setup to Be Combined

Paramount's domestic and foreign distribution and sales will be combined into a single operation under the direction of George Weltner, it was announced here yesterday by Barney Balaban, Paramount president. The naming of Weltner to head both organizations, as forecast by MOTION PICTURE DAILY, followed the resignation of A. W. Schwalberg as president of Paramount Film distributing Corp. Weltner, who has been associated with Paramount for 32 years, has been president of Paramount International Films since 1945. In announcing Weltner's appointment, Balaban said that the move was "in line with Paramount's firm

(Continued on page 5)



George Weltner

TOA Eyes N. Y. for 1956 Convention

Negotiations for the holding of Theatre Owners of America's 1956 convention in New York City's new Coliseum, now under construction at Columbus Circle, are under way, TOA reports in a current bulletin to members. The Coliseum is scheduled to be completed in March, 1956, and will be the world's largest exposition and convention hall. Presumably efforts also would be made to hold the annual TESMA-TEDA trade show in conjunction with the convention. TOA's 1955 convention has been set for Los Angeles, Oct. 23-27.

Rural Theatres Vital, Adams Tells ITOO

Special to THE DAILY
COLUMBUS, O., Feb. 28.—If you destroy the grass-roots theatres you will destroy the film industry, warned Horace Adams, Cleveland, president of the Independent Theatre Owners of Ohio, at the state convention here. Adams said high film rentals are threatening the existence of many small town houses. "That is one reason why Allied felt it absolutely necessary to go to the Government for relief," said Adams. He also said toll-TV can destroy theatre business and called on all theatremen to contribute to the Allied anti-toll-TV fund. Rube Shor, Allied States president,

(Continued on page 5)

Ends 36-Year Association

UNITED ARTISTS BUYS OUT CHAPLIN

Shares to Company Treasury; Gives Krim-Benjamin Group 66-2/3 Outstanding Stock

By SHERWIN KANE

United Artists Corp. yesterday announced that it had acquired Charles Chaplin's 25 per cent stock interest in the company, thus terminating Chaplin's 36-year association with the company, which began with its founding in 1919.

Hal Roach, Jr. Buys Out Sr.

From THE DAILY Bureau

HOLLYWOOD, Feb. 28. — Hal Roach, Jr., has announced the outright purchase of all assets of Hal Roach Studios. The transaction conveying the 18-acre production plant in Culver City, together with all rights to features, shorts, television productions, story materials and talent contracts from his father, Hal E. Roach, has been in negotiation about eight months and is understood to involve more than \$10,000,000.

The elder Roach started his Hollywood production career in 1914 with a one-hundred-dollar capital.

Roach, Jr., announced he immediately will consolidated his several television corporations into Hal Roach Enterprises, a wholly owned corporation, with himself as president; Sidney S. Van Keuren, vice-president and general manager; Charles Meacham, secretary-treasurer; Emanuel H. Goldstein, vice-president and executive assistant to the president; Her-

(Continued on page 5)

Company officials declined to reveal the price paid for Chaplin's stock, explaining that they had been asked, as a part of the closing agreement, not to make that disclosure.

Chaplin's 25 per cent interest consisted of 4,000 shares. It will be deposited in the company's treasury, leaving a balance of 12,000 shares issued and outstanding.

Of the shares outstanding, the Robert S. Benjamin-Arthur B. Krim management group owns 8,000 shares, or two-thirds, and Mary Pickford owns 4,000 shares, the remaining one-third. Miss Pickford thus becomes the sole member of the original group of co-owners who founded U. A. in 1919 still to be associated with the company. The other founders and co-owners, in addition to Chaplin, were the late Douglas Fairbanks and the late D. W. Griffith.

With the Chaplin stock in the company treasury, U. A. presumably has

(Continued on page 4)

Won't Sell UA Share, Says Mary Pickford

From THE DAILY Bureau

HOLLYWOOD, Feb. 28. — Mary Pickford today told MOTION PICTURE DAILY she has no intention of selling her interests in United Artists, now or ever. The co-founder UA said, "I love my United Artists. I hope when I'm gone it will carry on in its great tradition. The company has de-

(Continued on page 4)

High Court Studies Triple-Damage Tax

From THE DAILY Bureau

WASHINGTON, Feb. 28.—The Supreme Court took under advisement today the question of whether plaintiffs receiving triple damages from successful anti-trust cases must pay income tax on the total.

Arguing for the Bureau of Internal Revenue

(Continued on page 5)

See Threat to Free Shows

NYC Council Head to Ask FCC to Reject Toll TV

Describing coin-box television as an unwarranted attempt to deprive American families of free access to television broadcasting, City Council president Abe Stark is scheduled to

introduce a resolution at a meeting of the New York City Council today asking the Federal Communications Commission to withhold approval of pay-as-you-watch-television.

Stark said the recent efforts by a few syndicates to buy up the best television programs for closed circuit home viewing could create many hardships among the owners of 4,290,000 sets in New York City and 34,000,000 sets in the United States.

If this policy is adopted, many low income families will have "little more than mediocre shows and third-rate

(Continued on page 4)

KMTA Meeting to Begin EFFG Drive

The planned series of regional meetings to boost exhibitor interest and stock participation in Theatre Owners of America's sponsored Exhibitors Film Financial Group, Inc., will be launched tomorrow in Kansas City, Mo., at the convention to be held there by the Kansas-Missouri Theatre Association.

KMTA invited as one of its main speakers John Rowley, TOA vice-president and a vice-president of EFFG, who will deliver an address outlining EFFG plans and explaining the need for wide exhibitor support for EFFG.

N. E. Toll TV Meet Set for March 16

Special to THE DAILY

BOSTON, Feb. 28.—The initial mass meeting of exhibitors on toll TV from all over New England has been called for March 16 in the Bradford Hotel here. A general committee and state committee units have been organized. Two national figures in the motion picture industry are expected to address the meeting.

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, has returned here from the Coast.

WALTER BRANSON, RKO Radio worldwide sales manager, and **ROBERT S. WOLFF**, managing director for the company in the United Kingdom, will return to New York today from Hollywood.

ROBERT S. BENJAMIN, United Artists board chairman, and **MAX E. YOUNGSTEN**, vice-president in charge of advertising-publicity, are due in New York today from Jamaica, B.W.I.

MILTON R. RACKMIL, president of Universal Pictures, and **ALFRED E. DAFF**, executive vice-president, have returned to New York from the Coast.

DICK PERRY, sales manager of Principal Pictures here, and **MRS. PERRY** today are celebrating their 35th wedding anniversary.

MIKE SIMONS, M-G-M customer relations director, and **EMERY AUSTIN**, exploitation head, are in Columbus from New York.

AL LICHTMAN, 20th Century-Fox director of distribution, has returned to New York from Hollywood.

AL CROWN, Allied Artists vice-president, has returned to New York from Hollywood.

CHARLES M. REAGAN, Loew's-M-G-M vice-president in charge of distribution, has returned here from the Coast.

Hyman to Tour ABPT Affiliates

A month's tour, designed in part to boost the drive to increase the attendance of teen-agers and children, will be undertaken tomorrow by **Edward L. Hyman**, vice-president of American Broadcasting - Paramount Theatres.

The campaign was explored recently by ABPT president **Leonard H. Goldenson**, who called for the introduction of an intermediate price scale for teenagers. Hyman, on his trip, will outline Goldenson's proposal more fully to various ABPT affiliate circuit executives and invite reactions.

Hyman will visit Salt Lake City, San Francisco, Los Angeles, Phoenix, Tucson and Chicago.

Another function of the trip, Hyman explained, will serve to allow the affiliated circuits to fully explore the problem of attracting wider attendance of children and teen-agers before ABPT's annual meeting of executives, slated for September.

Canadian Dividend

OTTAWA, Feb. 28. — Eastern Theatres, Ltd., has declared a dividend of \$2, payable on Feb. 25 to shareholders of record on Feb. 17.

Makelim's Goal 'In Sight'; Responds to No. Calif. T. A. Request for Information

HOLLYWOOD, Feb. 28.—Hal R. Makelim, replying to a request for information concerning his production and distribution plans, made two weeks ago by Homer Tegtmeier of San Francisco, vice-president of Northern California Theatre Association, said he will start production when sufficient exhibitor contracts "have been received to eliminate practically every element of loss to exhibitor, producer, banks, distributor and laboratory."

Makelim added, "That is a mountainous project and I cannot and will not be stampeded by exhibitor leaders or others . . . into going ahead half-cocked."

The producer reminded Tegtmeier that meetings at which the Makelim Plan was fully explained were held in San Francisco last July and that the Plan "has not changed one iota since the first exhibitor meeting."

"The goal is in sight," Makelim reports in his reply to Tegtmeier.

Schine Defense Rests In Contempt Trial

Special to THE DAILY

BUFFALO, Feb. 28.—The defense in the Schine criminal contempt trial in Federal Court here rested its case today following presentation of its fourth and final witness, John A. May, 71-year-old semi-retired controller of Schine Chain Theatres, Inc., and one of the defendants.

Judge John Knight recessed the trial until Tuesday morning after Government attorney Joseph E. McDowell announced that some rebuttal witnesses whom he tried to present this afternoon will be delayed.

McDowell said the Government expects to put four or five rebuttal witnesses on the stand. The trial is expected to end Tuesday.

May, who said he had been "practically in retirement" since May, 1952, testified concerning the so-called Fostoria (Ohio) pool. The pool, whose dissolution was ordered in Judge Knight's 1949 decree, consisted of Schine's Civic and Roxy theatres and the State Theatre, owned by the State Theatre company.

Called Schine 'Instrumentality'

The Government charges that the pool was continued by substituting Darnell, Inc., alleged "instrumentality" of Schine for the Schine circuit in the ownership of the Civic and Roxy and in the conduct of a pooling arrangement under which they were operated with the State Theatre.

May said he had notified the State Theatre partners, Arthur and Ural Buck, when the decree was entered, that the pool must be dissolved. At later meetings with the Bucks, he testified, negotiations were conducted for the sale of leases of the Civic and Roxy and in December, 1949, the agreement was completed. The witness said he "knew of no plan to sell to Darnell."

Meinhardt Services To Be Held Today

Funeral services will be held here today for **William Meinhardt**, founder and president of TACME Film Delivery Co., who died on Saturday in Philadelphia while visiting friends.

Services will be conducted at Riverside Chapel, Meinhardt, 64, is survived by his wife, Ida, and his son, Ira.

MPEA to Mull Color Print Ban of Italy

The see-sawing issue of the color print situation in Italy is expected to be one of the major topics of today's scheduled meeting here of the foreign managers of the Motion Picture Export Association.

Previous reports that the situation has eased appeared to be premature following the failure at the weekend of the Italian Trade Committee to modify its restrictions. It was expected here, however, that the restrictions applying to all color prints other than prints of pictures produced in Technicolor, may be modified through negotiations of individual companies in Rome. It is understood that Warner Brothers has reached an amicable settlement with the Italian Government, agreeing to process a certain number of its color prints in Italy. The present, over-all Italian restriction calls for the processing in Italy of all color print imports, other than those produced in Technicolor.

MPEA Names 'Girl,' 'Marty' for Cannes

"The Country Girl," Paramount, and "Marty," United Artists, have been selected as the feature nominations of the Motion Picture Export Association to the Cannes Film Festival, to be held from April 28 to May 10, the MPEA announced here yesterday.

In addition, MPEA announced the nominations under the short subjects classification of "Tuna Clipper Ship," 20th Century-Fox, and "When McGoo Flew," Columbia-United Productions of America.

Three Writers Set For Academy Show

HOLLYWOOD, Feb. 28.—Writers **Richard Breen**, **Jack Rose** and **Melville Shavelson** will write the script for impending Academy Award presentations, it was announced today by the Academy of Motion Picture Arts and Sciences.

Quebec Censor Dies

OTTAWA, Feb. 28. — **Tancrede Marcell**, 74, member of the Quebec Censors Board, died in hospital in Montreal after a brief illness.

News Roundup

Plan Miller Testimonial

A special committee of Buffalo Variety Club Tent No. 7 will be held on March 14 to set plans for the testimonial dinner in honor of **Dave Miller** who has retired as Universal branch manager. The dinner will be held on April 15. Miller was the organizer and first chief barker of the Buffalo tent.

Marton Gets Finances

Andrew Marton has obtained financing from a Fort Worth oil group, represented by **Art Wendling**, for the production of his first independent picture, "The Gangster." Marton recently returned from abroad where he directed several of the sequences for "Seven Wonders of the World."

Signs Altec Contract

Maine and New Hampshire Theatres, Inc., has signed a service contract with **Altec Service Corp.** for the maintenance of the circuit's sound equipment.

Acquires Drive-in

Midwest Theatres, Inc., headed by **Philip and Richard Smith**, has leased the 2,070-car capacity **Meadows Family Drive-in Theatre**, now under construction at **Hartford**, from the **A. J. Bronstein** interests. The lease is for a minimum of 10 years.

Rejects Negro Drive-in

The City Committee of **Atlanta** has turned down a petition to build a \$100,000 Negro drive-in. Property owners had asked that the **Simpson Street** tract retain its residential status.

\$700,000 Advtg. Fund For Four A.A. Films

HOLLYWOOD, Feb. 28. — **Allied Artists** has appropriated \$700,000 for advertising "Big Combo," "Seven Angry Men," "Annapolis Story" and "Shotgun," the company today disclosed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"JUPITER'S DARLING"

in CinemaScope and Color starring

Esther WILLIAMS - **Howard KEEL**

Marge & Gower CHAMPION

George SANDERS

AN M-G-M PICTURE

and SPECTACULAR STAGE PRESENTATION

People

George C. Bowers, with Globe Ticket Co. here since 1927, has been named general manager of the company, effective today. He succeeds **August C. Seebeck**, who is retiring after 25 years with the company.

□

Henry J. Zittau has resigned as treasurer of Western Television Co. and Motion Pictures for Television to join Associated Artists productions as vice-president and treasurer.

□

Milt Olin, Eastern sales manager of Telefilm Enterprises, has been promoted to the post of national sales manager of the organization.

□

Albert M. Pickus, owner of the Stratford Theatre, Stratford, Conn., and national vice-president of Theatre Owners of America, has been elected chairman of the Civil Defense Committee of the Stratford Chamber of Commerce.

□

Jean Cocteau has been invited to preside over the international film jury of the Cannes Film Festival again this year.

□

George E. Landers, Hartford division manager for E. M. Loew's Theatres, was the host to West Point alumni in the Hartford area at Friday night's Connecticut premiere of Columbia's "The Long Gray Line" at the downtown E. M. Loew house.

□

"**Chick**" **Mlinarik** of Columbia is the new president of Albany's Local No. B-43, exchange employees. **James Tunney** of Universal is vice-president and **Wayne Carignan** of 20th Century-Fox is secretary-treasurer.

SCREENWRITERS PRESENT THEIR ANNUAL 'BEST-WRITTEN' AWARDS

From THE DAILY Bureau

HOLLYWOOD, Feb. 28.—One thousand screenwriters tonight voted "best written" to their colleagues at the seventh annual awards dinner-dance held at Hollywood's Moulin Rouge.

"Best written American comedy" was awarded to Billy Wilder, Samuel Taylor and Ernest Lehman for the screenplay "Sabrina" (Paramount) from Taylor's play.

"Best written American drama" award went to Budd Schulberg for his screenplay "On the Waterfront" (Columbia).

"Best written American musical" went to Francis Goodrich, Albert Hackett and Dorothy Kingsley for screenplay of "Seven Brides for Seven Brothers" (M-G-M) from a story by Stephen Vincent Benet.

"Laurel award for achievement," the honor given to the screenwriter who, through years, has advanced the literature of the motion picture and has made outstanding contributions both to his industry and profession, was given to Robert Riskin, writer of such films as "It Happened One

Manager Now Offered \$1,800 for \$1 Bills

SHELBY, N. C., Feb. 28.—Bidding by numismatists (rare coin collectors) has gone up to \$1,800 for the two misprinted one-dollar bills which were paid in at the Shelby Theatre here by an unknown patron. Bill Butler, manager of the theatre, to date has rejected all offers, which started at \$500 when he first announced his discovery. The bills have the picture of George Washington on both sides.

Schine-U-I Again In 'Kettle' Tie-Up

Fifty Schine Circuit theatres in five Eastern states will mark the advent of spring for the fourth consecutive year with a circuit-wide pre-release world premiere of a Universal International "Ma and Pa Kettle" picture when "Ma and Pa Kettle At Waikiki" opens throughout the circuit starting on March 6, backed by the same type of all-out promotional effort which was used for this type of spring festival showing during the past three years, U-I announced.

Several new promotional devices will be added this year to the over-all campaign which each theatre manager in the circuit is being called upon to develop. They include the availability of corsages of wood roses flown in from Hawaii for local merchants to award as prizes to their customers in local promotions. U-I and Schine have also developed a theme for cooperative newspaper advertising pages.

Level of Admission Prices Up, Says BLS

WASHINGTON, Feb. 28.—The level of motion picture prices rose during the month preceding mid-January, the Bureau of Labor Statistics reported. It said that "increased admission prices for special features in several cities" was partly responsible for an increase in the price index for the reading and recreation category.



"YOU'RE A KILLER, KATIE . . . A BEAUTIFUL MURDEROUS KILLER!"

Everytime they touched they struck fire! Here is the raging heart of the men and women who fought Zulu hordes and each other...to write the flaming saga of Africa!

UNTAMED CINEMASCOPE

color by DE LUXE from 20th CENTURY-FOX starring

**TYRONE SUSAN RICHARD
POWER·HAYWARD·EGAN**

**NEXT ATTRACTION IN
THE NATION'S FINEST!**

Toll-TV

(Continued from page 1)

movies available to them without charge," Stark said here yesterday in response to a recent FCC announcement calling upon all interested parties to submit written comments by May 9 in order to guide the commission on questions of law, facts and public interest.

Subscription television is contrary to the interests of the general public and the violation of the concept of free access to radio and television programs, Stark said. He emphasized that the tradition of free broadcasting must not be lightly cast aside, or threatened with extinction by the unfair competition of well-financed syndicates.

Respects Children's Views

"At a time when our nation and our city are confronted with a tremendous problem of juvenile delinquency and we are trying to strengthen the ties which bind children to their homes, this threat to free commercial television can do irreparable harm," Stark said. "Children are often better critics than their parents and they will not stay at home and watch mediocre programs once they are prevented from viewing better shows because of high subscription rates," he said.

The Council president indicated that there are countless groups already striving to improve the caliber of television broadcasting under the present system. Commercial sponsors, the National Association of Radio Television Broadcasters and various philanthropic foundations are constantly working to raise the level of television, Stark asserted. He said the motion picture industry had proved the fallacy of believing that price charging alone brings automatic improvements in production standards.

"Better writing, acting, directing and producing, and not a toll on viewing, are what television needs today. These can be achieved under existing commercial and foundation sponsorship," Stark said.

Sees Law Violation

Stark termed coin-box television a violation of the spirit and intent of the Communications Act of 1934, which directed the FCC to encourage the larger and more effective use of broadcasting in the public interest. "Millions of families throughout the nation bought television sets in the belief that the principle of free broadcasting would be held inviolate by the FCC," he said.

On the other hand, Stark said that he was not opposed to all forms of limited audience television. He advocated the need for prompt approval of scrambling devices designed to transmit police lineups, medical operations, and related community services provided they are regulated in the public's interest.

SPECIAL TRAILERS
from **FILMACK**

**GET TO YOU QUICKER
ARE ALWAYS BETTER!**

Send Us Your Next Order And
We Will Prove It To You.

1327 So. Wabash Chicago 5, Ill. **FILMACK** 630 Ninth Ave. New York, N.Y.

Television--Radio

with **Pinky Herman**

THE annual Post Office deficit could be happily wiped out if TV could come up with about 100 mail-drawing programs like "The Bob Crosby CBS Show" which has just been the recipient of its one millionth letter since hitting the airwaves four years ago. Sure helped Bob overcome his recent illness. . . . A wonderful idea was born last year in Burlington, Wisconsin, and with fanfare, parades, floats and patriotic fervor, the local citizenry was stirred by the theme of the proceedings, namely, "every American must be sold and in turn must sell the wonders of America to one another. Two young Burlington business executives, Robert Sullivan and Robert Spitzer, who have been active participants in this vitally important and necessary endeavor, have been touring the country (on their own time and at their own expense) in an effort to make this local event, one that is national in scope. To us, it seems that radio and TV executives and producers should listen to their story and help the modern "Paul Reveres" transmit their timely and inspiring message to Mister and Missus United States.

★ ★ ★

Michael Drury has penned a brilliant profile on Jackie Gleason titled, "E Pluribus Gleason," which will appear in next week's "Collier's," the concluding piece of the two-part story set for the April 1 issue. . . . Chantootsie Jane Froman planed to Florida, following her program last Thursday, for a two-week rest and Merv Griffin will pinch-hit on her Thursday-at-7:45 P.M. television CBSongfest. . . . His WLW Wonderful programs from down in Cincinnati have stamped humorist-deejay Jean Shepard ready for the big time and WOR producer Larry Dorn has brought the lad to New York to star in a new platter-chatter series (Saturdays from 4:30-6:00 P.M.). . . . Television Screen Productions, Inc., has completed production on 52 five-minute animated telefilm series titled, "Jim & Judy in Tele-Land" which is made to order for the market. . . . Admired, respected and extremely well-liked by recording artists and Tin Pan Alley song salesmen for his many years of friendly help, Irving Faskow, in charge of CBS record library, will marry pretty Evelyn Nassberg June 19.



Jackie Gleason

★ ★ ★
Jimmy and Tommy Dorsey's TV'er "CBStage Show," substituting for "The Jackie Gleason Show" while the rotund comic takes a well-earned vacation, will feature Kate Smith as guestar on the March 12 telecast. Gleason will return for the March 26th program. . . . The sensational singing and dancing star of Ted Lewis' Night Club Revue, Nancy Wells, has been signed for the stellar role in the forthcoming telefilm series, "Campus Time," to be produced by Formont Productions. Nancy's artistry reminds us of Judy Garland. . . . Dick Hyman, pianist for Fred Robbins' DuMont quizzer, "Finders Keepers," has completed the score for a new musical comedy which has so enthused F. R. he's looking for Angels. . . . The seventh annual "Emmy" TV Awards which will be NBChanneled Monday, March 7, (11:30-1:00 A.M.) will originate at Frank Sennes' Moulin Rouge in Hollywood and be emceed by Steve Allen while Dave Garroway will handle similar chores when the proceedings require it, from Nino's Laure in New York.

★ ★ ★

"Omnibus" this CBSunday, will present the premiere of a new operetta based on Ernest Thayer's classic baseball poem, "Casey at the Bat," titled "Mighty Casey," composed by William Schuman, president of the Juilliard School of Music, with a libretto by Jeremy Gury. Featured will be Danny Scholl, Elise Rhodes and E. G. Marshall, while Samuel Krachmalnick (Carlo Menotti's "Saint of Bleeker St.") will conduct. . . . Trade is buzzing with the phenomenal mail draw (160,000 letters containing 35 cents each) of four one-minute film spots seen last month on the "20 Questions" ABClicker. . . . Marge Kerr, youthful radio & TV vet, has been named New York area sales rep for Guild Films by veep Manny Reiner. . . . Deejays have latched onto Jerry Martin's new Coral waxing of "What a Difference a Day Made," backed with "I'd Never Forgive Myself." Martin's golden pipes make him the season's "sleeper" in the national baritone sweepstakes derby. . . . Ye scribbler is off on a two-week cruise to S. America and the West Indies and the next two columns will be by-lined by two dear friends, Dave Garroway and Rudy Vallee. So hasta la vista, amigos.

UA-Chaplin

(Continued from page 1)

available an inducement, should it choose to use it, such as the company employed in the past to attract manpower like Joseph M. Schenck, Samuel Goldwyn, David O. Selznick, Sir Alexander Korda and others to its fold.

Negotiations for acquisition of the Chaplin shares were begun by Krim last year during a visit to Europe after Chaplin had left the United States and established residence in Switzerland. Little progress was made for several months thereafter, but in recent days the negotiations were renewed over trans-Atlantic telephone. The actual closing was effected in Switzerland late last week, with Arnold Picker, U. A. vice-president in charge of foreign distribution, acting for the company.

The Benjamin-Krim management group on Feb. 15, 1951, acquired 8,000 shares, representing 50 per cent of U. A.'s outstanding stock at the time. The company was in distress, lacking product and having all the appearances of having gone down for the count.

Benjamin, Krim and Matthew Fox received the stock with a provision for a 10-year voting control as a consideration for providing the company with management. They were to receive ownership of the shares upon putting the company's operations in the black within a specified period, which they succeeded in doing in their first year of operation. They made a token payment of \$1 per share.

A short time before, the late Max Kravetz, who served briefly as secretary of the company, claimed to have held an option to purchase 8,000 shares of U. A. stock for \$5,400,000.

Mary Pickford

(Continued from page 1)

veloped some of the great names in the industry, and we like to think of UA as an incubator. Many other major distributors are now emulating our formula for setting up independent production units."

Miss Pickford maintained that no great organization dedicated to its own product can sell a picture on the same level as a company engaged exclusively in distribution.

TOA Asks Members To Aid Toll-TV Fight

Members of the Theatre Owners of America are urged to support the activities of the Joint Committee on Toll TV and the committee's solicitation for funds, according to the latest TOA bulletin.

Following a resolution adopted at the TOA's mid-winter executive board meeting in Washington last month, the TOA bulletin lists seven suggestions which were made from the floor. They are:

TOA to prepare a special bulletin immediately after the next meeting of the Toll TV committee, urging the entire membership to subscribe at once; all members were to be on the alert for propaganda speeches in home towns with rebuttal material to be made available from the TOA headquarters; preparation of kits for owners and managers as quickly as possible; a clinic to train speakers in every area and development of an intelligent and hard-hitting group to work at the national legislative level.

Ohio ITO

(Continued from page 1)

said that while he does not like Government intervention "we cannot stay in business without something happening at once." Shor said there are three distributors "which have taken a realistic view of exhibitor plight." He added "Allied realizes exhibitors can't be healthy with sick distribution."

Adams Allied V-P

Shor appointed Adams regional vice-president of Allied.

Shor said he still feels that the Council of Motion Picture Organizations, should join with Allied in the anti-toll-TV fight.

Glenn Norris, Eastern sales manager of 20th Century-Fox, predicted that Eidophor will be available to theatres within one year. Norris said Fox will rent on any deal acceptable to exhibitor on any Fox picture if the deal offers fair return to the company. He said higher percentages for CinemaScope films are justified by greater grosses.

The convention approved anti-toll-TV and anti-censorship resolutions.

Censorship was called "pernicious and unconstitutional" in the resolution.

Abram F. Myers, Allied counsel, was unable to attend today's session because he was busy in Washington.

Re-elected President

Adams was re-elected ITO president. Other officers chosen were: F. W. Huss, Jr., Cincinnati, first vice-president; Peter Wellman, Girard, second vice-president; Charles Sugarman, Columbus, treasurer, and Robert Wile, Columbus, secretary. Board of directors: Park Belden, Akron; Louis F. Eick, Martins Ferry; Marshall Fine, Cleveland; Marvin Frankel, Elyria; Henry Greenberger, Cleveland; J. Real Neth, Columbus; C. F. Pfister, Troy; Hoy L. Russell, Millersburg; Martin G. Smith, Toledo; Chris Velas, Bellaire; Walter Burget, Van Wert; Roy E. Wells, Dayton, and Louis Wiethe, Cincinnati.

Hal Roach, Jr.

(Continued from page 1)

bert Gelbspan, vice-president and Eastern sales head,

MOTION PICTURE DAILY has learned that Roach has finalized an agreement with Sonja Henie for a television series and has other new TV projects in negotiation.

Roach, Sr., will continue to be represented in the company as consultant and member of the new board which will also include Van Keuren Meacham and William Hinckle.

**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

Says Ohio Censorship Not 'Big Bad Wolf' as Claimed

Special to THE DAILY

COLUMBUS, O., Feb. 28.—Ohio's film censorship is not "the big bad wolf" that some critics claim, said R. M. Eyman, state director of education and chief film censor. The director used a report of film censorship covering a 12-year period from Jan. 1, 1943, to Jan. 1, 1955, to support his statement.

The report, compiled by the state division of censorship, showed a total of only 68 film rejections in the past dozen years. Eyman said the board reviewed 20,517 films during that period. Eliminations were ordered in 1,616 films.

The division has not been reviewing films since Dec. 1 last year, when the Ohio Supreme Court ruled the censorship law was "unreasonable and unlawful."

An explanation for each of the 68 films rejected was given in the Eyman report. The director said most of the rejected films "tended to incite crime or had obscene scenes." He indicated a steady increase of foreign films ex-

hibited in Ohio was presenting additional censorship problems. He said that during the last fiscal year, 36 per cent of films received in the state were foreign language features.

The report showed that films concerning the use of marijuana and habit-forming drugs had been banned because of the increase in juvenile delinquency. Eyman said that some cases of delinquency were directly attributable to ideas received from such films.

Among the better-known of the 68 banned films are: "The Miracle," "M," "The Outlaw," "The Moon Is Blue," "We Want a Child," "Mom and Dad," "My Life" (formerly "Ecstasy"), "Kiss Tomorrow Goodbye" and "Devil in the Flesh."

Stereo Sound Now Paying Off, Lewis Tells ITO Delegates

COLUMBUS, O., Feb. 28.—Despite reported demands for higher film rentals, thereby reducing net profits, those exhibitors who installed stereophonic sound have, in most cases, realized higher grosses and better yearly profits. This was stated here today by Merlin Lewis, executive secretary of the Theatre Equipment and Supply Manufacturers Association, at the annual convention of Independent Theatre Owners of Ohio.



Merlin Lewis

Lewis pointed out that some operators of small theatres believe that they cannot afford the sound system. It might be, he said, that they have not investigated the facts closely enough to discover "that a complete stereophonic sound installation can be accomplished in the smaller theatres for as little as the price of a few tickets a day after a small down payment."

Lewis reviewed the equipment market and explained briefly the workings of VistaVision, Todd AO and other processes.

Triple-Damage Tax

(Continued from page 1)

Revenue, Solicitor General Simon Sobeloff claimed that the entire amount was taxable. Attorneys for William Goldman Theatres, against whom the case was brought, argue that income tax should be paid only on the first third of the damages received.

Internal Revenue brought the case to the Supreme Court after the Third Circuit Court of Appeals held for Goldman.

Weltner

(Continued from page 1)

conviction that the entire world must today be considered and treated as a single entity."

The new world-wide sales head joined the Paramount organization in 1922 following his graduation from Columbia University, his first assignment being in the company's Long Island laboratories. After a series of promotions, he was named assistant to the late John W. Hicks, head of the foreign department, and in 1944 became vice-president of the international subsidiary of which he became president in June, 1945, and was elected a member of the board of the parent company.

In citing Weltner's record with the company, Balaban said "it is a particular source of gratification that we have found in our own Paramount organization as well-qualified an executive as Mr. Weltner to head our world-wide sales and distribution organizations."

DeBra Heads Tour For 'Peter' Campaign

A group of 11 film industry figures, headed by Arthur DeBra, community relations director of the Motion Picture Association of America, will hit 60 key cities between March 21-25 to speak at special screenings of 20th Century-Fox's "A Man Called Peter" in CinemaScope. The showings have been arranged for clergymen, lay members of churches and opinion makers.

The previews, sponsored by the National Council of the Churches of Christ in the United States, are designed to launch programs of community and religious support for the drama which will open nationally during the Easter holiday season.

The 60-city screening program has been split into eight geographical regions—Empire State, New England, Atlantic, Central, Chicago, Mid-West, Southern and Western—with each of the 11 figures to cover from four to seven cities.

EXHIBITOR'S CORNER



Q. WHAT'S THE BEST WAY TO GET 'EM TO DRIVE IN?

A. RCA Drive-In Equipment delivers the kind of sight and sound that makes your drive-in outstanding in your area! And for most drive-ins, this is the season to size up your equipment set-up for the season to come. RCA's diversified line includes a system that can be arranged for the exact needs of your location. There's RCA's complete Projector line for the rock-steadiness new-process films demand. Superb RCA Amplifier Systems for optical or magnetic sound. RCA In-Car Speakers and Junction Boxes to deliver high-fidelity sound to every patron's car. RCA Projection Lamps, giving more light per ampere than any other lamps... plenty of light for all wide-screen presentations.

Q. WHO has details and figures on RCA Drive-In Equipment?

A. Your local independent RCA Theatre Supply Dealer has the whole story on RCA Drive-In Equipment. For a complete RCA sound and projection system... or particular equipment items... call or see your RCA Theatre Supply Dealer now!



**RADIO CORPORATION
of AMERICA**
THEATRE EQUIPMENT
CAMDEN, N. J.

**LIGHT UP YOUR MARQUEE WITH
THE STAR OF "WHITE CHRISTMAS"
AND "KNOCK ON WOOD"!**

DANNY KAYE
IN
**ASSIGNMENT
CHILDREN**

PRESENTED BY
THE UNITED NATIONS AND THE MOTION PICTURE INDUSTRY
A PARAMOUNT RELEASE

Color by **TECHNICOLOR**

This wonderful 20-minute featurette will do wonders for your theatre, for you and for the children of the world. Danny Kaye, with all his humor, talent, warmth and charm, was the ideal personality to be the United Nations' Ambassador-At-Large to the youngsters of India, Burma, Hong Kong, Korea and Japan. You never put on your screen a more appealing picture. And no picture ever offered you a more unique programming opportunity. Entire film rental proceeds will go toward furthering the work of UNICEF.

ALL HONORS TO DANNY...

Photoplay Magazine
Achievement Award

Parents' Magazine
Family Medal

California Fashion
Creators Award

Foreign Press
Correspondents Award

Humanitarian Award
of Denver Hospital



It's an honor for all
our industry to join Danny
in his great work!

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 42

NEW YORK, U.S.A., WEDNESDAY, MARCH 2, 1955

TEN CENTS

Agenda Highlight

N.E. Exhibitors See Toll TV Prime Threat

Financing 'Anti' Drive Seen Most Important

BOSTON, March 1.—Immediate action to fight toll TV was accepted as a prime necessity at the annual meeting of Independent Exhibitors, Inc., of New England, a unit of national Allied, today.

Emerging from the closed meeting in the Hotel Bradford, leaders said toll TV was the principal matter discussed. Election of officers was the main item on the agenda.

It was decided at the meeting, said the new president, Edward Lider of Yamins Enterprises, to make every effort to get out large exhibitor attendance at the March 16 anti toll-TV mass meeting in the Bradford. But the greatest need of all, he said, is for
(Continued on page 4)

Red Cross Drive Collections Are Urged on Theatres

An appeal to theatres to take up audience collections for the 1955 Red Cross campaign, which was opened nationally yesterday and continues through March, was made by Spyros P. Skouras, 20th Century-Fox president, who is industry chairman for the Greater New York area in the drive for the seventh successive year.

Skouras was host at a luncheon
(Continued on page 4)

Schine Trial Ends; No Early Decision

Special to THE DAILY
BUFFALO, March 1. — The Schine criminal contempt of court trial has ended here. It has been under way in local Federal Court for several months. Judge John Knight says he will give no decision for at least two months. He has given the Government a month to file briefs and the defense a month to file an answer. The Judge has also denied defense motions for a judgment of acquittal until he can go over the briefs and the record of the trial.

See Sales Managers Mulling Arbitration

The "stumbling blocks" in the proposed arbitration draft are expected to be discussed at today's meeting here of the sales managers committee of the Motion Picture Association of America, the first meeting of distribution executives since the inconclusive exhibitor-distribution meeting on arbitration which was held on Feb. 17.

Last month's negotiating meeting produced a number of "snags," leaving both exhibition and distribution leaders hesitant in forecasting when an agreement on arbitration would be reached. Both sides, however, remained optimistic in reaching an accord in the long run.

The time factor, however, remains an important factor for, according to distribution and Theatre Owners of America sentiment, work on arbitration should be completed before the proposed round table industry conference is called.

NYC Council Meets

Stark's Toll-TV Proposal Referred for More Study

New York City Council president Abe Stark's resolution asking the Federal Communications Commission to withhold approval of pay-as-you-watch-television has been referred to the rules committee of the Council for further consideration, Leonard P. Stavisky, assistant to the president, said yesterday following the introduction of the resolution at an afternoon meeting.

Compo Calls Poll Meeting

The three Council of Motion Picture Organizations co-chairmen, Sam Pinanski, Al Lichtman and Wilbur Snaper, have called a meeting to consider plans for audience development at the Sheraton Astor Hotel here on March 10.

Attending the meeting will be members of a recently-appointed COMPO audience development committee, the COMPO audience poll committee and others who have expressed interest in plans for audience development.

The meeting will be followed by a meeting of the co-chairmen to consider and act upon the conclusions reached by the group.

AMPA to Present MGM 'Workshop'

Feature attraction at Associated Motion Picture Advertisers meeting scheduled for March 23 in the Pica-dilly Hotel will be a facsimile of M-G-M's "Ticket Selling Workshop," it was announced by David A. Bader, AMPA president, who has invited Mike Simons, director of customer relations for M-G-M, to tell members what makes the Workshops tick.

With the approval of Howard Dietz and Charles M. Reagan, Simons has
(Continued on page 5)

Open-Shop Move

Independents, Projectionists Break in Minn.

Talks Collapse; Theatres Advertise for Operators

Special to THE DAILY
MINNEAPOLIS, March 1.—Independent owners of approximately 50 Minneapolis first and sub-run theatres backed up their threat to go open shop with a two-column, four-inch advertisement for motion picture operators as negotiations for a new three-year contract with Projectionists' Local No. 219, IATSE, collapsed.

The ad was placed in the "Tribune" today following a meeting of the independents at which they unanimously rejected a union ultimatum that they match the circuit contract signed with RKO theatres and Minnesota Amusement Co. two months ago. This pact granted a nine-cent-per-hour raise for each of the last two years of the three-
(Continued on page 5)

Philadelphia Digs Up An Old Ordinance On License Fees

Special to THE DAILY
PHILADELPHIA, March 1. — A newly "discovered" two-cents-a-patron license fee on theatre admissions will be the subject of a meeting here of city officials shortly.

The fee, according to city controller Foster A. Dunlap, was authorized by a 1931 ordinance but has not been enforced. Walter S. Pitko, commissioner
(Continued on page 5)

Utah Film Men Spur Daylight Time Defeat

Special to THE DAILY
SALT LAKE CITY, March 1. —The motion picture industry here scored a victory over television today when the Utah House of Representatives voted 42-10 against the adoption of daylight-saving time.

Under the direction of Clyde Blasius, of Westates Theatres, a large film industry group appeared in an appeal for the defeat of the bill. Television interests had strongly supported it.

Dore Schary, vice-president of Loew's, Inc., in charge of production; Russell V. Downing, president and managing director of the Radio City Music Hall, Bing Crosby and Judy Garland are the recipients of the top honors in the annual awards given by the magazine "Look."



Russell Downing

Shary was honored with a citation "for his continued leadership as a Hollywood spokesman and
(Continued on page 5)

Personal Mention

HOWARD DIETZ, Loew's vice-president, left here yesterday for the Coast.

BARNEY BALABAN, president of Paramount Pictures, became a grandfather again yesterday with the birth of a daughter to **JAY** and **JUDY KANTER** at Mt. Sinai Hospital here.

HARRY BRANDT, president of Independent Theatre Owners Association and head of Brandt Theatres, has returned to New York from Florida.

MONTY SALMON, managing director of the Rivoli Theatre here, has returned to New York from England and is at his home in Englewood, N. J.

SEYMOUR SCHUSSEL, I.F.E. Releasing Corp. Eastern division manager, will return to New York on Friday from Cleveland and Pittsburgh.

ANATOLE DE GRUNWALD, president of Blackstone Advertising Agency, is scheduled to arrive in New York today via B.O.A.C. Monarch.

WILLIAM ZIMMERMAN, film attorney, is scheduled to leave New York for Hollywood tonight for a visit of several weeks.

WALTER GRANGER, executive of Walt Disney Productions of Australia, will leave here tonight for London via B.O.A.C.

WILLIAM J. GERMAN, president of William J. German Co., has returned here from the Coast.

20th to Map TV Plans at Meets Here

Production, promotion and merchandising plans for TCF Television Productions, 20th Century-Fox's recently created video subsidiary, will be developed in a series of meetings called by president Spyros P. Skouras in New York with leading advertising agencies and TV networks.

The conferences will develop and launch plans for the production and over-all handling of TV films at the company's Western Avenue studio in Hollywood, which is being geared for the new operation at a cost of several million dollars.

Sid Rogell, who has been named production chief of the new subsidiary corporation, will arrive in New York from Hollywood this morning for the special series of meetings which will extend through next week.

Edward Lauder, 70

Funeral services for **Edward G. Lauder**, 70, who had been a vice-president of the old Keith's circuit, will be held here tomorrow at Frank Campbell's Funeral Home. Retired since 1928, he is survived by the widow, **Florence B.**, and two daughters, **Mrs. Barbara Maver** and **Mrs. Nancy Baker**. He died here on Monday.

Oregon Optometrist Claims He Has Prior Right to CinemaScope Name

ASTORIA, Ore., March 1.—A controversy over the rights to the name CinemaScope is looming here as the result of a claim by **Dr. Harvey C. Rones**, a local optometrist. Doctor Rones claims that he built a machine for correcting crossed eyes and patented it in 1936. Although he called the device "cinemascope," he did not register the name. However, he claims both prior use of the name and the principle of projecting motion pictures on a wide screen in connection with the name, an idea, he said, which was incorporated in his eye-training machine. Doctor Rones said that he has advertised the device under the "cinemascope" name and has used it continuously since he built the first one.

The situation came to light when 20th Century-Fox wrote Doctor Rones a letter, asking him to discontinue using the name. The doctor has placed the matter in the hands of his attorneys.

Analyst Says Theatre Profits By Screen Ad Broidy Product Tour To Include 14 Cities

Some 16,000 theatres in the United States have profited to the tune of \$10,000,000 from theatre screen advertising, according to business analyst **Albert Sindlinger**, whose research and survey organization recently completed a study and analysis in that field for the Association of Theatre Screen Advertising Companies.

Of the 19,101 theatres of all types in this country, about 16,000 utilize screen advertising and have benefited by an approximate \$10,000,000 by allowing local and national merchants to advertise on the screen between feature presentations, Sindlinger said.

Releasing the text of his study during a Hotel Sheraton Astor press luncheon here yesterday, the analyst said that his report covers the circulation, knowledge and impact of theatre screen advertising in five selected cities as well as the characteristics of the audiences.

City-Characteristics Diverse

"The cities selected, Bonham, Texas; Belleville, Kansas; Bucyrus, Ohio; Waterville, Maine, and Fayetteville, N. C., had varying degrees of per capita movie expenditures, television ownership, number and types of theatres," he said.

Sindlinger and Company, Inc., was commissioned for the survey by the Alexander Film Co. of Colorado Springs; A. V. Cauger Service, Inc., of Independence, Mo.; Motion Picture Advertising Service Co. of New Orleans; Reid H. Ray Film Industries of St. Paul, and United Film Service of Kansas City.

Commenting on other surveys which he is working on, Sindlinger said that his organization has been studying subscription television since 1951. "Audiences are sold on the idea of no commercials in subscription television," he said. "However, the success of that medium depends on which show is presented," he said.

Tudor Sales Meet

Moe Kerman, president of Tudor Pictures, will preside at a two-day sales meeting of Tudor Midwest and Southern franchise holders beginning tomorrow at the Blackstone Hotel in Chicago. Tudor pictures to be discussed are "Innocents in Paris," "Heartbreak Ridge" and "The Adventure of Mr. Wonderbird."

From THE DAILY Bureau

HOLLYWOOD, March 1.—Allied Artists president **Steve Broidy** accompanied by vice-president and general sales manager **Morey R. Goldstein**, will tour the nation from March 15 to April 1, personally introducing the company's new product to exhibitor groups in 14 cities, Broidy today announced.

Broidy said, "We are now ready to launch our program as a major company. The most important group of pictures ever produced by our studio will be available for release during the next six months. We want to talk to theatremen in the field about these films and discuss our future policies."

The itinerary will be Dallas March 15; Atlanta, March 16; Charlotte, March 17; Philadelphia, March 18; New York, March 19-21; Boston, March 22; New York, March 23; Pittsburgh, March 24; Detroit, March 25; Chicago, March 26-28; Minneapolis, March 29; Kansas City, March 30; San Francisco, March 31; Los Angeles, April 1.

AA advertising-publicity director **John C. Flinn** will accompany Broidy and Goldstein.

"Annapolis Story" and "Shotgun" will be screened at each meeting.

'Newsweek' Reports Industry 'Boom'

The new "boom" in the picture business is the subject of a special report in "Newsweek's" March 7 issue. In a survey of the new climate in Hollywood "Newsweek" reports that "nobody doubted any longer that the big slump was over."

Among the reasons for the change in the film industry's fortunes, "Newsweek" lists the new screening processes, the sprucing up of rundown properties, the comeback of the foreign market and better pictures.

"The new catchword is the 'big picture'—which sums up the general trend to concentrate more money, care and talent into relatively fewer pictures," Newsweek says. "Behind all this, there's a resolute determination in Hollywood. Whether it's new faces, new ideas, or custard pies the people want, they're not going to get bored with the movies again."

ITO of Ohio and NSS Honored by State for Highway-Safety Aid

Special to THE DAILY

COLUMBUS, O., March 1.—Lieut. Gov. **John W. Brown** of Ohio today presented scrolls to **Horace Adams**, president of Independent Theatre Owners of Ohio, and to **Burton Robbins**, representing National Screen Service of Cincinnati for their organizations' contributions to the State Highway Safety Program, at the annual ITO convention banquet here. NSS and ITO co-operated in the showing of safety trailers in several hundred Ohio theatres.

Abram F. Myers, Allied States general counsel, was banquet toastmaster, replacing **Maurice Bergman**, who was unable to accept the invitation.

About 400 attended today's M-G-M Ticket-Selling Workshop. **Alden Brinham**, of the Weslin theatre, Massillon, Ohio, won a briefcase as door prize. **Jack Bruno**, of Cooper Foundation Theatres, Pueblo, Colo. stressed the importance of special children's shows as profit and audience builders. "Extra activities are responsible for extra profits," said Bruno, in stressing holiday shows, car giveaways and merchant tie-ins.

Six Panelists Heard

Other panelists included **Emery Austin**, M-G-M exploitation director; **Ivan Anderson**, Liberty theatre, North Wilkesboro, N. C.; **Conrad Brady**, Interstate, Houston; **J. W. Gaylard**, Troy Drive-in, Troy, Ala.; **Nate Milder**, sales director of WHIZ-TV, Zanesville, and **Jack Lake**, advertising manager of the "Eagle-Gazette," Lancaster.

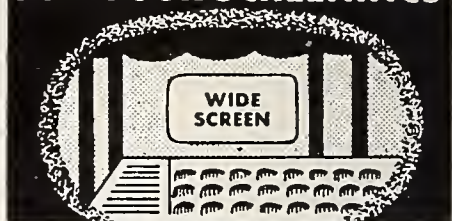
Members of the Ohio legislature were luncheon guests of the delegates today.

Ehrlich, Publicist, Dies Here Yesterday

Joe Ehrlich, for many years identified with home office publicity departments, died here yesterday at St. Vincent Hospital. He had suffered a heart attack last year and was confined to a hospital and at his home for several months.

Formerly with 20th Century-Fox, his last post was with RKO Radio, handling publicity and promotion on the company's short subjects.

"SHOWPLACE OF THE EAST" FOR YOUR SCREENINGS



- Three Channel interlock projection
- 16, 17 1/2 & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE

MOVIELAB THEATRE SERVICE, INC.
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A HAPPY PICTURE FOR EASTER!

The fastest-booking holiday attraction is M-G-M's "THE GLASS SLIPPER" because it's got everything a theatre could ask for in an Easter show. A wonderful love story, a magnificent spectacle, a wealth of music, fun, dancing—all in radiant Color.

*EXTRA! Free! Special Color Teaser
Trailer For Your Easter Booking!*



The Glass Slipper

*Starring the "Lili" girl, and it is predicted her
new picture will be on the 10-Best lists, too!*

LESLIE CARON
MICHAEL WILDING

with
KEENAN WYNN • ESTELLE WINWOOD
ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT
Featuring BALLET de PARIS • Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS • Produced by EDWIN H. KNOPF

*ABOVE: Beautiful full-color portrait of Leslie Caron
by famed artist Jon Whitcomb for posters, lobbies, ads.*

The
BIGGEST
SHOW of
the Season
chosen by
the Music
Hall for
Easter.



N. E. Toll TV

(Continued from page 1)

money to strengthen the national fight. It costs a great deal, Lيدر pointed out, to retain first class legal and public relations counsel and to carry out their recommendations. But such money can be regarded as an investment in the future of the exhibition segment of the industry, he stated. Also important as investments in prosperity to come, he said, are funds spent in improvement of the quality of film presentation in theatres, and in adding inducements of all kinds for patronage.

In addition to Lيدر and Albert Lourie, secretary, other officers unanimously elected were: Melvin B. Saffner, first vice-president; Lloyd Clark, second vice-president; Julian Rifkin, secretary; Nathan Yamins, national delegate; Norman C. Glassman, chairman of the board; and on the executive committee, W. Leslie Bendslev, Roy Burroughs, Edwin Fideli, Henry Gaudet, Leonard Goldberg, Arthur Howard, Winthrop Knox, Frank T. Lepage, Walter E. Mitchell, Daniel J. Murphy, Samuel Resnik, Theodore Rosenblatt, Andrew Tegu and Robert Viano.

Delay Clearance Meeting with Army

The industry committee which is discussing film clearances for military theatres with the Department of Defense has postponed a scheduled meeting for tomorrow with Deputy Assistant Secretary of Defense D. Walter Swan until March 14, it was reported here yesterday.

The reason for the postponement was not revealed, but reliable sources indicated that Army and Air Force objections to a tentative agreement reached on Feb. 16 on military clearances for 95 or 97 theatres brought about the delay.

The tentative agreement was worked out on Feb. 16 with a proviso that the distributors ratify it. It is possible that the general sales managers committee of the MPA, which meets here this morning, may discuss the exhibition plan to change the rules for film showings at service houses.

Review

"Untamed"

(20th Century-Fox)
(CinemaScope)

BERT E. FRIEDLOB and William A. Bacher have applied the tried and proven ingredients of successful action pictures to a South African locale in the mid-19th Century and the story of the settlement of the territory by the Dutch, as fictionalized in the popular Helga Moray novel of the same title, to provide an action-packed, romance-soaked tale that should give an impressive account of itself at boxoffices.

"Untamed" is a big, sprawling story with many unusual features, and all of them salable. With Tyrone Power as the dedicated head of the Dutch commandos protecting the settlers from native tribes, and with Susan Hayward, as a wilful Irish girl whom he had met on a horse-buying journey to that country, in ardent pursuit of him, and with Richard Egan as the brutish commando who comes under her spell, the romantic phases are at white heat throughout most of the film.

When they are not flaring out into the violence of hand-to-hand combat between individuals, they are painted on the really expansive canvas of savage raids on wagon trains, a battle for a town between bandits and commandos, or in the novel brutality of a fight between Power and Egan with bull whips as weapons.

The wide open spaces of South Africa, where director Henry King staged most of his exteriors, photographing them in the majestic sweep permitted by CinemaScope, and in color by Technicolor, is a visual treat that audiences everywhere must appreciate. They will thrill, too, to the staging of the native attack by Zulu tribesmen on the homesteaders' wagon train, gory as some of it is with the hurtled spears of the savages finding their mark, at close camera range, in the Technicolored vitals of the defenders. Literally thousands are used in the sequence and it is staged with a fine sense of color and drama.

The story takes Miss Hayward to South Africa with her husband and child after a blight ravages Ireland, threatening impoverishment. Joining the homesteaders, her husband, played by John Justin, is killed in the attack by the Zulu tribesmen. The wagon train is rescued by Power and his commando band and Miss Hayward attaches herself to Power, inducing him to settle with her, without the formality of marriage, at a homestead site.

Eventually Power is drawn back to leadership of the commando band, forsaking the homestead. Egan takes over with Miss Hayward. In a storm, her property is laid waste by floods and Egan loses a foot in an accident. With a child she has born to Power, Miss Hayward leaves the farmland after having accumulated a fortune by trading her possessions for gold and diamonds brought to her by the natives.

There is a reunion between Miss Hayward and Power after she has established herself in the capital as a woman of wealth and influence, but it soon terminates in a lovers' quarrel. In time, Miss Hayward loses her wealth and, with her menage, sets out for the diamond fields to recoup her fortune. En route, she is made a captive by Egan, now a bandit leader, who has captured a town on her route. Power and the commandos re-take the town and the lovers are reunited.

Heading a large supporting cast are Agnes Moorehead, Rita Moreno, Hope Emerson, Brad Dexter, Henry O'Neil and Paul Thompson. The screen play is by Talbot Jennings, Frank Fenton and Michael Blankfort, and the adaptation by Jennings and Bacher.

"Untamed" is a spectacular motion picture on which huge amounts of money have been lavished in production and which, as a result, is endowed with an abundance of exploitable properties, as well as personalities. Sold as such, it should draw plenty of romantic-action fans.

Running time, 111 minutes. Adult classification. Release, in March.

SHERWIN KANE

Red Cross

(Continued from page 1)

at the Metropolitan Club here yesterday attended by more than 100 persons, among whom were top-ranking Red Cross officials, film and stage personalities, industry officials and service representatives.

The New York City film industry's goal is \$45,000, in the city-wide quota of \$5,730,000. The national Red Cross goal is \$85,000,000.

Skouras in Personal Appeal

Skouras told his audience, which included representatives of most of the metropolitan area circuits, that he "would like very much to have theatres in the drive and to take up audience collections. It need not be done," he said, "so much for the money to be collected as to identify the theatres and the industry with the Red Cross campaign, and to help create public awareness of it, and thereby accelerate giving."

Skouras added that William German, of William German, Inc., who was a guest at the luncheon, "would provide the raw stock needed for campaign trailers to be shown in the theatres."

Among those called upon for brief addresses, most of whom expressed a wish to participate in the campaign, were Rita Gam, Anna Sten, Sylvia Sidney, Robert Wagner, Austin Keough, Russell Downing, German, Samuel Rinzler, Ernest Emerling, Harry Mandel, Robert Coyne and Emanuel Frisch.

Red Cross Officials Heard

Special appeals for cooperation in the drive, together with descriptions of the Red Cross work and needs, were made by E. Roland Harriman, chairman, American National Red Cross; Ellsworth Bunker, Red Cross president; Leroy A. Lincoln, Greater New York campaign chairman; Admiral Arthur D. Struble, and Mrs. Helen Purcell, Red Cross worker.

'Untamed' in Triple Miami Premiere

MIAMI, March 1.—Highlighted by the presence of Susan Hayward, 20th Century-Fox's CinemaScope production of "Untamed" was world premiered here tonight at three theatres.

Debating at Wometco's Carib, Miami and Miracle theatres, the drama in which Miss Hayward stars with Tyrone Power and Richard Egan was received by several thousand invited guests who filled to capacity the three theatres.

AFL-CIO Merger to Affect All: Bartell

MILWAUKEE, March 1.—The proposed merger of the American Federation of Labor and the Council of Industrial Organizations will no doubt, have a tremendous general effect on employer - employee relationships, David B. Bartell, general counsel for the Colosseum of Motion Picture Salesmen of America, declared here.

"The basis of the satisfactory conclusion of the conversations and their specific effects are not, of course, susceptible of immediate determination," he said.

'Big House' Premiere In Detroit Tomorrow

United Artists' "Big House, U.S.A." will have its world premiere tomorrow at the Fox theatre in Detroit, climaxing an advance campaign featuring personal appearances by starlet Randy Farr, who makes her screen debut in the drama, UA announced.

Mayor Albert E. Cobo will head a contingent of city officials and state prison heads attending the widely-ballyhooed bow of the Bel-Air production at the Motor City showcase. Following the premiere performance, Miss Farr will autograph pictures for fans in an hour-long session in the lobby of the theatre.

'Star' to Victoria

Universal-International's "Man Without A Star," starring Kirk Douglas, Jeanne Crain and Claire Trevor, will be the next attraction at the Victoria Theatre here.

MPEA Informed of Italian Talks

The foreign managers meeting here yesterday were informed of the status of negotiations currently going on in Rome on the Italian color print situation.

Negotiations in Rome, it was said, are being carried on concurrently by individual film companies and Griffith Johnson, vice-president of the Motion Picture Export Association. American companies, it was stated, are attempting to lift or modify the Italian ban on the import of color prints into Italy other than Technicolor produced prints.

Goodman Joins Jacobs

Frank Goodman, for the past eight years associated with the Richard Maney office here, has resigned to join the Arthur P. Jacobs Co. Goodman will head up the public relations organization's Eastern offices.

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'Look'

(Continued from page 1)

his active participation in a long list of civic enterprises devoted to the public welfare."

Tribute was paid to Downing "for making the Radio City Music Hall a model showcase for the best film entertainment."

Crosby and Miss Garland were named "Best Actor and Actress of 1954" by the magazine, Crosby for his work in "The Country Girl" and Miss Garland for her performance in "A Star Is Born."

Edmond O'Brien was named "Best Supporting Actor" for his role in "The Barefoot Contessa," while



Dore Schary

Eva Marie Saint was called "Best Supporting Actress" for her portrayal of the unfortunate heroine of "On the Waterfront."

Jack Lemmon was saluted as "Best Male Newcomer," with distaff honors in this category going to Helen Traubel, ex-Metropolitan Opera soprano, for her performance in "Deep in My Heart."

Six Others Honored

Other award winners are: Walt Disney, "Best Producer," for "20,000 Leagues Under the Sea"; Alfred Hitchcock, "Best Director," for "Rear Window" and "Dial M for Murder"; Boris Kaufman, "Best Cinematographer," for "On the Waterfront"; Valentine Davies and Oscar Brodney, "Best Screenwriters," for "The Glenn Miller Story," and Irving Berlin, recipient of "Look's" Achievement Award, for "White Christmas" and "There's No Business Like Show Business."

Presentation of the awards will be made to the winners on "The Red Skelton Show" over CBS-TV next Tuesday.

TOA, Allied Units In K.C. 'Workshop'

Panel members for M-G-M's "Ticket-Selling Workshop" at Kansas City have been announced by Mike Simons, director of customer relations. The meeting, 10th in the Workshop series, will take place at the Continental Hotel there tomorrow.

This will be the first Workshop to be conducted as part of two exhibitor organization conventions. The Kansas-Missouri Theatre Association, TOA unit, will hold its convention March 3-4. President Ed Harris of the first-named and president Beverly Miller of the Allied organization have been working hand-in-hand with M-G-M to get maximum attendance for the jointly-sponsored Workshop.

Drive-in panel member for the Kansas City meeting will be Pearce Parkhurst, Lansing Drive-in Theatre, Lansing, Mich. Small-town representative will be Bob Walker, owner of Walker's Uintah Theatre, Fruita, Colo., making his second Workshop appearance. Repeating also will be Jack Bruno, Conrad Brady, publicity

Stark Report on Toll TV

(Continued from page 1)

notified Stark that they are against subscription television, the city official said. He added that a newspaper columnist, Barry Gray of the "New York Post," has been the sole person to officially oppose the Stark resolution.

Zenith Registers Opposition To Stark's Toll-TV Proposal

Dr. Millard C. Faught, economic consultant to Zenith Radio Corp. on Phonovision, has notified New York City Council majority leader Joseph Sharkey of his opposition to a resolution by Abe Stark which was presented during a Council meeting yesterday asking the Federal Communications Commission to withhold subscription television approval.

In a wire to Stark, Faught declares: "The resolution to be submitted to the council by Council president Abe Stark opposing subscription television is astounding electronic age example of cart before horse thinking. Stark wants more and better educational and cultural television programs. So do

the many educators, parents, cultural groups and civic leaders who favor trying subscription television as a means of low cost support for the many fine programs that are beyond the means of advertisers to sponsor."

Skiatron Urges NYC Council To Hold Hearings on Toll-TV

Arthur Levey, president of the Skiatron Electronics & Television Corp., in a wire to each member of the New York City Council, has urged the Council to hold open hearings on a resolution calling for the Federal Communications Commission to hold up permission on subscription television.

Levey, who issued the text of a telegram sent yesterday, states: "I emphatically protest the published intention of Abe Stark, president of the City Council, to present for passage without rebuttal, a resolution asked the City Council to request the Federal Communications Commission to withhold approval of box office television."

Open Shop

(Continued from page 1)

year agreement. The independents' "best and final" offer made a month ago was for seven cents for each of the two last years. Also at issue is an additional 15 minutes of preparation time demanded by the union.

The ad, a display-type appearing on the classified page, was prepared by Ted Mann, owner of the first-run World theatre and chairman of the negotiating committee, and Stanley Kane, executive counsel of North Central Allied. It asked for operators "to run motion picture machines in theatres, not much experience necessary. Skill acquired in service or as an amateur will qualify you." The ad offered \$2 per hour as a starting wage. Mann said this morning that by 10 A. M. the ad had brought 60 applicants, or more than enough to staff all of the theatres affected in the dispute.

Offer to Union Withdrawn

Mann added that he had withdrawn his offer to the union. Negotiations between the union and the independents which started last November have been stormy. Originally, the union's package asked increases which would have totalled about 30 per cent at the end of three years. This was countered by an independent offer of a 25 per cent cut from the existing scale.

The union filed a strike notice and the State Labor Conciliator stepped in but no progress was made. A short time later the circuits signed the nine-cent agreement which patterned subsequent negotiations with the independents. Mann then offered five cents and later agreed to a compromise offer of seven cents which was also rejected.

Local No. 219 is scheduled to hold its regular monthly meeting late tonight.

director for Interstate Circuit at Houston, also will be a panelist at Kansas City. Joseph Bugala, head of advertising and publicity for Manos Theatre Enterprises, Greensburg, Pa., will complete the Kansas City panel. boo Prison."

Philadelphia

(Continued from page 1)

of the Department of Licenses and Inspection, said the matter involved "administrative policy rather than departmental enforcement." He pointed out that the ordinance had not been enforced by previous administrations.

Pitko was questioned whether the film industry was able to absorb the additional charge. Said he: "I want the theatres to pay the freight but if it closes them up, what's the use?"

Dunlap, who made the "discovery," said that the city should have collected \$300,010 in 1954 from 15,500,000 admissions instead of the \$100 flat fee collected from each theatre. Dunlap charged that responsible city departments have failed to administer the ordinance.

Other city officials claimed that they believed the 1931 ordinance had been repealed by the Amusement Tax Act of 1937. The issue of what steps to be taken in light of the "discovery" will be discussed at a meeting of city officials.

AMPA to Present

(Continued from page 1)

accepted and is bringing all the scenery and props to New York from out-of-town meetings. The Georgian Room will be decorated exactly as it would be for one of the M-G-M meetings. Those attending will assume the role of exhibitor guests and will be given the Workshop treatment in brief form, Bader said.

"We've been told that you've got to see a Workshop to know what it is, so since we can't go out of town to the Workshop, M-G-M has graciously agreed to bring the Workshop, in capsule form, to an AMPA meeting," Bader explained.

Emery Austin, M-G-M director of exploitation, will be one of the featured panelists. He will speak briefly about his new "34th" promotion aid, the campaign material for M-G-M's 1955 Motion Picture Theatre Celebration which is currently a Workshop highlight.

National Pre-Selling

CATHERINE MARSHALL, author of "A Man Called Peter," (the book on which the 20th Century-Fox picture is based) wrote a very interesting story which appeared in last Sunday's "American Weekly." Mrs. Marshall told about her life with Dr. Peter Marshall and how they dedicated their lives to God. It appears certain that most of the people who read this story will want to see the film.

The lead photo in "The Long Gray Line" review appearing in the current issue of "Look" shows the stunned reaction of the Army football "bench" to the forward pass exploited for the first time during the Army-Notre Dame game of 1913. Another interesting photo, of Tyrone Power and Maureen O'Hara as "Greenhorns" from overseas, depicts the comedy relief in the Columbia picture. A spread is devoted to the review which includes a picture of ex-Sgt. Marty Maher on whose life the "Long Gray Line" is based.

The "Woman's Home Companion" family-approved movie department in the March issue recommends to its readers "20,000 Leagues Under the Sea," "Bad Day at Black Rock," "The Far Country" and "The Purple Plain."

John O'Hara in Collier's March 18 issue reports that Dore Shary's "Bad Day at Black Rock" is one of the finest motion pictures ever made. O'Hara's enthusiasm for this MGM picture is eloquently delineated in the three lead columns of his department. O'Hara's liking for the picture must have rubbed off on Al Hirschfeld, "Collier's" artist who drew an interesting caricature of the cast of "Black Rock," highlighting Spencer Tracy. The caricature, printed in color, accompanies the O'Hara article.

Columbia's "The Long Gray Line," has been selected by Florence Somers of "Redbook" as their picture of the month for March.

"Family Circle" is sold to more than four million readers each month in supermarkets located across the nation. In a department titled "The Reel Dope," motion pictures in release are reviewed. The March issue has reviews on "Romeo and Juliet," "Captain Lightfoot," "Battle Cry," "The Long Gray Line" and "Black Tuesday."

"Parent's" magazine, in its March issue, awards a Special Merit Medal to "Unchained," a Hall Bartlett production released for national distribution on February 26 by Warner Brothers.

Ursula Theiss, star of RKO's "Americano," was the cover girl on last Sunday's issue of "Parade."

Lloyd Shearer, motion picture editor of "Parade," flew to Hamburg, Germany, to interview Ursula Theiss' mother and her nine year old son. Shearer's interview appeared in the same issue of the magazine.

WALTER HAAS

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VOL. 77. NO. 43

NEW YORK, U. S. A., THURSDAY, MARCH 3, 1955

TEN CENTS

Sales Chiefs Meet

Give Study to Arbitration, Army Screens

Clearances Discussed, But By-Pass Roundtable

Further work on arbitration and plans to reach an amicable settlement with the Department of Defense on film showings at service theatres spotlighted yesterday's meeting here of the sales managers committee of the Motion Picture Association of America.

On arbitration, it was disclosed that the areas of availabilities and clearances in the proposed arbitration draft were discussed with the distribution negotiating team. A committee spokesman characterized the items discussed
(Continued on page 5)

Dickson Will Direct 19th Convention of Int'l Variety Clubs

From THE DAILY Bureau

HOLLYWOOD, March 2.—Dick Dickson, United Artists Theatre Circuit general manager, will serve as executive director and co-ordinator of the 19th annual International Variety Clubs convention here starting May 4, Ezra Stern, chief barker of the Southern California Tent, announced.

Norman Manning will be assistant to Dickson. Heading up various committees will be Al Hanson, W. H. Lollier, John E. Lavery, Fred Stein, Morton Scott, Robert Brilliant, Edwin F. Zabel, Steve Broidy, Willard Keith, Stern, Bernie Wolf, O. N. Stere, M. J. E. McCarthy, O. Ricord and Ben Ashe.

Polaroid Patents Upheld by Court

Special to THE DAILY

CAMBRIDGE, Mass., March 2.—Polaroid Corp. patents covering the basic polarizing materials used in 3-D viewers were declared valid in a ruling handed down here yesterday by Judge George C. Sweeney of the U.S. District Court in a suit between Polaroid Corp. and the manufacturers of Polalite viewers, Depix Corp. and Alvin Marks.

In his decision, Judge Sweeney held that Polalite viewers infringed three Polaroid patents. One of these patents
(Continued on page 4)

Expects Tax Study Report in 2 Weeks

Market analyst Albert E. Sindlinger, whose organization is conducting a survey among New York City theatres and the effects of the five per cent amusement tax upon them, revealed that his report should be ready for the New York Tax Committee within two weeks.

Sindlinger stated that a number of New York City's theatres have not returned questionnaires detailing the information needed to complete the study.

To Argue Legality Of N.Y.C. 5% Tax in Albany Today

Special to THE DAILY

ALBANY, March 2.—The legality of the New York five per cent amusement tax, which was imposed by the municipality on July 1, 1954, may reach a final determination when attorneys for the city and exhibition meet in a Court of Appeals hearing tomorrow afternoon.

Assistant Corporation Counsel Stan-
(Continued on page 5)

Rowley Asks KMTA To Support EFFG

Special to THE DAILY

KANSAS CITY, March 2.—Reporting on the Exhibitors Film Finance Group at the convention of the Kansas-Missouri Theatre Association here today, John H. Rowley, executive vice-president of Rowley United Theatres, Dallas, and representative
(Continued on page 4)

23rd Edition of FAME Being Distributed; Presents Talent Champions of the Year

The 23d edition of Quigley Publications' FAME, the annual audit of personalities of the screen, television and radio, is now off the press and on its way to executives and personnel in motion picture production and distribution, broadcasting companies and advertising agencies.

The strikingly colorful 220-page book includes the authoritative talent rating tables which have been an annual feature of FAME, the Top Ten Money-Making Stars of the screen, with photos; Television's Top Ten; casts and credits of 59 Champion Pictures of the Year, chosen monthly throughout 1954; the 24 Annual Champions, ratings both for the year and in cumulative form of the producers, directors and writers of the Champion Pictures; the Top Ten Short Subjects of the year, and the Top Ten Money Making Stars of Britain. Edited by James D. Ivers, the book also includes the annual evaluation of forthcoming releases.

The television and radio section, edited by Pinky Herman, includes the annual critics' polls of personalities and programs conducted by MOTION PICTURE DAILY, in addition to special articles.

To Air Circuit Proposals

BOOST ATTENDANCE BIDS SHAPING UP

See Mar. 10 'Audience Development' Compo Meet Taking Up Goldenson and S-W Plans

By MURRAY HOROWITZ

Proposals of major circuits aimed at increasing attendance, considered one of the major problems of the industry today, are expected to be recommended for consideration at the March 10 "audience development" meeting here, called by the Council of Motion Picture Organizations.

One is the proposed intermediate admission price scale for teenagers recommended by Leonard Goldenson, president of American Broadcasting-Paramount Theatres. Another is a box-office drive, keyed to attendance figures rather than grosses, now being mapped by Stanley Warner.

20th Maps TV Program

Future product from 20th Century-Fox's subsidiary, TCF Television Productions, may be associated with the television facilities of the American Broadcasting Co., it was reported here following home office discussions between 20th-Fox toppers. Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, and ABC executives will confer on the TV operations with 20th-Fox executives today.

The production of several series of television films featuring characters made famous in 20th-Fox pictures and the production of other series were the subject of discussions yesterday at the first of a series of meetings called by president Spyros P. Skouras.

Programs will be designed to bring audiences TV entertainment through TCF Television Productions which is
(Continued on page 4)

These will be among the many suggestions already "in the hopper," so to speak, which are virtually certain to be taken up at the meeting, for which invitations have been sent out to leaders across the country representing every phase of the business.

One key circuit official, explaining his concern with the failure of attendance figures to maintain its pace with the rise in grosses, acknowledged that he did not know the answers at this stage. But, he added, all avenues should be explored.

The circuit official, declining the use of his name, warned that the motion
(Continued on page 4)

Minn. Booth Men File a New Strike Notice on Theatres

Special to THE DAILY

MINNEAPOLIS, March 2.—Projectionists' Local No. 219, IATSE, today filed a new strike notice on members of the negotiating committee representing approximately 50 independent theatres in the Minneapolis and suburban area.

The notice was filed following a union membership meeting last night at which the projectionists again turned down a seven-cent per hour raise. It delays for 10 days the threatened walkout and submits the three-month-old dispute to state labor conciliation for the second time. Filing of the notice was mandatory under the law which sets a 90-day period on the validity of a strike notice.

Meanwhile, the theatre owners under the leadership of Ted Mann, owner of the Minneapolis World, went ahead with their plans to go open shop. Mann said this morning that they have received 128 answers to their advertisements for projectionists.

Personal Mention

SIMON H. FABIAN, president of S Stanley Warner Corp.; **SAM ROSEN**, executive vice-president, and **HARRY KALMINE**, vice-president and general manager, were in Hartford yesterday from New York.

ANNE CATACOSINOS, secretary to **ULRIC BELL**, executive assistant to **SPYROS P. SKOURAS**, president of 20th Century-Fox, has announced her engagement to **Lt. (J.G.) FOTIS N. KAROUSATOS** of Washington.

LARRY GERMAINE, of the Stanley Warner Theatres New England zone, has returned to New Haven from Florida.

ERNEST A. MARX, director of the international division of Allen B. Du Mont Laboratories, has left here for Havana.

MAURICE R. GOLDSTEIN, Allied Artists general sales manager, has returned here from a tour of Southern exchanges.

ROGER LEWIS, United Artists advertising manager, will leave here by plane today for Hollywood.

MOE KERMAN, president of Tudor Pictures, has left New York for Chicago.

SOPLY BAIANO, Warner Brothers casting head, is in New York from the Coast.

ROBERT DOWLING, president of City Investing Corp., left here yesterday for London via B.O.A.C. Monarch.

MAXWELL ARNOW, Columbia Pictures talent executive, is here from the Coast.

HENRY GINSBERG, producer, returned to the Coast from New York last night.

MRS. JACK PALANCE left for Nassau last night via B.O.A.C. Bahamian.

Lauder Rites Today At Campbell Parlor

Funeral rites will be held here this morning for **Edwin (Ted) Lauder**, former vice-president of the Keith circuit, who died here on Monday. The services will be held at the Campbell Funeral Parlor, 81st St. and Madison Ave.

Since his retirement from the amusement business, Lauder was active in the administration of the estate of the late E. F. Albee.

Decca Dividend

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock payable on March 30 to stockholders of record on March 16.

Discuss FCC Brief

Will Map Toll TV Strategy At Meeting Here Today

Further discussion by the Joint Committee on Toll TV in preparing an active industry campaign of opposition to subscription television will take place today when exhibition representatives meet again at the Sheraton Astor Hotel here.

Convening for the second time within eight days, the JCTTV has hopes of formulating definite strategy in filing a brief opposing the medium by May 9, the deadline which the Federal Communications Commission has set for all interested parties, before the governmental agency engages in discussions on pay-as-you-watch-television.

It is expected that the committee, which will be headed by **Alfred Starr**, one of the co-chairmen, will also discuss the retention of engineering services and advice besides the continued services of **Harold Wolff Associates** as public relations counsel. The group's legal counsel, **Marcus Cohn** of Cohn & Marks, Washington, also will be present and is expected to report on legislative progress of subscription television.

Zenith Calls Stark's Plan On Toll-TV A Misunderstanding

CHICAGO, March 2.—The anti-subscription television resolution in-

troduced into the New York City Council by president **Abe Stark** must be based on a misunderstanding, Commander **E. F. McDonald, Jr.**, president of Zenith Radio Corp., said in a wire to members of the Council and to Mayor **Robert F. Wagner** yesterday.

"Subscription television, if authorized as a commercial service, will not interfere with the present system of sponsored television, and will not take 'free' programs away from anybody," McDonald declared.

Instead, it will provide, as an addition to present programs, fine entertainment not available now on television and it will deliver to the home, on the sets now owned by the public, such fine features as new movies, Broadway plays, heavyweight championships, grand opera, etc., at a fraction of the cost of going outside the home to see them in theatre or stadia, he said. "Nobody will have to take the service, but it will be available for those who want it," he asserted.

Six Pictures Start; 25 in Production

HOLLYWOOD, March 2.—Start of eight new pictures and completion of another lifted the over-all count of productions-shooting to 25 for the past week.

Started were: "The Gentle Wolfhound" (Columbia); "The Bar Sinister," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "Artists And Models," Hal Wallis, Vista-Vision, Technicolor (Paramount); "Desert Sands," Bel-Air, Super-Scope, Technicolor, and "The Deadly Peacemaker," Goldwyn, Jr., Prod. (United Artists); "Francis in the Navy," and "The Second Greatest Sex," CinemaScope, Technicolor (Universal-International).

Completed: "Lord of the Jungle," (Allied Artists).

'U' Stresses Stars' Personal Visits

Universal Pictures used 12 personalities to visit 75 cities and towns on five different pictures during the first two months of 1955 in what it described as one of the greatest concentrations of promotional effort through personal appearances in the history of the company, it was disclosed as the first eight weeks of the company's current "Charles J. Feldman annual sales drive" were concluded.

This promotional activity in support of the Feldman sales drive was in addition to the concentration of national magazine advertising on the same five pictures, the company said.

D. A. Bizzoco, N.S.S. Executive, Succumbs

Daniel A. Bizzoco, 51, National Screen Service executive here, died yesterday at Mt. Sinai Hospital following a long illness. With N.S.S. for the past seven years, he had been in charge of construction and maintenance for the company.

He is survived by his wife, **Rae**; two daughters, **Marie Ann** and **Annette**, and his father, **Frank**. Services will be held tomorrow at the **Walter B. Cooke Funeral Home**, 1 W. 190th Street, at 11 A.M.

Loew's 2 Drive-ins In Chi. Under Arena

Frank Arena, manager of Loew's Penn Theatre in Pittsburgh until its divestiture by Loew's, has been named manager of the North and South drive-in theatres recently acquired by the circuit in Chicago. The operation will be supervised by **Frank Murphy**, Loew's Great Lakes division manager. **Norman Kassel** of Chicago will be press contact. The drive-ins will be opened for the season Friday. They are Loew's first drive-in operations.

Win Min Than to Tour

Win Min Than, Burmese player who makes her screen debut opposite **Gregory Peck** in United Artists' "The Purple Plain," today will launch a four-week, coast-to-coast junket to nine exchange areas, including Boston, Washington, Detroit, Chicago, Miami, New Orleans, Dallas, Los Angeles and San Francisco.

New 'Red' By-Law For Extras Guild

From THE DAILY Bureau

HOLLYWOOD, March 2.—The Screen Extras Guild today announced that an addition to its non-Communist by-law has been adopted by the membership in a 25-to-1 vote. The additional wordage reads in part:

"Any member who refuses to testify before a properly constituted government body concerning membership or former membership in such organization shall be ineligible for continued membership in the guild and subject to immediate expulsion."

Kansas Bidding Plan Imposed by Court Sought for So. Cal.

HOLLYWOOD, March 2.—A resolution passed by the Southern California Theatre Owners Association, dated Feb. 18, and now being distributed to film companies and the press, declares in part:

"That distributors be requested to institute in the Southern California territory the same procedure in reference to bidding as called for by the injunction in U. S. District Court, Kansas City, Kansas, in the Electric Theatre case, to wit: that no bidding system be used that does not provide equal opportunity for any and all bidders to view or see the picture before submitting bids, and which does not provide equal opportunity for all bidders to be present when bids are opened and to inspect bids upon opening.

"Further resolved that the procedure in reference shall provide for prompt awarding of bids, and that all bid letters shall specify availability dates."

Bankers Trust Co. in 'Trapeze' Financing

HOLLYWOOD, March 2.—At a press conference for **Sir Carol Reed**, who has arrived here for story conferences on "Trapeze" which he will direct for **Hecht-Lancaster-United Artists**, **Harold Hecht** said 60 per cent of the financing of the \$2,000,000-plus budget will be supplied by the Bankers Trust Company of New York, with **UA** and **H-L** posting equal guarantees. Foreign currency accruing to the H-L organization will yield the balance of finances necessary to make the film in Paris starting in July.

The film stars **Lancaster**, **Gina Lollobrigida**, and possibly **Montgomery Clift**.

Academy Mails Ballots

HOLLYWOOD, March 2.—The Academy of Motion Picture Arts and Sciences today mailed ballots to its 1,653 active members for final voting in the annual awards. The ballots are returnable by midnight, March 15.

People

Martin Quigley, Jr., editor of "Motion Picture Herald," will discuss "Morality in Entertainment" at the March 16 lecture to be presented at Cathedral Girls High School here by the Catholic Apostolate of Radio, Television and Advertising.

□

Walter McDonald, Atlanta booker for United Artists, has been promoted to the post of head booker in the distributor's Jacksonville office.

□

Manual Fingerhut, who was with Balaban & Katz in Chicago for 16 years, has been named assistant treasurer of Station WBKB, the American network outlet in Chicago.

□

E. E. Everett has been named manager of the State Theatre, Inman, S. C., succeeding **Bob Rippy**, who goes to Monroe, N. C.

□

George Hoffman, sales representative for National Screen Service in Florida, was guest of honor at a surprise luncheon tendered by the Variety Club of Atlanta. **Charles Lester** was master of ceremonies.

□

S. Stephen Colman has been appointed general purchasing agent of the dyestuff and chemical division of General Aniline & Film Corp.

□

Kathlee Jones, formerly with the Paramount Theatre in St. Paul, Minn., is now with the Paramount in Atlanta.

□

P. J., N. J. and J. J. Nichols are the new owners of the Number One Drive-in Theatre, Apalachicola, Fla.

Name Robert Bicks Assistant to Barnes

WASHINGTON, March 2.—Robert Bicks, young New York City attorney who has been serving as executive secretary of the Attorney General's special committee studying the anti-trust laws, has been named legal assistant to anti-trust chief Stanley Barnes.

In the job, Bicks will aid Barnes in preparing cases and conducting settlement negotiations, and will also work on legislation to carry out the report of the study committee, which is expected shortly.

Sherman Estate Case Hearing Is Denied

HOLLYWOOD, March 2. — The California Supreme Court today denied a hearing in the Harry Sherman estate case involving ownership of the late producer's California studio, now in possession of Jack Gross and Philip Krasne under a lower court ruling from which the appeal had been taken.

Memphis 'Bamboo' Ban Hassle Grows

Special to THE DAILY

MEMPHIS, March 2.—Opposition to the action of Memphis censors to banning "The Bamboo Prison" from Memphis continues.

Playwright Elmer Rice, chairman of American Civil Liberties Union's National Council on Freedom from Censorship, wired Memphis censor chairman Lloyd T. Binford:

"If the decision is not reversed and Columbia Pictures presses the case in the courts, ACLU will be glad to assist so that this blot of censorship, which is contrary to the concept of American democracy, can be removed."

Binford replied to the telegram from Rice: "I'm not paying any attention to it."

Binford said if the studio did not like the ban, it could appeal to the courts.

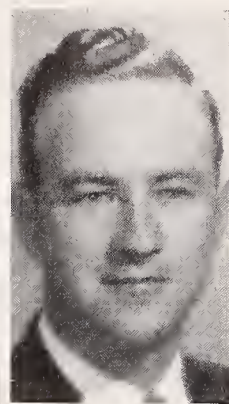
Covington, Tenn., which ordinarily bans any film banned in Memphis, has placed its approval on "The Bamboo Prison."

Story Analysts Join AFL Film Council

HOLLYWOOD, March 2.—Screen Story Analysts, having become IATSE Local 854, has been seated as a member of the AFL Film Council at the regular weekly meeting, with Kay Lenard, who also is chairman of the Motion Picture Industry Council, representing the analysts organization, which formerly was an unaffiliated guild.

Sullivan, of Dallas, Workshop Panelist

Andrew M. Sullivan, Jr., city manager for Dixie Drive-in Theatres of Savannah, Ga.,



Andrew Sullivan

will be one of the guest panelists at M-G-M's Dallas Ticket Selling Workshop scheduled for next Wednesday, at the Adolphus Hotel.

A feature of this meeting will be the Texas Drive-in Theatre Owners' Association convention which is cooperating with M-G-M's Dallas personnel in having its members attend. Jack Farr is president of the association and has assured M-G-M that the first day of the drive-in convention will be devoted to M-G-M's Workshop.

Hamid Acquires 4 SW Resort Houses

ATLANTIC CITY, March 2. — George A. Hamid and his son George A. Hamid, Jr., have acquired four theatres here from Stanley Warner.

Two, the Warner and Colonial theatres, were sold outright, while leasehold control rights were acquired for the Stanley and Virginia Theatres.

Allied of Oklahoma Pledges Its Support To Toll TV Fight

OKLAHOMA CITY, March 2.—Allied of Oklahoma voted to financially support the national movement against toll TV, and to encourage all state exhibitors to contribute to the campaign.

The unit took action when it met in the Variety clubrooms to discuss the threat of toll TV and to do further convention planning.

The Annual Allied of Oklahoma convention is set for March 28 and 29, followed by an all-day Metro Workshop on March 30. The night of March 30, the Allied unit will have an open house, followed by a banquet with floor show, in the Persian room, Skirvin Tower Hotel.

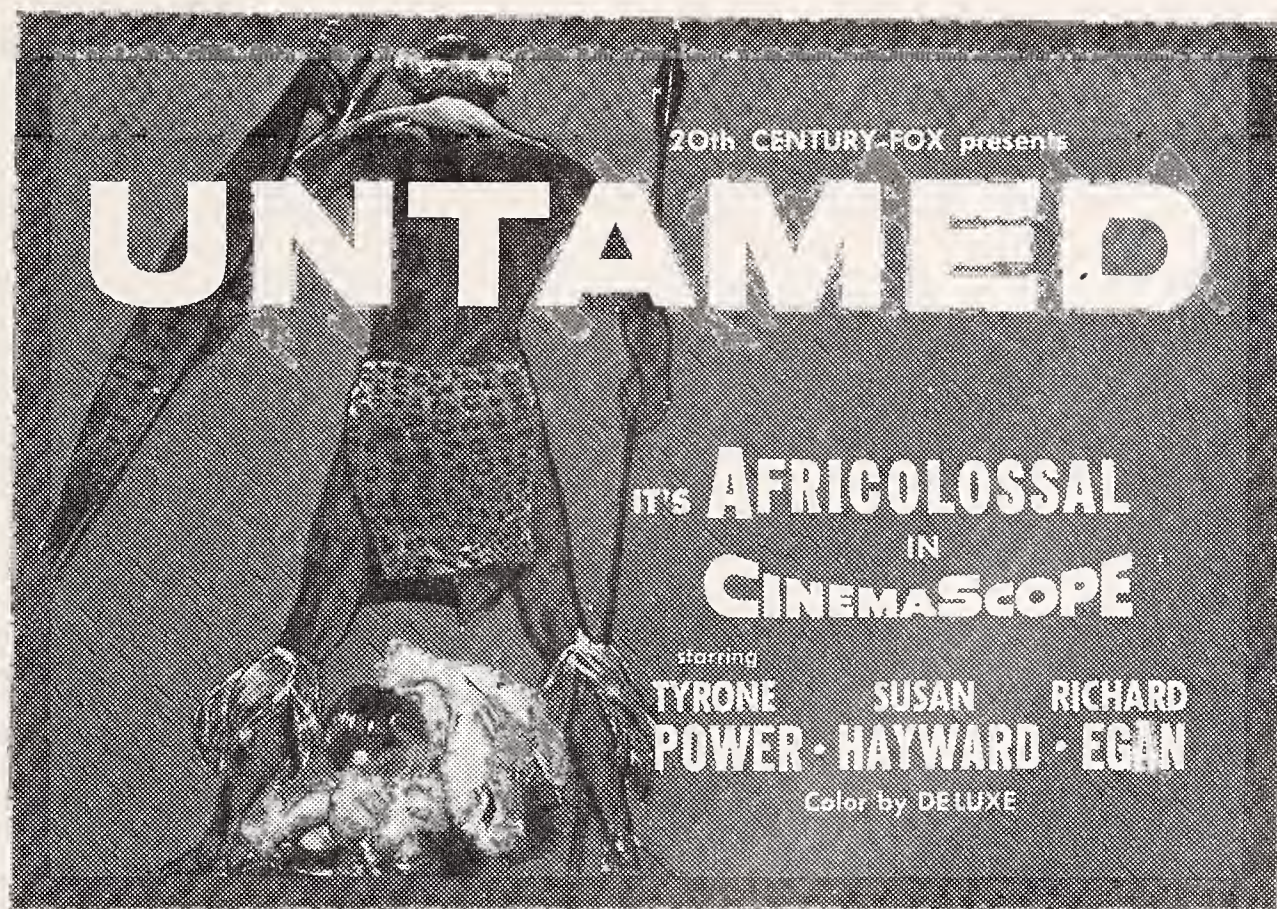
Snaper, Myers to Talk

Originally slated for February, the Allied conclave was moved back one month when Metro accepted the invitation of both Theatre Owners of Oklahoma and Allied to stage a Workshop for Oklahoma exhibitors.

Principal speakers booked for the convention are Wilbur Snaper, president of the New Jersey Allied unit, and national Allied director, and A. F. Myers, general counsel and national Allied board chairman.

Telecast 'Eden'

Martin Block will be the host of a special telecast of the world premiere of "East of Eden" next Wednesday evening direct from the Astor theatre here.



Next Attraction in the Nation's Finest!

20th-TV

(Continued from page 1)

re-tooling 20th-Fox's Western Avenue lot in Hollywood at a cost of several million dollars. TCF programs will range from 30 to 60 minutes and spectaculars also will be offered where advertisers wish to go as long as two hour shows, it was revealed by 20th-Fox. The film company is fully prepared to produce television shows ranging from 15 minutes to two hours, it was said.

Wide Variety Planned

In addition to shows featuring well-known personalities, the newly created television company will create new characters and shows keyed to all segments of the national TV audience with special attention placed on shows for children and subjects utilizing foreign locales, 20th-Fox said.

Further discussions on the operations and productions of the TCF Television will take place today among Skouras, Goldenson, Sig Rogell, Al Lichtman, Joseph Moskowitz, Charles Einfeld, Donald Henderson, Martin Michel, and ABC executives headed by Robert E. Kintner, John Mitchell, George Shupert, Robert Lewine and Donald Durgin.

IPA 1-Day Regional In N. Y. on Tuesday

Agenda has been completed for the one-day annual spring Eastern seaboard meeting of the International Popcorn Association which will be held here on Tuesday at the Park Sheraton Hotel starting at 9:30 A.M. Lee Koken, of RKO Theatres, will be general chairman. Everyone attending will be guests of the Coca Cola Co. at luncheon.

Scheduled for the morning session will be discussions of ice cream sales, personnel training, beverage machines, film tie-in campaigns and popcorn point-of-purchase displays.

Subjects on the agenda of the afternoon session include cafeteria operation, the new 24-ounce cup, station operation, new trends in drive-in concessions, playgrounds and snack bars. At 6:30 P.M. the Pepsi Cola Co. will sponsor a cocktail party.

Sunday Drive-In Bill Introduced in Tenn.

NASHVILLE, Tenn., March 2.—A bill now in both Houses of the Tennessee legislature and unopposed would authorize county courts to legalize Sunday films at drive-ins outside incorporated towns or cities. Another measure that would have completely outlawed fireworks in the state has been defeated. Outside of an increase of 2 to 3% sales tax on sales over 14 cents motion pictures have been untouched by adverse legislation at this session which is scheduled to adjourn not later than March 18.

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Streibert Reports

USIA Program Bolstered During Last Half of 1954

WASHINGTON, March 2.—The U.S. Information Agency's motion picture program "was greatly strengthened" during the last half of 1954, USIA director Theodore Streibert declared in a report to Congress on the agency's work in the July-December period.

"Growing emphasis was placed on films with hard anti-Communist themes," Streibert said. "The worldwide theatrical distribution of selected agency films increased."

Cinerama Praised

The report repeatedly applauded the success of "This Is Cinerama" at the Damascus and Bangkok International Trade Fairs. At Damascus, Cinerama "drew huge crowds which surged past the Soviet exhibit and jammed the entrance to Cinerama," Streibert reported. He noted that one newspaper

referred to the film as "America's secret weapon."

At Bangkok, he said, the Soviet Union provided a measure of the impact of the film by complaining that Cinerama was "unfair competition" and "by ludicrously asserting that the film was an inferior imitation of a 15-year-old Soviet invention."

The number of overseas TV stations receiving USIA programs increased from 24 to 29, located in 21 countries, Congress was told. Kinescopes, newsreels and other films are dispatched to them by air each week.

Fox Launching TV Promotional Drive

What is claimed to be the largest use of TV for long-range promotion has been initiated by 20th Century-Fox in a major program designed to pre-sell CinemaScope productions months in advance of national release, it has been announced by the company.

Going into immediate effect, the policy of advance video campaigning will be effected in three ways: the filming of a variety of background material on pictures while they are in production; filming of interviews with stars and other personalities connected with the lensing of a picture; and by a greater number of live appearances on TV by company personalities, it was stated.

Three-Fold Purpose

The three-pronged campaign is designed to provide exhibitors with a variety of promotional material for local use, supplementing TV promotion on the national and regional levels. The over-all effect is aimed to enable showmen to reach the largest possible audiences through the home entertainment media as well as by regular channels of newspaper advertising and promotion.

The initial CinemaScope attraction to benefit from this increased TV promotion is "Untamed," which opens March 11 at New York's Roxy Theatre. An eight-minute film clip containing unsqueezed footage of five highlight scenes from the picture is being offered free to exhibitors as a preview for video audiences. Another subject, "Zululand," describes the background of the South African location filming under the direction of Henry King. Running time of the subject is five minutes.

An eight-minute subject is being prepared on "Sir Walter Raleigh" which currently is in production in Hollywood.

AA Post to Miss Higgins

HOLLYWOOD, March 2. — Virginia Higgins has been named casting director for Allied Artists, it was announced by executive producer Walter Mirisch. Miss Higgins previously had served in various capacities for six years at the AA casting department.

USAF to Aid in 'Command' Dates

WASHINGTON, March 2.—Paramount Pictures and theatre operators will receive the cooperation of the United States Air Force on national and local levels in the promotion of "Strategic Air Command," according to a special directive issued here by the Department of the Air Force.

The VistaVision production is scheduled to have its world premiere in mid-April at New York's Paramount Theatre.

Under the USAF directive, issued by General Brooke E. Allen, USAF Director of Information Service, all commands in the U.S. are authorized to furnish equipment displays, Air Force personnel, bands, etc., when requested by local theatre operators.

Plans for the cooperative program will be drafted at a two-day meeting starting today at Offutt Air Force Base, near Omaha, national headquarters of the Strategic Air Command. Paramount will be represented by Loren L. Ryder, head of research, and Robert Montgomery, coordinator of "SAC" promotion. Acting for the Air Force will be Gen. Curtis E. LeMay, commander of the base; Col. Reade Tilley, his assistant, and Col. Hugh Day, in charge of the New York office of the secretary of the Air Force Information Service.

Name Serin AB-PT Manager in Phila.

Edward L. Hyman, AB-PT vice-president, has announced the appointment of Leon Serin as city manager of Paramount's Philadelphia theatres, The Tower, Roosevelt and Nixon. Serin moves into the new spot as a promotion from his previous post as manager of the Center in Buffalo.

DAR Cites 'Hansel'

Michael Myerberg's "Hansel and Gretel" has been selected by the Daughters of the American Revolution to receive its "best children's picture of the year" award, it was announced by the organization. The presentation will be made to the producer of the RKO release at the DAR's Continental Congress in Washington on April 21.

Attendance

(Continued from page 1)

picture industry must remain a mass entertainment medium. He went on to say that higher admission prices, caused by higher film rentals and increased operating costs, are pushing theatres away from the mass entertainment medium category and something should be done about it.

His contention was subscribed to recently by Mitchell Wolfson, co-owner of the Wometco circuit. Wolfson blamed the cut in attendance on higher film rentals and concomitant higher admission prices.

Goldenson, in proposing the intermediate teen-age price scale, stressed the need to build the film-going habit with the youngsters for they, he argued, form the audience of the future. Edward L. Hyman, ABPT vice-president, acting on Goldenson's proposal, plans to outline in a more detailed fashion Goldenson's suggestion and others to executives of affiliate ABPT theatres on his tour of the Midwest and West this month.

Circuit Officials Unimpressed

MOTION PICTURE DAILY, querying a number of circuit executives on Goldenson's proposed intermediate teen-age price scale, found the reception "cool" in the main. While many welcomed any idea aimed at increasing attendance, they argued that similar teen-age plans have been tried before and found wanting.

Among those attending the upcoming COMPO meeting will be members of the recently-appointed COMPO audience development committee and the COMPO audience poll committee, in addition to others interested in plans for audience development.

Polaroid Patents

(Continued from page 1)

extends through 1956. A fourth Polaroid patent, covering an after-treatment of the polarizing material, was held invalid.

The court dismissed the action brought by Marks and Depix against Polaroid Corp.; one of the two Marks' patents involved in the suit was ruled invalid, the other was held not infringed by Polaroid Corp. in its operations.

The question of damages will be determined later by the court.

Rowley Asks

(Continued from page 1)

of Theatre Owners of America, urged the delegates to support EFGF, which, he said, is now ready for action. He urged the exhibitors to contribute an amount equal to one month's rental fee for independent productions.

Charles Jones, luncheon speaker, quoted "Motion Picture Herald" in urging a "golden rule" solution for the small exhibitor's gloom. He said, "Past failures were part of a natural weeding-out process; future failures will result from greed or lack of humanism."

Glen Hall, drive-in owner of Cassville, Mo., speaking at the opening session today, warned against the over-use of publicity "stunts," saying that "gags and gimmicks can ruin the drive-in business" and that to be effective not more than five or six such "stunts" should be used in the course of a single season.

N.Y.C. Tax

(Continued from page 1)

ley Buchsbaum, head of the New York City Excise Tax Department, will argue his appeal of a Brooklyn, Appellate Division ruling during a 30-minute session as allowed by the court. Edward C. Raftery and Thomas Bress are expected to represent the New York City exhibitors at the hearing.

The Supreme Court in Brooklyn had ruled, 3 to 2, in early February that the New York City impost, enacted under the State Enabling Act of 1947, exceeds the limitation imposed by the State statute and the city is without power to collect any taxation in excess of five per cent from the levy.

'Appears' to Be in Excess

In reaching a conclusion, the Appellate Division conceded that the New York City law "does direct the collection of a tax which strictly speaking appears to be in excess of the five per cent limitation imposed by the statute." The court, however, took judicial notice of the "custom of business and banking, the teaching practices in our schools, and the administration in this and other states," and concluded that it was "not clear that the Legislature intended to prohibit the recognized practice of adding an additional cent wherever computation results in a fraction of one half cent or more."

The ruling upheld the exhibitor position in the "major fraction issue," but Buchsbaum, in his appeal to the Court of Appeals, declared that it is a matter of law interpretation, not an issue of fact.

The Court of Appeals can settle the current suit by upholding the lower court's decision or reverse it. Hearing the arguments will be justices Marvin Dye, William Desmond, John Van Voorhis, Stanley Fuld, Charles Froessel and Albert Conway. Justice Adrian Burke will disqualify himself as he was New York City Corporation Counsel at the time of the case's conception prior to his election to the bench.

Conn. Bill Would Create Review Board

HARTFORD, March 2.—A down-state Republican, Senator Louis A. Lemaire, Jr., of Norwalk, has introduced a proposed measure into the current session of the Connecticut legislature here, calling for the creation of a State Board of Review, with membership appointed by the governor, to aid local authorities "in reviewing movies and theatricals."

The bill, referred to the Judiciary Committee, proposes:

"On or before July 1, 1955, quadrennially and thereafter, the Governor shall appoint five electors of the State to serve as a Board of Review. Such five electors so appointed to membership on said Board shall hold office for four years or until their successors shall be appointed and shall have qualified.

"Said Board shall convene upon the request of the Superintendent of State Police or the Chief of Police of any city and shall review and advise the Superintendent of State Police or the Chief of Police of any city on the censorship of any moving pictures, theatricals or other public amusement offered to the public, and if said Board

Reviews

"Man Without a Star"

(Universal)

PROVIDING exhibitors with a solid piece of merchandise and affording customers a different kind of diet in western entertainment, Universal-International's "Man Without a Star" is a hardbitten, sprawling saga of cowhands, cattle and cowtown dance hall girls. It is crammed with violence, suspense and touched off with a bit of romance. Kirk Douglas, cast as a fun-loving but fast-shooting cowhand; Jeanne Crain, who portrays a possessive and highly aggressive ranch owner, and dance hall queen Claire Trevor provide the top marquee names.

Loaded with robust, bullet-whistling and hand-to-hand combat, plus an exciting cattle stampede which settles all of the issues in this color by Technicolor film, "Man Without a Star" shapes up as a good western attraction with all of the essential ingredients thrown in to satisfy most audiences. Two songs, "Man Without a Star," which is sung by crooner Frankie Laine as the theme of the picture and Douglas' singing of his bar-room ballad, "And The Moon Grew Brighter and Brighter," to the accompaniment of his banjo, also helps the film along.

Douglas, a down-and-out cowhand, saves blameless William Campbell from taking the rap for a freight-car killing and they become inseparable companions. Douglas, the roving, experienced cow-tender, teaches his young raw friend how to rope, shoot and ride while working for the huge Triangle ranch in Wyoming which is owned by Miss Crain. For whiskey and laughs, Douglas hocks his saddle to Miss Trevor, a lady with a golden heart and easy virtue, who runs the local bistro.

Trouble rears its ugly head when the ranchers get into an argument over the grazing rights to the government land and the shooting begins when the small ranch owners string barbed wire to protect some grassland from Miss Crain's herds. To protect her interests, Miss Crain hires gunslingers, but in the process loses the services of Douglas with whom she has had an affair. While making an enemy of Douglas, she, however, turns her charms on Campbell and he shortly becomes her "top hand."

The action, when it takes place, is explosive—fights amidst barbed wire, sadistic killings and beatings—with Miss Crain's killers running rampage. Douglas, who, in the meantime, has been in a drunken stupor, rouses himself and sets out to help the small ranchers. A cattle stampede is the climax in which Miss Crain's outfit is killed off or beaten up by Douglas. With serenity returning to the Wyoming grasslands, Douglas refuses to accept the small ranchers' gratitude, and rides off into the setting sun.

Others ably supporting the top names and turning in capable performances are Richard Boone, Jay C. Flippen, Mara Corday, Eddy C. Waller, Myrna Hansen and Frank Chase. This picture was produced by Aaron Rosenberg and directed by King Vidor from a screenplay by Borden Chase and D. D. Beauchamp and based on a novel by Dee Linford.

Running time, 89 minutes. Adult classification. For release in April.

LESTER DINOFF

"Big House, U.S.A."

(Bel-Air—United Artists)

Hollywood, March 2

THE sales appeal for this one will rest largely on the marquee shoulders of its commercial title and the name of Broderick Crawford to attract the action seekers. It is not too disappointing that the anticipated prison background makes a belated appearance and occupies some brief but effective footage in establishing an unusual prison escape, since most of the action is played against the scenic Royal Gorge country of Colorado. Even the frustration of waiting for Brod Crawford to show up in the film is calmed by Ralph Meeker's icy portrayal of a professional extortionist with a record.

Howard Koch's direction makes the most of the John C. Higgins screenplay in spite of its complicated plot and sordid characters. Aubrey Schenck gave the film extra production values by making capital of the current vogue employing underwater footage for one of the film's more exciting moments, which was expertly photographed by Gordon Avil.

The story deals with Meeker's planned kidnapping of a youngster attending a boys' summer camp. The youngster dies in an accidental fall from a condemned firetower in the mountains. Meeker is successful in hiding a large sum of money paid by the boy's father as ransom, but is picked up at a road block and remanded to Cascabel Island Prison for extortion instead of kidnapping due to lack of evidence that he had any direct contact with the child.

Crawford, a bank robber inmate, forces Meeker into his scheme of escape from the island with the aid of some home-made aqualungs, in a plan that would have him share in the kidnap loot. After killing off two of the others who joined in the escape and trading Meeker's identification number with one of the dead pals in order to throw the FBI off their trail, Crawford, Meeker and another hood make their way to the hidden money.

Meanwhile FBI agent Reed Hadley uncovers evidence that places the camp nurse in the role of Meeker's accomplice.

Meeker realizes that his chances of survival after delivery of the money to Crawford are nil and tips his identity to a mountain ranger. A walkie-talkie message reaches the FBI agent. Crawford and Meeker are captured and sentenced to the gas chamber for their crimes.

Running time, 82 minutes. Adult classification. For release in March.

SAMUEL D. BERNIS

by a majority vote, after such review, advise the same to be indecent, immoral or that it would impair the morals of minors or the public in general, it shall render its opinion to the Superintendent of State Police or

Chief of Police requesting such review with its recommendations thereon.

"Each member of the Board shall receive \$20 and necessary expenses for each day he shall attend the meeting of said Board."

Arbitration

(Continued from page 1)

as "minor," adding that agreement on the points was reached.

Regarding film showings at service theatres, it was disclosed that a meeting will be held on the topic today in Washington. Morey Goldstein, chairman of the MPAA sales managers committee, will represent distribution at the session, to be attended by members of the exhibition committee and Deputy Assistant Secretary of Defense Swan.

Final Agreement Indefinite

In response to a query, a committee spokesman said he could not forecast when a final agreement on arbitration would be reached with distribution. He said there had been no modification of distribution's viewpoint that the proposed round-table industry would have to wait until an agreement is reached on arbitration. The proposed round-table conference, the spokesman added, was not discussed at yesterday's meeting.

Attending the portion of the meeting devoted to film showing at Armed Services theatres were Robert J. O'Donnell and John Q. Adams, members of the exhibition committee on the problem. The sales managers, it was disclosed, took no action on the tentative plan worked out with the Department of Defense by the exhibition committee, a plan against which the Army and Air Force raised some serious objections.

Defense Approval Needed

A sales managers committee spokesman, referring to today's scheduled meeting, stressed the desire of the industry to set up a "mutually satisfactory" plan to which all parties would subscribe. Before distribution agrees to any plan, the spokesman continued, approval first would have to be won from the Department of Defense.

Slated to attend today's Washington meeting, in addition to Goldstein, are O'Donnell, Adams, E. D. Martin, president of Theatre Owners of America; Walter Reade, Jr., chairman of the TOA board, all members of the exhibition committee, and Ken Clark of the MPAA.

Tenn. Exhibitors OK Drive-in Screen Bill

Tennessee exhibitors are endorsing a bill which the governor's Emergency Traffic Advisory Committee will submit to the State Legislature, calling for screens in drive-in theatres, built in the state after April 1, to be shielded from the public roads in order to lessen the chance of automobile accidents.

The ETAC bill reads: "An act to regulate the installation, operation and maintenance of outdoor motion picture theatres; to require screens of such theatres to be installed and maintained in such a manner that the picture reflected thereon will not be visible from public roads or highways, and to prescribe penalties of this act."

Theatre men throughout the state are endorsing this bill, it was learned here at the weekend, in interest of the ETAC's activities. Previously, exhibitors, and especially drive-in operators, opposed the proposed legislation on the grounds that the bill called for all outdoor houses, including those in operation at present, to conform to the new regulations.

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RICHARD

STEPHEN

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LEE

MATURE · EGAN · McNALLY · MARVIN

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BUDDY ADLER

Directed by

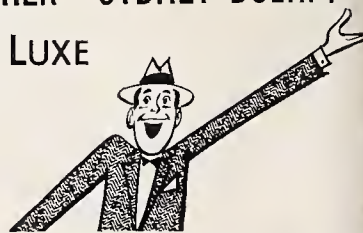
RICHARD FLEISCHER

Screen Play by

SYDNEY BOEHM

Color by DE LUXE

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VOL. 77. NO. 44

NEW YORK, U.S.A., FRIDAY, MARCH 4, 1955

TEN CENTS

\$1.18 Per Share

Technicolor's '54 Net Profit At \$2,319,160

*Even With '53 All-Time
High, Says Dr. Kalmus*

Net profit of Technicolor, Inc., and its subsidiary, Technicolor Motion Picture Corp., for 1954 amounted to \$2,319,160, or \$1.18 per share, it was revealed here yesterday by Dr. Herbert T. Kalmus, president, in his annual report to stockholders. Doctor Kalmus said that despite the introduction of new materials, new procedures and new controls in Technicolor



Dr. H. T. Kalmus

processes last year, earnings after income taxes were level with the first half of 1953—an all-time high. The net profit in 1953 was \$2,371,735.

Dr. Kalmus said Technicolor closed
(Continued on page 5)

Disney Nears BBC TV Deal

By PETER BURNUP

LONDON, March 3. — British Broadcasting Corp. has indicated following discussions with Roy Disney here that it is willing to use five films exploiting Walt Disney Productions' theatrical motion pictures on regular B.B.C. telecasts.

The agreement between B.B.C. and
(Continued on page 5)

Schlaifer to Sell 'Gang' for Schaefer

George J. Schaefer announces that his company, Selected Pictures Corp., has acquired the distribution rights to "Gang Busters" for the territory served by Atlanta, Jacksonville, Charlotte, New Orleans, Memphis, Dallas and Oklahoma City.

Schaefer has also concluded ar-
(Continued on page 5)

NYC Exhibitors Caught Short by 'Breakage' Bill

New York City exhibitors apparently were caught "flatfooted" when they learned yesterday that Republican and Democratic state legislative leaders had agreed to speed the enactment of a law assuring the city its full five per cent from the amusement tax which was imposed on July 1.

The bill to make the changes in the State Enabling Act of 1947 was agreed upon by state political leaders and was introduced by the Assembly Rules Committee while exhibition lawyers were preparing their arguments for the Court of Appeals in Albany.

Under present plans, it was learned here, the bill will be rushed through the State Senate and Assembly next week and presented to Governor Averell Harriman for signature.

Exhibition leaders in New York cried "foul" when information on the
(Continued on page 6)

Decision Reserved On Tax Bill Appeal

Special to THE DAILY

ALBANY, N. Y., March 3. — The Assembly Rules Committee bill amending the 1947 State Enabling Act to specify that local laws, ordinances or resolutions imposing any of the taxes authorized thereunder can be collected "so as to eliminate fractions of one cent and so that the aggregate collections of the tax shall, as far as practicable, equal the rate or percentage of tax authorized" would give the power to New York City to "cover by legislation properly what it has been doing improperly"
(Continued on page 6)

Armed Services Must Approve

Set Tentative 1-Year Pact For Gov't 'Post' Theatres

From THE DAILY Bureau

WASHINGTON, March 3.—The industry and the Defense Department agreed tentatively today to try for a one-year period a plan to give relief to small town theatres suffering from competition by defense installation theatres.

Representatives of exhibition, distribution, the four services and the department meeting here today, agreed that "a letter of intent" should be written, containing all the specifications under which relief would be given. This letter must then be approved by each group. If approved,

Deadline Nears

PROGRESS SLOW ON TOLL TV BRIEF

*Committee Now Concerned With Data on
Submission; Eyes Legal, Publicity Setup*

By LESTER DINOFF

With the deadline for filing information on subscription television with the Federal Communications Commission drawing nearer, the Joint Committee on Toll TV is still "lumbering" along in its efforts to prepare and gather definite data and material for submission to the FCC by May 9 as an "interested party" to pay-as-you-see-television.

Trans-Lux Installs Scope in 6 Houses

Six Trans-Lux theatres are in the process of being converted for CinemaScope exhibition at a cost of approximately \$180,000, it was reported here yesterday.

The conversion costs, it was explained, were high for all six situations because formerly each of the six had rear-screen projection, necessitating the construction of booths now. The six, three in New York City, and the others in Hastings, N. Y., Philadelphia and Washington, are part of Trans-Lux's continued program of converting for new media, although, because of the magnitude of the conversion job, they were not among the first to be converted.

A Trans-Lux spokesman said the Trans-Lux situations in Washington and Philadelphia also will have stereophonic sound equipment. The others to be CinemaScope-equipped, work on which is expected to be completed in about three months, are the Trans-Lux 52nd Street, Normandie and Trans-Lux 85th Street here and the one situation in Hastings.

Alfred Starr, co-chairman of the committee, yesterday announced, following another group meeting at the Hotel Sheraton Astor here, that "nothing definite has been set after discussions throughout the day on securing legal counsel, economists, engineering services and advice and public relations counsel."

The chairman of the executive committee of the Theatre Owners of America said that by "Monday the committee will have some announcement concerning its plans."

The main concern of the committee right now is to select experienced individuals and concerns in preparing the information to file as an interested party with the FCC by the May 9 deadline, Starr said. For the legal counsel, it is expected that the Washington law firm of Colm & Marks, which already has filed one brief for
(Continued on page 6)

Fox Steps Up Video Plans

Network and local programming of filmed shows, syndicated TV series and the merchandising and promotion of video shows were among the items that headed the agenda of today's meeting between executives of 20th Century-Fox and the American Broadcasting Co., a subsidiary of American Broadcasting - Paramount Theatres.

Called by president Spyros P. Skouras, the conclave was described as one of a series set by 20th-Fox with TV networks and advertising agencies to blueprint overall operations of TCF Television Productions, the company's recently organized video subsidiary. Sid Rogell, production head of TCF is here for the conferences.

The filming of a number of TV
(Continued on page 5)

Personal Mention

WOLFE COHEN, president of Warner International Corp., will arrive in New York today aboard the "United States" from Europe.

EDWARD L. HYMAN, American Broadcasting - Paramount Theatres vice-president, and **BERNARD LEVY**, his assistant, are leaving New York for an extended business trip that will include Chicago, Salt Lake City, San Francisco and Los Angeles.

EDWARD L. WALTON, executive assistant to **J. R. GRAINGER**, president of RKO Radio, will arrive in Dallas today from New York, and will leave for Hollywood tomorrow.

MARTY WOLF, Altec Service Corp. assistant sales manager, has returned to his New York duties following surgery at Mountinside Hospital, Montclair, N. J.

HOWARD DIETZ, Loew's Inc., vice-president, will return to New York on Monday from Hollywood.

GORDON LIGHTSTONE, Paramount Canadian general manager, was in New York yesterday from Toronto.

MIKE SIMONS, M-G-M customer relations head, will leave Kansas City today for Dallas.

JOEL LEVY, out-of-town booker for the Loew circuit, will leave New York today for a Miami vacation.

A. L. PRATCHETT, Paramount Latin American division manager, has arrived in New York from Mexico City.

BILL SOBEL, of the Starlight Drive-in, Stamford, Conn., has left there for Ft. Lauderdale, Fla.

Frankovich to Make Six for Col. Release

Columbia Pictures announced yesterday the signing of a contract with independent producer **M. J. (Mike) Frankovich**, head of Film Locations, Ltd., under which his company will produce six features for release by the distributing company. Completion of the deal followed closely after the West Coast screening of "Rebound," which Frankovich recently completed for Columbia.

"Rebound," starring **Stewart Granger** and **Jean Simmons**, was the second picture Frankovich made for Columbia. The first, "Fire Over Africa," was made in Spain and Africa and "Rebound" was shot in England. The six upcoming productions will be produced in England, with Continental location work on some of the pictures.

'Plain' to Capitol

United Artists' "The Purple Plain," new Technicolor drama starring **Gregory Peck**, will have its premiere as the next attraction at the Capitol Theatre on Broadway.

62,883 Warrants Of 'U' Still Out

A total of 62,883 warrants for the purchase of Universal Pictures common stock were outstanding as of Dec. 31, 1954, it was disclosed here yesterday in a prospectus filed by the company with the Securities and Exchange Commission.

The company also reported that Decca Records as of Dec. 31 owned 718,585 shares of the common stock of Universal, constituting 71.98 per cent of the company's stock. Under terms of SEC regulations, Decca was called the "parent" company of Universal in the report.

As of Jan. 1 the company had purchased in the open market 118,075 shares of its common stock at an aggregate cost of \$2,402,470. The report did not state over what period the company's purchase of its own common stock was made.

Regarding warrants, the company reported that it purchased on the open market warrants to purchase 12,800 shares of its own common stock, over an unstated period.

Disney's 'Crockett' For Theatre Release

"Davy Crockett," new film production that has been a highlight on Walt Disney's "Disneyland" television show, will be released theatrically, it was announced by **Leo F. Samuels**, president of Buena Vista Film Distribution Co. It is said to be the first time that a motion picture production will have started as television entertainment and then shown on the screens of theatres throughout the country as a major release, Samuels said.

On motion picture screens, the film will be called, "Davy Crockett, King of the Wild Frontier," and will be an hour-and-a-half unification of Disney's three-installment TV presentation. It will be shown in Technicolor and on a wide-screen ratio.

The initial theatrical releases of "Davy Crockett" are scheduled for June, with countrywide distribution set to follow immediately. Buena Vista, Walt Disney's releasing subsidiary, will distribute.

SRO Asks Court To Rule on 'Star'

A suit to restrain Warner Brothers from releasing "A Star Is Born" in overseas territories in which Selznick Releasing Organization allegedly has perpetual rights for the original picture of the same title, has been filed in New York Supreme Court. **David O. Selznick** claims that he holds the rights to the first "A Star Is Born," made in 1936, in all countries except the United States, United Kingdom, Canada and Czechoslovakia.

Film Classics acquired the first "Star Is Born" in 1943 and Warners ultimately purchased the story for a new picture. Selznick wants the negative of the old picture so that he can make positive prints for the territories for which he claims perpetual rights, charging that WB would be engaging in unfair competition if it releases the new version of the production in those areas.

ITOA Picks Fabian As 'Man of Year'

Simon H. Fabian, president of Stanley Warner Corp., was guest of honor at a luncheon meeting of the Independent Theatre Owners Association at the Sheraton Astor Hotel here yesterday.

The exhibitor organization presented Fabian with a plaque "for his accomplishments on behalf of exhibition during the past year." The presentation was made by ITOA president **Harry Brandt**.

RKO Theatres Shift Managers in Ohio

Special to THE DAILY

CINCINNATI, March 3. — The appointment of **Edward McGlone** to manage the RKO Palace Theatre in Columbus, O., was announced here in the wake of a special meeting of RKO Theatres executives.

It also was announced that **J. Elwood Jones** will move from Cincinnati's Grand to replace McGlone in Cincinnati's Palace, while **Robert Horton**, assistant manager of Cincinnati's Albee, will manage the Grand Theatre, Columbus. **Robert Rehme** will manage the Grand Theatre, Cincinnati, and **Edward Beckman**, back from military service, will be assistant manager of the Albee, Cincinnati.

Australia to Have 'Melody' Premiere

Beginning with a world premiere on April 20 at the Metro-Collins St. Theatre in Melbourne, Australia, Loew's International executives are planning to apply the full range of distribution, advertising and campaign techniques to the selling of M-G-M's "Interrupted Melody" in the international market.

The picture, in CinemaScope, color and Perspecta stereophonic sound, will receive the benefit of careful handling, long-term build-up and the biggest overseas advertising budget that any M-G-M picture has had in several years, the company said.

Melbourne was selected as site of the world premiere because **Marjorie Lawrence**, the Metropolitan Opera Star whose life story is told in the picture, was born near there. This is the first time that a Hollywood film from a major studio has been world-premiered in Australia.

Event will be staged for the benefit of Melbourne's Women's Hospital and will receive the full Hollywood treatment.

Aim at Fan Magazines

"Escape to Burma," RKO's second Superscope release, will receive a concentrated advertising campaign in national fan magazines in early April, timed for Easter release of the **Benedict Bogeaus** production, it was announced by **Walter Branson**, worldwide sales manager. All ads will be full-page, with four-color layouts predominating, he said.

News Roundup

To Beam 'Cinerama' to Reds

A review of "Cinerama Holiday" and a discussion of the Cinerama process will be the subject of a 10-minute program, "Letter from America," which is beamed regularly by Radio Free Europe to the peoples behind the Iron Curtain. This particular show, directed to the population of Poland, will be broadcast next week.

Frisco V.C. Donation Heavy

Exhibitors of San Francisco contributed 11,105 pounds of copper drippings during 1954, which made a total of \$2,083 donated to the Variety Club's Blind Baby Foundation.

Mack Stadium Signs Altec

The **Connie Mack Stadium** in Philadelphia has signed with Altec Service Corp. for installation of a public address system. It is the first Altec pact calling for the company to act in the capacity of sound engineering contractors.

Albany Aids Rogers Hospital

The 1954 **Will Rogers Memorial Hospital Christmas Salute** in the Albany (N. Y.) exchange area yielded \$2,574.34, according to **Norman Jackter**, distributor chairman. Albany ranked 12th in the nation, as of March 1.

Jimmy Fund Show March 18

Mrs. Christian A. Herter, wife of the Governor of Massachusetts, has accepted the honorary chairmanship of a fashion show to be held March 18 for the benefit of the Jimmy Fund. The show is being flown to Boston from New York by **Elizabeth Arden**. It will be held at the Sheraton Plaza Hotel.

Jersey Drive-in Reopens

The **Woodbridge Drive-in**, **Walter Reade** theatre near Woodbridge, N. J., will reopen for its eighth season on March 17. It has been enlarged and remodeled, and now boasts a new CinemaScope screen.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"HIT THE DECK"

in CinemaScope and Color starring

Jane Powell **Tony Martin** **Debbie Reynolds** **Walter Pidgeon**
Vic Damone **Gene Raymond** **Ann Miller** **Russ Tamblyn**

An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

People

Margaret Truman will be one of a group of prominent figures from the world of society, fashion and entertainment who will serve as volunteer usherettes at the Actors Studio benefit world premiere of Elia Kazan's Warner Brothers production of John Steinbeck's "East of Eden" at the Astor Theatre here on March 9.

□

Larry Thomas has been named associate editor of "Motion Picture Magazine." He will also serve as film reviewer for the publication, as well as for "True Confessions," both organs of Fawcett Publications, Inc.

□

H. Austin Peterson has resigned his partnership and position as head of the Hollywood office of Ted Bates & Co. He will, however, following an extended vacation, be associated with the agency in a consultative capacity. James C. Douglass, director of radio and television for the agency, has been named manager of the Hollywood office, effective March 31.

□

Kirk Douglas will be guest of honor at a dinner dance to be given by the Variety Club of Albany, N. Y., in the Empire Room of the Sheraton-Ten Eyck Hotel there on March 21.

□

Mrs. Elizabeth Lee is the new secretary at Strickland Film Co., Atlanta.

□

Jack Hunt and his son are the new owners of the Trail Drive-in, Sarasota, Fla., formerly operated by Hugh Thomas, Jr. Hunt formerly was general manager of the Barger circuit in Chicago.

□

Marvin Frankel, owner of the Capitol, Lincoln and Rivoli theatres in Elyria, O., has been nominated to the City Council.

□

James Gaylord, owner of the Troy Theatre, Troy, Ala., has acquired the Cecil Drive-in from Wade Amusement Co. and will rename it the Coffee Drive-in.

Merchants May Open Closed Theatre

DAYER, Tenn., March 3.—Local merchants may reopen the Dayer Theatre here, which was closed by its owner, Wilfred Bond, because of bad business. The merchants believe their own business will be better if the theatre is operating. Tentative plans call for Friday and Saturday operation.

U-I Employment At Record Peak

HOLLYWOOD, March 3.—With six pictures now shooting, employment at Universal-International this week reached an all time high of 2,238 employees on the payroll. The previous high employment mark was reached last June with 2,146 persons on the studio's roster.

Theatre Business Up 7% in Mexico in '54

MEXICO CITY, March 3.—The 125 theatres in service here last year had their highest grand gross, in pesos—131,363,624—in the history of the cinema in Mexico, according to the City Amusements Supervision Department. But those eight-cent pesos amounted to but \$10,561,783.15. However, that was \$600,000 better than the theatres did in 1953. The peso was devaluated last Apr. 19 from 11.6 cents.

The 1952 grand gross, the times of the 11.6-cent peso (the ceilinged admission prices had not gone into effect until that December) was \$14,040,675.27, but in pesos, 127,908,898. During 1952, the frontline first run theatres were charging .58 cents (five pesos) whereas their charge has been .32 cents (four pesos) since the devaluation.

The overall percentage increase in theatre business here last year was seven per cent over that of 1953.

U. S. Firms to Make 15 in Mexico in '55

MEXICO CITY, March 3.—Americans will definitely make 15 pictures in Mexico this year, with five of them scheduled to start between March 7 and April 30 at the Churubusco studios here. These productions will mean \$560,000 to the Mexican picture trade, a godsend because Mexican pictures have been losing.

King Bros. will start the series with "The Boy and the Bull." Columbia Pictures will follow with "Cock of Gold," starring Victor Mature, on March 15, and 20th Fox begins "Seven Golden Cities" on March 22 starring Spencer Tracy. RKO begins "Pancho Villa's Treasure," starring Van Heflin, on April 11, and "The Tall Man," with Clark Gable and Jane Russell, on April 30.

Mexican Syndicate to Produce 20 Pictures in Mexico This Year

MEXICO CITY, March 3.—Twenty Mexican pictures will be made this year by a new syndicate of independent Mexican producers comprising Samuel Granat, Olallo Rubio, Jr., Ramon Armengod, Francisco Cabrera, Jorge Garcia Bezne, Eduardo Quevedo, Gustavo de Leon and Antonio del Castillo.

These pictures will be handled by Cinex.

Sponsors 'Star' Debut

LONDON, March 3. — Variety Club of Great Britain sponsored the premiere of "A Star Is Born" tonight at the Warner Theatre to aid the Actors' Orphanage and the Heart Fund. In addition to the picture, the event marked by the attendance of more than 60 international stars.



**"I MADE A BARGAIN
AND KEPT IT... AND
YOU'LL KEEP YOURS!"**

Here is a spectacle of savage realism
...and untamed emotions as Cinema-
Scope brings you the unprecedented
excitement of Africa in...

UNTAMED CINEMASCOPE

color by DE LUXE from 20th CENTURY-FOX starring

**TYRONE SUSAN RICHARD
POWER·HAYWARD·EGAN**

**NEXT ATTRACTION IN
THE NATION'S FINEST!**

Motion Picture Daily Feature Reviews

"Hit the Deck"

(M-G-M)

Hollywood, March 3

G OBS of entertainment swab the old "Deck," transforming it into a tuneful, colorful, CinemaScopic treat. A dozen of Vincent Youmans' delightful songs that inspired the production numbers for Joe Pasternak's screen version of the hit musical play have been re-vamped to please today's pop tune patrons. Standards like "Hallelujah," "Sometimes I'm Happy" and "I Know That You Know" are well-spotted for nostalgic reference in this fast moving Navy farce.

Producer Pasternak proves his chemistry for escapism with a formula of novelty backgrounds, costumes and musical arrangements that blends effectively with such marquee entertainers as Tony Martin, Jane Powell, Debbie Reynolds, Vic Damone, Ann Miller and the new bobby soxers' delight, Russ Tamblyn.

Roy Rowland's fine sense of comedy is evident throughout in his direction of Sonya Levien's and William Ludwig's elastic adaptation of the simple theme contained in Herbert Fields' musical book, "Hit The Deck," a product of Hubert Osborne's "Shore Leave." In addition to bridging the musical portions with some highly amusing touches favoring Walter Pidgeon, J. Carrol Naish and Gene Raymond, Rowland created some scene-stealing footage for Shore-Patrollers Henry Slate and Alan King to add special comedy relief.

Kay Armen won preview audience response with her easy-styled rendition of "Ciribiribin," the only tune without the Youmans' label, and established herself as a comedienne in her screen debut, playing Vic Damone's widowed mother, suspected by suitor Naish of being attractive to everyone in the Navy.

Tony Martin's personable by-play with Ann Miller, who teases him about marrying some fictitious Herman, in order to inspire a marriage certificate after carrying on an intermittent shore-leave romance for six years, provides the stronger side of the plot. The theme and action are built around the danger of Tamblyn being refused admission to the Annapolis academy if caught to answer charges that he and his two sailor buddies, Tony and Vic, beat up civilian matinee idol, Gene Raymond, in his hotel apartment when suspected of making love to his sister, Jane Powell, after inviting her up on the usual "audition" ruse.

All of the shore patrollers are called into action by Admiral Pidgeon on Raymond's complaint. Pidgeon discovers too late that his son, Seaman Tamblyn, and daughter Jane, whom he failed to recognize as being grown up and able to take care of herself, are involved. But all ends well when Lieutenant Anderson gets Raymond to drop the charges on the basis there might be complications if Raymond's wife learns of the actor's habits.

Ann Miller's dancing in the "Lady from the Bayou" number and "Hallelujah" finale; Debbie Reynolds and Russ Tamblyn's team work in "A Kiss For Two," an amusement park fun house novelty; and George Folsey's photography in Eastman Color are show-stopping standouts.

John McSweeney, Jr., delivered a notable editing job, with George Stoll supervising and conducting the music to the overall advantage of the film.

Running time, 112 minutes. General classification. Release in March.

SAMUEL D. BERNIS

"Stranger on Horseback"

(Goldstein-U.A.)

N EVER falling back upon such time-honored action as aimless gunplay and fisticuffs and using characters throughout which appear to be real individuals rather than types, Leonard Goldstein's production of "Stranger on Horseback," in Ansco color by Pathe, is a well-made, mature and suspenseful western story which presents Joel McCrea as a circuit court judge who sets a hamlet's legal house in order. Audiences as a whole should enjoy this saga about the settlement of the West.

The intensely interesting screenplay, based on a story by Louis L'Amour, begins with McCrea riding into a small western town to clear up legal entanglements. He soon finds out that everything in town, materiel and human being, is wholly owned, controlled by or afraid of the Bannerman family which rules the countryside like a feudal domain, settling its own problems without Federal or other aid.

McCrea soon finds out that Kevin McCarthy, son of the John McIntire, who rules the clan with an iron hand, has not been arrested for a fatal shooting that the Bannerman family has claimed was in self defense. To re-establish the principle of justice and legal process, McCrea sets forth to bring McCarthy to trial, but a pawn of McIntire, John Carradine, attempts to sabotage McCrea's case. While the judge slowly but surely builds up his case and enlists the support of a few of the hamlet's honest and law-abiding people, Bannerman's niece, Miroslava, falls in love with McCrea after failing in her efforts to have the judge clear out of the country.

Some splendid outdoor photography highlights the screenplay which was written by Herb Meadow and Don Martin. After passing through a series of adventures in arresting McCarthy and building up his case, McCrea moves his prisoner to another town to hold an impartial trial. In the process, he, however, is forced to use his guns to make the Bannerman clan realize that law and order must prevail.

Others in the cast are Emile Myer, cast as the town's marshal, and Nancy Gates, as the witness who saw the shooting. The picture was produced by Robert Goldstein and directed by Jacques Tourneur.

Running time, 66 minutes. General audience classification. For release in March.

LESTER DINOFF

"Land of Fury"

(Rank-Universal)

F ILMED in its entirety in the green forests and along the coast of New Zealand, this J. Arthur Rank presentation is a well-made production which Universal is incorporating into its regular release program. American audiences will recognize such popular British players as Jack Hawkins, Glynis Johns and Noel Purcell, who have the principal roles. It is a story of the settlement of the crown colony and the establishment of friendly relationships with Maori tribesmen.

The essential ingredients of outdoor sagas—action, suspense, intrigue and romance—are interwoven into the story, along with an unusual climax. George Brown produced the picture with the aid of director Ken Annakin, who has utilized the Maori natives to the fullest advantage in capturing intriguing and colorful closeups of their dances, costumes and homes, which should appeal to most audiences, especially outdoor fans.

Hawkins and Purcell, upon their return to Britain from New Zealand where they established friendly relationships with Maori chieftain Inia Te Wiata, are heavily fined by the authorities for unwittingly carrying ashore contraband—shrunk heads. Shamed and disheartened by this turn of events, Hawkins returns to New Zealand with Miss Johns, whom he marries aboard ship, to begin a new life as a settler. With the help of Purcell and a few followers, they build a small hamlet where their son is born.

The settlers' peaceful existence is threatened by a Maori priest, Patrick Warbrick, who bears a fanatical hatred for the white men. As time progresses, Hawkins is overcome by a feverish infatuation for Laya Raki, the wife of the Maori chieftain, and in a moment of weakness succumbs to her charms and exotic beauty. The native chief, despite this infidelity, remains true to his principles of peace and non-violence, but Warbrick incites the tribesmen to anger and attack on the settlement. Though the attackers are beaten off by Hawkins and his followers, there are few survivors on both sides. Hawkins and Miss Johns are killed during the native attack and the Maori chieftain "adopts" their son who now has become a symbol of friendship between the races.

Others in the cast are Kenneth Williams, Tony Erstich and Edward Baker. The screenplay was written by William Fairchild.

Running time, 82 minutes. General classification. For release in March.

L. D.

"Pirates of Tripoli"

(Columbia)

A NOTHER colorful adventure story, short on credibility but long on action, is offered in this Sam Katzman production, starring Paul Henreid and Patricia Medina.

Miss Medina plays a princess in the 16th century whose kingdom is overrun by the savage hordes of the Bey of Tunis. She manages to escape and seeks the aid of Henreid, leader of a jolly band of pirates in Tripoli. When she finally convinces him of her identity, they plan to enter the palace and get the royal jewels to buy ships in Italy.

One setback after another ensues, with first Henreid captured by the tyrannical Bey and set free, then the princess caught in the ruler's clutches. The pirate concocts a seemingly impossible plan to free the young lady and the kingdom, too. It goes without saying the plot is successful and romance results.

The picture runs the gamut of thriller devices including fancy sword play, some fine sea battles, underwater fights, a torture chamber, some lengthy overland horseback chases and numerous other feats of derring-do. This melange of erotic melodramatics is told with tongue-in-cheek most of the way and, as such, is not difficult to swallow. It provides an hour or so of unadulterated relaxation.

Henreid is the essence of swashbuckling gallantry despite his buccaneer's title and Miss Medina is a fictional princess all the way. The rest of the cast is either properly dashing, villainous or comic. Felix Feist directed energetically from a story and screenplay by Allen March.

Others in the cast include Paul Newland, John Miljan, Mark Hanna, Jean Del Val, Lillian Bond, Mel Welles, Louis G. Mercier, Karl Davis, Maralou Gray, Peter Mamakos, William Fawcett, Frank Richards and Gene Borden.

Running time, 72 minutes. General audience classification. For February release.

Toronto Tent Gives School Diplomas

TORONTO, March 3.—Fourteen graduates of Variety Village Vocational School for handicapped boys formed the class which was honored by the presentation of diplomas at the annual graduation dinner of Toronto Variety Tent No. 28 in the concert hall of the Royal York Hotel with chief barker H. S. Mandell presiding.

Premier L. M. Frost of Ontario, guest speaker, paid tribute to Variety and its work for people with disabilities.

Toronto Communion Breakfast March 27

TORONTO, March 3.—For this year's Communion breakfast of the film industry in the Toronto area, scheduled for March 27 in the Crystal Ballroom of the King Edward Hotel, Winston Barron of Paramount Film Service has been named toastmaster by the committee of arrangements, headed by John J. Fitzgibbons, Jr.

The breakfast will follow the nine o'clock Mass in St. Michael's Cathedral in the expected presence of James Cardinal McGuigan.

Fox Video

(Continued from page 1)

shows featuring characters popularized in many 20th-Fox pictures was discussed along with the creation of programs starring new characters and personalities. The utilization of studio contract players in TV films as a spur to stardom also came under discussion.

The talks also centered on the possible length of the shows, ranging from 15 minutes to 2 hours, and the production of spectacular shows contingent on the requirements of advertisers. The slotting of shows during key viewing periods and other pertinent information as to the selection of story material for the important children's audience was covered in the talks.

Top Officials Attend

Leonard H. Goldenson, president of ABPT, headed a group of ABC-TV executives attending the meeting. With him were Robert E. Kintner, ABC-TV president; Robert Weitman, vice-president in charge of TV programming; John Mitchell, vice-president in charge of the network; George Schupert, vice-president in charge of film syndication; Robert Lewine, director of the TV program department; and Donald Durgin, director of sales development and research.

Twentieth-Fox executives at the conclave were Al Lichtman, director of distribution; Joseph H. Moskowitz, vice-president and Eastern studio representative; Charles Einfeld, vice-president; Donald A. Henderson, treasurer and secretary; and Martin Michel, TV and radio director.

'Saturday' Stars at Lancaster Premiere

Stars of the entertainment world headed by Victor Mature, Stephen McNally, Sylvia Sidney and Margaret Hayes, who are topcast in "Violent Saturday," will travel to Lancaster, Pa., for the world premiere of the 20th Century-Fox CinemaScope production there on April 1.

The show business people will join a party of newspaper, TV, radio, magazine and film trade press representatives at the launching of Buddy Adler's initial production for 20th Century-Fox, opening of which will highlight a two-day junket through the heart of Pennsylvania.

A banquet and a torchlight parade through the heart of Lancaster will precede the initial showing at the Colonial Theatre managed by Charles Koerner.

Charge Partnership Violation in O. C.

OKLAHOMA CITY, March 3.—J. B. and Dovie Seale of Lockley, Tex., are seeking an injunction in Federal court here to prevent Jack and James Hull, Oklahoma City brothers who have had a booking firm on Film-row for the past several years, from touching theatre partnership funds.

The Seales in their suit also asked dissolution of the partnership. They allege that the four entered into a partnership last Aug. 6 to operate the Ada Theatre at Ada, and that the Hulls were to direct the operation, but were not to take any pay out of profits until they had paid the plaintiffs \$3,750.

Technicolor's Net Profit

(Continued from page 1)

the year 1954 in a very strong liquid position, with \$14,742,040 in current assets against which were \$5,274,655 in current liabilities; namely, net current assets of \$9,467,385. Of the current assets, \$11,872,452 are in cash and United States government obligations.

Taking an optimistic look at the long-term future, Dr. Kalmus emphasized "improvements in quality of product and service which are only beginning to be realized from our strenuous technical program of the last 18 months, a strong belief in further important improvements to be realized during 1955, and the eventual success of our long range research and development program." Optimism is justified Dr. Kalmus said "with our work in television beginning to show results with the prospect of profitable diversification with substantial earnings from our British affiliate and good prospects in France and elsewhere abroad."

In 1954, Dr. Kalmus said, Technicolor had commitments for 88 feature-length pictures produced in color by Technicolor or with prints by Technicolor. "As for this year's demand," he said, "currently 92 feature-length pictures in color by Technicolor or with prints by Technicolor are either under contract or in preparation for production photography."

"Taxes of all kinds, totalling \$3,261,027, represented 9.41 per cent of our sales dollar for the year, of which \$186,459 was paid as payroll Social Security taxes," he said. "Income taxes for 1954 were equivalent to \$1.31 per share of outstanding stock as compared with \$1.18 per share available for dividends."

Net sales of products and services for 1954 amounted to \$34,654,980 as compared with \$37,701,770 for 1953—"which did not include commissions received from the affiliated company, Technicolor, Ltd.," Dr. Kalmus said.

During 1954 the sales volume of Technicolor 35mm. positive prints

amounted to 529,906,813 feet, a decrease of about five per cent from 1953's all-time high.

Dividends have been paid continuously for 19 years beginning in 1936, Dr. Kalmus pointed out. "The total paid on shares is \$19,979,749," he said. Approximately 27 per cent of the 1954 dividend was paid out of capital, said Dr. Kalmus, which in the opinion of counsel, would not constitute taxable income but would be applied to reduce the price of the stock. Dr. Kalmus said approximately \$385,000 was invested in permanent assets in 1954, making a total permanent asset investment since Jan. 1 1945, of approximately \$8,000,000.

During 1954, Dr. Kalmus said, the television division was particularly active, "aggressively entering into numerous experiments with producers of films for television."

In the foreign field, Dr. Kalmus reported, the British affiliate, Technicolor, Ltd., showed a before-taxes profit in 1954 of £730,756, compared with £905,696 for 1953. The corresponding profit after taxation was £362,756 which was £28,060 greater than for 1953. The higher net profit after taxes was due to lower provision for excess profits levy.

Technicolor Motion Picture Corp. received 1954 dividends from Technicolor, Ltd. of \$277,379 after \$124,820 was withheld for British tax. The shares of Technicolor, Ltd., owned by Technicolor, Inc., are carried on the balance sheet at \$278,877 but its recent market value was more than \$5,000,000, he said.

During 1954, Technicolor, produced 64 pictures in color by Technicolor or with prints by Technicolor, and 31 feature films are in production or active preparation.

Negotiations for a Technicolor affiliate in France were completed last year, Dr. Kalmus said, and the company, Societe Technicolor, was organized. Technicolor Motion Picture Corp. owns about 50 per cent of the stock in the company, which was formed with a capital of 1,000,000,000 francs.

Reach Settlement In Rappaport Suit

From THE DAILY Bureau

WASHINGTON, March 3 — A private anti-trust damage and injunction suit brought by I. M. Rappaport of Baltimore against five distributors and two theatre circuits was settled for cash today after three weeks of trial in Federal District Court here.

The settlement was agreed to by the parties, at the urging of Judge Luther Youngdahl.

The suit was brought on behalf of Rappaport's Hippodrome and Town Theatres against Loew's, Paramount, Warner Brothers, United Artists and Universal and against the Loew's and Stanley Warner circuits. It alleged that the Hippodrome and Town had been unable to get enough first run pictures from 1947 through 1951 due to a conspiracy among the distributors. The suit sought \$900,000 damages and an injunction that all future bids be opened. The cash settlement agreed on today was not disclosed. The injunction demand was dropped.

Goldwyn to Shoot 'G & D' in C'Scope

Samuel Goldwyn has selected CinemaScope as the medium in which his production of "Guys and Dolls" will be photographed, 20th Century-Fox announced here yesterday.

The announcement said the latest designs of camera lenses developed by Bausch & Lomb will be turned over to Goldwyn for the start of shooting in Hollywood in the next few weeks. francs (about \$3,250,000).

3 Heller Dividends

CHICAGO, March 3.—Directors of Walter E. Heller & Co. have declared regular quarterly dividends on the company's common and two classes of preferred stock. The dividends are 35 cents a share on the common stock, \$1 a share on the 4 per cent cumulative preferred, and \$1.37½ a share on the 5½ per cent cumulative preferred stock. All dividends are payable March 31 to holders of record on March 18. Heller is active in film financing.

Disney

(Continued from page 1)

Disney is subject to clarification on only one point, as yet undisclosed publicly. Disney will leave here for New York by plane on Saturday to obtain the required clarification, it was said. He previously closed similar deals for television film exploitation of Disney theatrical product both in Italy and France.

Cyril Edgar, Disney's London sales manager, said he anticipates an announcement of the closing of the B.B.C. deal by early next week.

The five TV films involved in the deal are designed for promotion to TV audiences here of Disney's "20,000 Leagues Under the Sea," "The Lady and the Tramp" and "The Vanishing Prairie." They were prepared originally for the Disney Wednesday night television hour in America. However, no regular telecast hour is involved here. The films are designed for occasional use instead.

Schlaifer

(Continued from page 1)

rangements with Jack Schlaifer, who resigned from United Artists this week, to take this picture. Schlaifer will leave immediately for Miami and Jacksonville to supervise the saturation bookings of the film in Florida.

The exploitation and advertising of all saturation openings in each of the territories is being handled by Terry Turner for the producer, Visual Drama, Inc.

'Eden' Premiere to Draw Cast Members

Leading members of the cast of Elia Kazan's Warner Bros. CinemaScope production of John Steinbeck's "East of Eden" will attend the picture's world premiere next Wednesday evening at the Astor Theatre here which will be held for the benefit of the Actors Studio.

Raymond Massey, Jo Van Fleet and Richard Davalos will be present for the opening, where they will join Kazan and Steinbeck in the audience at one of the most unusual premiere evenings Broadway has ever seen. Leaders of society and the entertainment world will act as usherettes, and an after-theatre French champagne supper and private entertainment—starring, among others, Marilyn Monroe—at the Sheraton Astor Roof is included in the \$50-per-ticket scale. All proceeds go to the non-profit Actors Studio.

'Robe' and 'Glenn' In Mexico's Top 4

MEXICO CITY, March 3.—A Mexican comedy and an American religious theme picture were the top box office champions here last year.

The comedy, "Tailor Made Gentleman," starring "Cantinflas" (Mario Moreno), this country's top money-making film comedian, led all with a grand gross of \$111,965 in 44 days. Close runner-up was 20th Century-Fox's "The Robe," which grossed \$103,891 in 70 days.

Another Mexican film, "When I'm Gone," was third with \$80,175 in 42 days. Universal-International's "The Glenn Miller Story" garnered \$72,350 in 63 days.

Toll-TV

(Continued from page 1)

the committee on toll-TV with the FCC, will be retained to prepare the legal steps in the information program.

During the Sheraton Astor meeting yesterday, the committee discussed the qualifications of a number of industry

Contributions to the Joint Committee on Toll-TV's "war chest" of \$150,000 are coming in at a heavy rate, Alfred Starr, co-chairman of the Group, disclosed during a meeting at the Sheraton Astor Hotel here. "Response to our plea for money has been terrific," he said.

public relations experts, among them being Bob Taplinger & Associates. The committee's public relations counsel, Harold Wolff Associates, had been retained on a short-term basis and that agreement has expired.

Exhibitors and attorneys who attended the JCTTV meeting included Starr, Julius Gordon, Wilbur Snaper, Herman Levy, Marcus Cohn, Phillip Harling, Emanuel Frisch, Sol Strausberg, D. John Phillips, Morton Sunshine, Ralph McClenahan, Martin Levine and William Namenson. The committee met yesterday in morning and afternoon sessions.

Isaacs Wants Hearing On Anti-Toll TV Move

New York City Council minority leader Stanley M. Isaacs has called for public hearings on toll TV before the council takes any position on the question.

Isaacs, replying to a telegram from Arthur Levey, president of Skiatron, expressed his doubt at the wisdom of the anti-toll TV resolution introduced by Council president Abe Stark.

Isaacs went on to inform Levey that the Stark resolution has been referred to Council's rules committee.

'Post' Theatres

(Continued from page 1)

the distributors and be sent to the four services for their consideration. Their approval is the only question still left.

The letter would embody the points agreed on at a February meeting. It would specify that none of the military theatres involved would show a film until 14 days after it had played in the local private theatre, providing the local theatre showed it within 30 days after it opened in the key city in the local exchange area.

The letter also would specify the relaxation for admission to post theatres, agreed upon in February. Rules would be relaxed to permit retired military personnel to attend post theatres, to permit families of service men to attend without the presence of the service men, and to permit a service man to take a limited number of guests without the permission of his commanding officer.

Four Navy installations have been added to the list of some 95 Army and Air Force post theatres, originally submitted to the Defense Department, affecting local theatres. The proposed agreement would affect only those local theatres in the area of the defense installation theatres listed.

It was also agreed that additional theatres could be added to the lists,

Tax 'Breakage' Measure

(Continued from page 1)

bill was made public yesterday. One exhibitor representative declared that the city's efforts to secure the tax breakage, one way or another, is "a pre-trial admission of defeat." It is an unfair and unsound method of legislation to secure breakage if this bill is approved without some sort of hearings, he said.

The main purpose of the bill is to give New York City the right to collect a full cent in all cases where the five per cent amusement tax includes a fraction of more than half a cent. Under a recent decision of the Supreme Court, Appellate Division, of Brooklyn, the city is barred from collecting the full cent in such cases.

New York City's appeal of this ruling was argued yesterday afternoon in the Court of Appeals in Albany by Assistant Corporation Counsel Stanley Buchsbaum with exhibitor attorneys Edward C. Raftery and Thomas Bress opposing him.

New York City has the support of the Conference of Mayors for this type of legislation, it was reported. The same basic law which permits New York City to impose an amuse-

New York City exhibitor leaders will meet here today to discuss strategy in combating any attempts to have a law enacted assuring the city its full five per cent from the amusement tax. The theatremen are expected to ask state political leaders to hold public hearings on the measure so that the merits of the bill can be argued.

ment tax, the State Enabling Act of 1947, also permits upstate cities such as Binghamton and Elmira and a number of counties to levy such amusement taxes, a sales tax and other special imposts.

Unless the law, the enabling act, is clarified, a decision adverse to New York City in the five per cent amusement tax suit could impair the rights of other cities to collect "breakage"—the amount needed to bring the tax up to the nearest cent.

The breakage from the five per cent

if their applications were screened and approved by a committee of exhibitors, a committee of distributors, the four services and the Defense Department.

Speaking for the distributors, Maurice Goldstein declared they were unanimously agreed to "do everything possible to have the proposal succeed," but that many problems would undoubtedly have to be straightened out in the field. Brylawski said the exhibitors were "determined that the plan shall succeed," even though they would have to make sacrifices in theatres not affected by the change.

Leading Exhibitors Attend

In addition to Goldstein and Brylawski, those at the meeting included: E. D. Martin, president of the Theatre Owners of America; Walter Reade, Jr., chairman of the TOA board; Texas exhibitors Robert O'Donnell and John Adams; Kenneth Clark of the Motion Pictures Association; Deputy Assistant Secretary of Defense D. Walter Swan, Fred Bund, head of the Army and Air Force Motion Picture Service, and representatives of the Army, Air Force, Navy and Marine Corps.

amusement tax collected thus far by local theatremen has been withheld from the City of New York by court order. As a means of security, the city and exhibitor attorneys agreed that the theatremen should retain the breakage by posting bonds as security when the tax was to be turned over to the City Tax Collector.

The Brooklyn Supreme Court ruling in the tax case declared that the city was without power to collect the breakage as the local levy exceeded the state statute. When that decision was handed down in early February, exhibitor attorneys felt that another suit might arise with the city over the disposition of the ever increasing tax breakage fund.

City Official in Warning

In a memorandum submitted to the Republican and Democratic political leaders in the state Victor F. Condello, the city's legislative representative estimated that an adverse decision could reduce New York City revenues from the amusement tax by \$1,000,000 a year unless the law is changed. He emphasized that the right to compute taxes to the nearest penny was unchallenged before the enactment of the amusement tax. New York City exhibitors were the first to challenge the legality and constitutionality of such enactment.

New York City has long used this method in determining the amount due in sales taxation, but in this instance the power is explicitly stated in the enabling act, Condello said.

The agreement among legislative leaders for speedy enactment of corrective legislation on this question may set the stage for further negotiations and agreement on other taxing powers being requested by New York City. Pending legislation New York City wants enacted includes bills making permanent the city's right to levy the sales tax, increasing the amount of real estate taxes it can impose, permitting the issuing of bonds for judgments, claims and certain pension items, and authorizing an increase in the general and financial business taxes, it was reported.

Name Edwards Head Of R-N-TV Assn.

Roy Edwards of Universal Newsreel has succeeded Arnold Lerner of Warner-Pathe News as president of the Radio-Newsreel-Television Working Press Association.

Lerner has moved up from his last office to a seat on the board of governors of the association which is headed by Larry Racies of CBS-TV. The association is made up of the majority of working newsmen in radio, newsreels and television.

Others on the official slate are George Jordan of NBC-TV, first vice-president; Jack Forn of CBS-TV, second vice-president; Lou Hutt of Paramount News, sergeant-at-arms; Ruth Knopf of CBS-TV, secretary; Charles Campbell of WLJB, assistant secretary, and Richard Milbauer of Telenews Productions, treasurer.

Others on the board of directors are Nick Archer of M-G-M News of the Day, A. A. Brown of Movietone, Bernard Buck of WNYC, Chester Burger, a past president, and David Klein of the NBC television network.

Appeal

(Continued from page 1)

with respect to the five per cent admission tax. Thus declared Edward C. Raftery, attorney for RKO Theatres, Inc., in arguments before the Court of Appeals this afternoon on the appeal by the city from an Appellate Division ruling that invalidated its retention of "breakage."

The three-judge court reserved decision in the case. Court clerk Raymond J. Cannon believed that if the measure were passed "in March," supplementary briefs could be filed in time for a decision in April. The Court of Appeals returns for decisions April 11.

Thomas Bress, attorney for Loew's Theatres, told the court that New York City "is now attempting to have this court legislate for it."

Assistant corporation counsel Stanley Buchsbaum mentioned at the conclusion of his presentation, that the measure had been introduced as a safety precaution. It came, he explained, not only from New York City but also from the Conference of Mayors, which was "worried" about the effect of an adverse decision by the Court of Appeals on upstate cities with admission and sales taxes.

The exhibitor attorneys emphasized they had not yet opportunity to check the bill; were going on newspaper accounts. It runs five pages, with a long declaration of "legislative intent."

Funds in Escrow a Problem

One of the questions raised by the judges, was the disposition of breakage money now held in escrow. Would the theatres keep it, queried Judge Charles W. Froessel.

Buchsbaum replied that patrons who retained their stubs could apply for refunds. Otherwise, it would be for the courts to decide.

The city attorney added that previous decisions usually had been that where a tax was illegally levied and could not be refunded, the money should go to the "taxing authority."

16mm Film to Hold SMPTE Spotlight

Sixteen millimeter motion picture film and its many applications will be the special feature of the 77th semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Drake Hotel in Chicago, April 18-22.

Ten or more technical sessions are planned dealing with such subjects as: sound recording, non-theatrical film (techniques, costs, problems and equipment), TV newscasting and the many problems associated with accurate coordination between technical staff and field personnel, application of TV to medical education, color TV, high speed photography (including a paper on underwater cameras), and 16mm motion picture projection practices.

Du Mont Reports '54 Net of \$7,597,000

Allen B. Du Mont Laboratories, Inc., reports gross income of \$92,843,000 for 1954, and net earnings of \$7,597,000, equivalent to \$3.17 per share of common stock.

In its annual report to stockholders, the company pointed out that this earnings figure includes profit of \$6,727,000 after capital gains tax on the sale of television station WDTV.

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NEW YORK, U. S. A., MONDAY, MARCH 7, 1955

TEN CENTS

EDITORIAL

COMPO Acts on Audience Building

By Sherwin Kane

LEADING showmen from all over the country already have indicated their intention of attending the meeting called by the Council of Motion Picture Organizations for next Thursday in New York to discuss ways and means of developing and expanding the motion picture audience.

It is a subject of increasing concern to leaders in all branches of the industry, aware that the greater grosses of the immediate past reflect higher price scales and admission tax relief rather than increased attendance.

The situation already has persisted for too long without anything having been done about it.

That COMPO is the ideal medium through which a united effort may be applied toward audience development, all will agree.

The problem and its solution are of the utmost import to every phase of the industry. They include not only means by which today's audience may be expanded, but also the development of tomorrow's patronage through the winning of greatly increased juvenile attendance today.

It is a big job and one that needs immediate attention.

COMPO and its triumvirate are to be congratulated on getting it under way.

Red Cross Drive

SPYROS SKOURAS, chairman of the 1955 American Red Cross campaign of the motion picture industry in the New York Metropolitan area, has urged theatres during March—Red Cross Month—to "pass the hat" as an effective means of accelerating the campaign, making the public conscious of the drive that is in progress and, finally, of associating the industry with this great humani-

(Continued on page 2)

Films Off Small Business Com. Agenda

From THE DAILY Bureau

WASHINGTON, March 6.—The Senate Small Business Committee laid out its agenda for the coming year at a meeting Friday, and the motion picture industry was conspicuously missing from the list.

Committee officials said this reaffirmed earlier reports that the committee has no present plans for any major investigation or hearings on industry trade practices, a subject of committee study in recent years.

A subcommittee headed by Sen. Long (D., La.), will quietly keep an eye on the industry, it was indicated, and Long can at any time add the industry to the subcommittee's agenda if problems develop. But right now the industry is not a major subject of subcommittee interest, it was indicated.

Expect 70 to Attend

COMPO Meet to Draw Top Executives of Industry

Acceptances to attend Thursday's "audience development" meet here of the Council of Motion Picture Organizations are piling up at COMPO headquarters, with the responses ranging from company presidents and sales managers to prominent exhibitors throughout the country.

Allied of Wisc. Has Own EDC

Special to THE DAILY

MILWAUKEE, March 6. — The board of directors of Allied Independent Theatre Owners of Wisconsin has been authorized to establish a Wisconsin Allied Emergency Defense Committee to work in cooperation with national Allied's EDC.

The group, according to a resolution passed by the directors, "shall be empowered to set up machinery for hearing and attempting to resolve the just complaints of our member theatres as they relate to the unreasonable sales policies of the distributors." It was further resolved that the Wisconsin EDC shall conduct a

(Continued on page 3)

Mary Pickford Plans To Enter Production

From THE DAILY Bureau

HOLLYWOOD, March 6. — Possession of the Samuel Goldwyn studio will be determined on Apr. 2, the final day of the bidding, Mary Pickford told the press at luncheon at the weekend. Miss Pickford said she has hand-picked an organization ready to take over studio operation if she acquires the property. She said she is prepared to enter upon the production

(Continued on page 3)

It was learned at the weekend that 20th Century-Fox president Spyros P. Skouras and Paramount president Barney Balaban already have indicated their intentions to attend, barring any last-minute hitches.

Early acceptances also have been received from Harry Arthur, president of the Southern California Theatre Owners Association; Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres; Simon H. Fabian, president of Stan-

(Continued on page 3)

Myers Hits Toll TV At AITO Meeting; Shor Urges Unity

Special to THE DAILY

KANSAS CITY, March 6. — "A stay-at-home society will react to the disadvantage of every business," it was pointed out here by Abram F. Myers, general counsel of Allied States, in pointing out the dangers of toll television to the delegates attending the convention of the Allied Independent Theatre Owners of Kansas and Missouri. Myers urged an all-out effort on the part of all exhibitors to oppose the pay-as-you-see medium.

Ruben Shor, Allied president, stressed the value of publicity in urging the theatre operators to take their message directly to the consumer. Small exhibitors, particularly, he said, should take action now, as their only

(Continued on page 6)

'More Than Ever'

Cites Rise in Print Orders Of Distributors

German Takes Issue with 'Print Shortage' Charges

By MURRAY HOROWITZ

Motion picture companies today are making more prints per picture than at any time in the past, William J. German, president of W. J. German, Inc., distributors of Eastman raw stock, declared here at the weekend.

The declaration was made by German in response to a question regarding exhibitor complaints of a print shortage. Based on his observation, German said, all distributors are trying to give exhibition more prints.

All of our records, he said, show that more prints per picture are made currently than heretofore. This is true, he added, of all companies.

Illustrating his contention with figures German said on the average from 300 to 550 prints per picture currently are being made as compared from 250 to 375 prints per picture on

(Continued on page 6)

New 5% Tax Bill Retroactive to July 1

Future strategic plans on the part of New York City exhibitors in opposing the five per cent amusement tax and a State bill which calls for an amendment to the Enabling Act of 1947 were not revealed here following a meeting of theatremen in the Stanley Warner projection room on Friday.

It was learned that part of the state bill which has been designed to give municipalities the full five per cent from amusement taxation, calls for the proposed legislation to be retroactive to July 1, 1954, when New York City invoked its levy on amusements.



William German

Personal Mention

PAUL N. LAZARUS, Jr., Columbia Pictures vice-president in charge of advertising-publicity, left here at the weekend for a vacation in Nassau, B.W.I.

LYNN FARNOL, of Lynn Farnol Associates, on Friday received a Doctor of Laws degree at Florida Southern College, where he gave the convocation address on "The Intangibles of Communication."

IRVIN H. LEVIN, president of Filmmakers Releasing Organization, and **HARRY MANDELL**, vice-president, left Hollywood Friday for New York, Chicago and Detroit.

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, will arrive in St. Louis today from Kansas City.

NED E. DEPINET will leave Tucson, Ariz., tomorrow for Dallas to attend the **CLAUDE EZELL** testimonial dinner there on Wednesday.

JOHNNY GREEN, head of the M-G-M studio music department, will return to Hollywood tomorrow from New York.

ANTHONY BOSCARDONE, owner of the Colonial Theatre, Canaan, Conn., is a patient at the Sharon (Conn.) Hospital.

GREGORY RATOFF, director, returned to New York from London on Saturday via B.O.A.C. Monarch.

JACK SHAINDLIN, musical director, and **MRS. SHAINDLIN** have returned to New York from Florida.

HILLARY WATSON, theatre sales representative for B.O.A.C., will leave New York tomorrow for Los Angeles.

RALPH MARTIN, of the magazine "Seventeen," returned to New York at the weekend from Miami.

VAL PARNELL, London exhibitor, returned to England from New York late last week via B.O.A.C.

JAMES STEWART has returned to Hollywood following a trip to Hawaii and the Far East.

NED CLARKE, Buena Vista foreign sales manager, has returned to New York from Europe.

U.A. to Finance Wilde's 'Storm Fear'

United Artists will finance and distribute "Storm Fear," which will be produced by Cornel Wilde's newly-formed Theodora Productions. Wilde also will star in his own picture.

The agreement with UA marks the second production venture for Theodora, which co-produced "The Big Combo" with Security Pictures for Allied Artists release.

Editorial

(Continued from page 1)

tarian organization and its works. Skouras has served the Red Cross as an industry campaign leader for seven consecutive years. His urging to exhibitors is not given lightly nor without understanding of the reluctance to make audience collections, and the reasons for it, that some of them have.

His appeal is not addressed to those exhibitors who annually conduct audience collections for the Red Cross but to those who have put off doing so from year to year. They are urged to "pass the hat" this month and learn for themselves the wide acceptance Red Cross solicitation has won from the public, an acceptance which extends also to those who do the Red Cross work.

Col. David Rose In 3-Picture Deal

A three-picture deal was signed over the weekend between Columbia Pictures and David E. Rose, under the terms of which the producer will make for Columbia release a trio of top-budget films. First of these will be "Port Afrique," based on the novel by Bernard Dryer.

Rose recently completed for Columbia "The End of the Affair," film version of Graham Greene's novel starring Deborah Kerr, Van Johnson and John Mills. The film, which was produced in England, is scheduled for release this spring.

Film Council Group To Sponsor 'Romeo'

The Federation of Motion Picture Councils of America will sponsor its first film premiere when United Artists' "Romeo and Juliet" opens at the Art Theatre in Springfield, Mass., on March 9.

Proceeds from the benefit bow will be used to send delegates from the Springfield Council to the Federation's first annual convention, which opens at the Statler Hotel in Detroit on April 14.

Arranged by the Springfield Council officers and Arthur deBra, director of community relations for the MPAA, the "Romeo" premiere is receiving city-wide support from Mayor Daniel B. Brunton and his staff, the Board of Education, church groups and scores of civic organizations.

Form WOMPI Unit

CHARLOTTE, N. C., March 6.—Charlotte chapter of the Women of the Motion Picture Industry will be formed here next Saturday. All women who have been employed by firms engaged in the industry here have been invited to attend the March 12 luncheon meeting to be held at the Barringer Hotel.

Value of Publicity Told at KMTA Meet

KANSAS CITY, March 6.—The value of publicity to the drive-in operator was stressed at the closing session of the convention here held by the Kansas-Missouri Theatre Association. Pearce Parkhurst, drive-in operator of Lansing, Mich., urged the exhibitor delegates to read every available book on publicity, as well as the trade papers serving the industry.

Additionally, Parkhurst emphasized the value of using community resources in order to keep the name of the theatre constantly before the public. Among these resources he included newspaper teasers, restaurant menus, radio spots and free-ticket stunts.

The feature of the closing day of the convention was the M-G-M Ticket-Selling Workshop under the direction of Mike Simons, director of customer relations, and Emery Austin, director of exploitation.

Attendance at the closing session was 441.

See No Filming of House Unit Meetings

WASHINGTON, March 6.—House Rules Committee members indicated there is little chance of their approving a resolution to permit filming and broadcasting of House committee sessions.

They indicated this during and after hearing three members—Representatives Meader (R., Mich.), Keating (R., N. Y.) and Brownson (R., Ind.)—assert that House rules be changed to permit newsreel and television cameras to operate during these committee sessions. Speaker Rayburn (D., Tex.) ruled at the opening of this Congress that House rules barred newsreel and TV cameras during committee meetings, and the rules committee attitude indicates that Rayburn's stand is not likely to be reversed.

'Deeds,' 'Gilda' Back On Broadway Friday

"Mr. Deeds Goes to Town" and "Gilda," two of the most successful productions of Columbia Pictures, will return to a Broadway first-run house here on Friday. The pair will be shown as a double bill at the Globe theatre.

"Mr. Deeds Goes to Town," starring Gary Cooper and Jean Arthur, was first released in 1936. "Gilda," with Rita Hayworth and Glenn Ford, appeared 10 years later.

Dividends Declared On 2 RCA Stocks

A quarterly dividend of 25 cents per share on the common stock of the Radio Corp. of America, payable on April 25 to holders of record March 15, 1955, was announced by David Sarnoff, chairman of the board.

A dividend of 87½ cents per share also was declared on the first preferred stock for the period April 1 to June 30, 1955, payable July 1 to holders of record on June 13.

News Roundup

All-Italian Program

The Film Library of the Museum of Modern Art will present "50 Years of Italian Cinema," starting March 21. Approximately 30 Italian films, many of which have never been shown in the United States, will be offered. The first will be "The Taking of Rome," produced in 1905.

Drive-in Fire in S. C.

The concession stand and all booth equipment were destroyed in a fire that swept the Sunset Drive-in Theatre in Jackson, S. C.

Hearst to Speak in Albany

William Randolph Hearst, Jr., will speak of his recent experiences in Russia at a civic luncheon in Albany on March 21, sponsored by the Albany Variety Club and the Albany "Times-Union." Proceeds from the \$5 luncheon will go to the Variety-Albany Boys' Club Camp Thacher.

Radio Active, Says RETMA

More than 6,000,000 radio receivers were shipped to dealers during 1954, according to the Radio-Electronics-Television Manufacturers Association. In 1953, RETMA reported, 7,243,073 radios were shipped.

Reopen Chicago Drive-ins

The majority of drive-ins in the Chicago area opened over the weekend. Among them was the Twin, recently taken over by Loew's, which presented "20,000 Leagues Under the Sea" on one screen and "Tonight's the Night" on the other.



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Einfeld Urges Greater Use of TV Promotion

Less than 300 exhibitors throughout the country are availing themselves of television advertising material for promotional purposes in connection with a film's presentation at a local theatre, according to Charles Einfeld, 20th Century-Fox's advertising and publicity vice-president.

Einfeld, who screened "ideal television packages" for the trade press at the company's home office here at the weekend, declared that "exhibitors and television stations in 85 cities are regularly securing TV promotional material—20 and 60 second spots and trailers."

All company material is available to an exhibitor without charge, Einfeld said. He added that a theatremen must, however, show the company where or when the free promotional material was used.

Says Demand Is Heavy

The TV spots presented by Einfeld and Marty Michel, 20th-Fox radio and television head, deals with the company's latest CinemaScope production of "Untamed." At the end of each spot, composed of film clips from the production, 20th-Fox has attached a "frozen frame" so that an exhibitor can insert when and where the picture will play. Michel revealed that requests for these "telops" average about 150 while requests for trailers range up to 300. He also talked about a four-minute TV feature, "Destination Zululand," which can be utilized as the basis for a TV show.

Mary Pickford Plans

(Continued from page 1)

of theatrical films, and that Buddy Rogers, her husband, will concentrate on television films.

Richard K. Polimer, vice-president of the Pickford organization, told MOTION PICTURE DAILY during the interview that attractive terms will be offered independent producers and packagers who tie in with the studio facilities of the Pickford company. He pointed out that Miss Pickford has no releasing commitments with United Artists and that she would consider the best possible distribution terms offered by other releasing organizations for any pictures in which her company becomes interested.

It was further disclosed that Polimer inspired the sale of the Chaplin stock to UA during his recent trip to Europe at Miss Pickford's suggestion. He said he did not represent Arthur Krim and Robert Benjamin, but relayed the possibility of sale to them as well as to others, in order to benefit the Pickford interest.

Bidding for the studio will be started late this month, when sealed bids will be opened to determine the highest offer. Miss Pickford said she has a limit on how high she will go,



Charles Einfeld

Review

"Yellowneck"

(Republic)

A "YELLOWNECK," according to this film, was the Confederate Army term for a deserter. Five such self-imposed outcasts are shown as they attempt to make their way through the Florida Everglades to the sea and eventually to Cuba.

Their trek is as long to the audience as it is to them, for the picture runs on interminably as the men take innumerable breaks to talk. As their conversations are neither realistic, philosophical nor even symbolic, the point of the film is never apparent. The producers undoubtedly intended it to be a study of fear and hope among a group of contrasting personalities, but the results never quite match the intentions.

For those who like their entertainment crowded with thrills and vicarious dangers, "Yellowneck" provides a surplus of these, but all crowded together to form numerous and successive climaxes. Between each lengthy session of dialogue, a possibility of forthcoming peril is indicated, but it's not until the last third of the film that any materialize.

Of the five men involved, four perish before the end by different and lurid devices. One is shot by an arrow in a foray with some Seminoles, one is attacked by a rattlesnake, another does battle with an alligator and the fourth is removed, much too slowly, by quicksand. The lone survivor is the youngster of the group who apparently has learned the lesson which remains so obscure to the viewer.

The picture's main asset is some interesting Trucolor photography of the Everglades where it was made. The small cast, consisting of unknowns, is unimpressive and womanless.

Harlow G. Fredrick was executive producer and Nat. S. Linden wrote the screenplay from the original story by R. John Hugh, who also directed. It is an Empire Studios Production.

Running time, 83 minutes. General classification. Release date not set.

Compo Meet

(Continued from page 1)

ley Warner, and Elmer Rhoden, president of National Theatres.

Meanwhile, it was learned that Robert Coyne, COMPO special counsel, is now on the Coast lining up studio executives for attendance at the meeting, which is expected to draw about 70 persons representing every phase of the business.

Others who already have announced their intentions of attending include: Charles Reagan, Loew's-M-G-M vice-president of distribution; Charles Einfeld, 20th-Fox vice-president in charge of advertising, publicity and exploitation; A. W. Schwalberg, retiring president of Paramount Film Distributing Corp.; Robert J. O'Donnell, vice-president and general manager of Texas Interstate, and Morey Goldstein, Allied Artists sales manager and chairman of the sales managers committee of the Motion Picture Association of America.

Also F. H. Ricketson, Jr., NT vice-president; Harry Goldberg, S-W advertising and publicity manager; Oscar Doob, Loew's-M-G-M executive; Gil Golden, Warner Brothers advertising manager, and Harry Mandel, RKO Theatres advertising and publicity director.

WAABI Aids V.C. Drive

The New York chapter of the Women's Association of the Allied Beverage Industries has presented to the Variety Club Foundation to Combat Epilepsy a contribution of \$1,100, representing the proceeds of a party held by WAABI at the Sheraton Astor Hotel here on Dec. 7.

but that she and Goldwyn have equal opportunity to outbid each other at five per cent above the highest bid. Other possible bidders are required to go 10 per cent higher than highest bid.

Miss Pickford said she would completely re-equip the studio and rename it Mary Pickford Studio.

Wisc. Allied

(Continued from page 1)

survey among its theatres to ascertain the complaints which, after being processed, shall be dealt with in combination with the efforts of members of the EDC and the national organization.

The regional EDC was formed, the resolution stated, "in order to gain just and equitable film terms" adding that the "independent exhibitors of this territory must align themselves solidly behind the Emergency Defense Committee of National Allied."

Name SMPTE Awards Committee

HOLLYWOOD, March 6. — Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers, announced the appointment of a five-man committee to select the 1955 winner of the Society's "Progress Medal Award."

The Progress Medal goes to an individual for "any invention, research or development which resulted in a significant advance in the development of motion picture technology." It was last awarded, in 1953, to Fred Waller, inventor of Cinerama.

Dr. Sandvik Chairman

The committee will be under the chairmanship of Dr. Otto Sandvik, assistant division head of the Physics Department at the Kodak Research Laboratories. The committee will be composed of Glenn L. Dimmick, development engineer at RCA; Raymond L. Garman, vice-president, General Precision Laboratories, Inc.; Hollis W. Moyse of the photographic products department, E. I. du Pont de Nemours & Co., and Arthur V. Loughren, director of research, Hazeltine Corp.

Presentation of the award will be made at the 78th semi-annual convention of the SMPTE, Oct. 3-7, Lake Placid, N. Y.

People

Robert F. Metzler, former head of the location department of the 20th Century-Fox studio, has joined NBC Film Division as production supervisor on the Coast.

□

Hollis D. Bradbury has been appointed manager of RCA film-recording equipment. He succeeds Ralph A. Teare who recently was advanced to manager of industrial products.

□

H. J. Cleveland, Jr., owner of the Skyline Drive-in at Tuscaloosa, Ala., has leased the WJRD Auditorium in that city. The house has been closed since 1953.

□

Wanda Ramey, television personality in San Francisco, has been elected president of the San Francisco local of the AFL's American Federation of Television and Radio Artists. Others elected were Bill Weaver, first vice-president; Bill Guyman, second vice-president; Bob Day, secretary, and Deane Stewart, treasurer.

Film Cash Dividends Slightly Off in Jan.

From THE DAILY Bureau

WASHINGTON, March 6.—Publicly reported cash dividends by film companies in January were slightly behind January a year ago, the Commerce Department reported.

However, Department officials said the dividends were actually up sharply if consideration was given to the fact that three companies which in January, 1954, paid almost \$1,000,000 in dividends had decided to make the payments this year in February.

The Department said dividends reported by film companies in January amounted to \$1,054,000, compared to \$1,201,000 a year earlier. Had it not been for the change in reporting months by the three companies, however, dividends this January would have been almost double those a year ago.

Officials said RKO Theatres had paid a \$783,000 dividend, the first since early 1953, while Allied Artists reported a first dividend of \$86,000 and Guild Films reported a dividend of \$70,000. This was the first reported by any company specially making films for television, according to Commerce officials.

Carolina Workshop Moved to April 4

CHARLOTTE, N. C., March 6.—The dates of M-G-M's ticket-selling workshop and the general meeting of the Theater Owners Association of North and South Carolina has been changed from May 15-16 to April 4-5.

The change in dates was made so that M-G-M could conduct its workshop for the Georgia Theater Owners convention, which is to be in session on the former date. Both meetings here will be held at the Charlotte Hotel.

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 Half-hour telecast will
 hail the premiere!



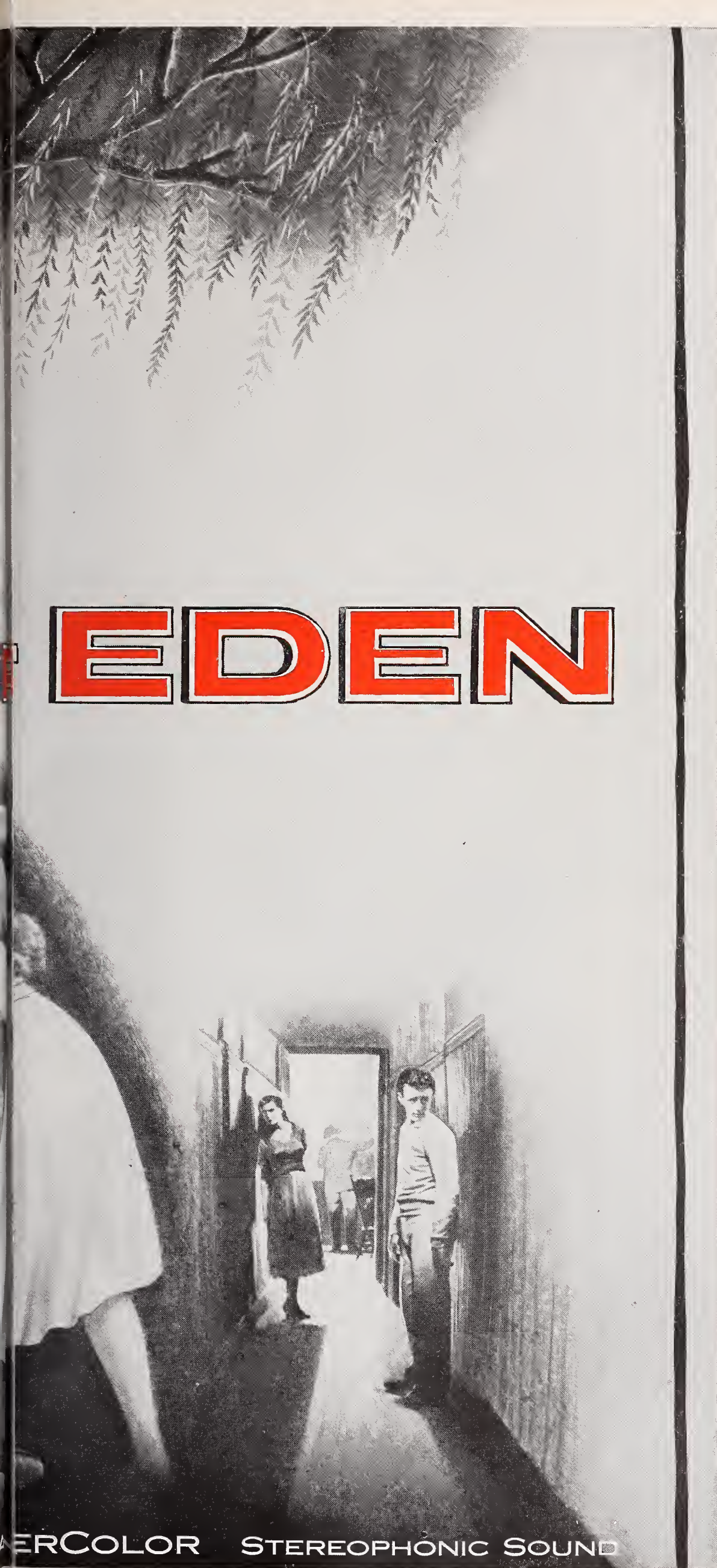

EAST OF

*His name was Cal
 -but it should
 have been Cain!*



CINEMASCOPE

WARNER



EDEN

**A motion picture
of shattering
power-**

ELIA

KAZAN'S

**explosive
production of**

**JOHN
STEINBECK'S**

greatest book!

STARRING

JULIE HARRIS

JAMES DEAN

IN HIS VERY FIRST PICTURE
—A VERY SPECIAL STAR—

RAYMOND MASSEY

WITH **BURL IVES**

RICHARD DAVALOS • JOVAN FLEET

ALBERT DEKKER • LOIS SMITH

SCREEN PLAY BY

PAUL OSBORN

MUSIC BY
LEONARD ROSENMAN

DIRECTED BY

ELIA KAZAN

PRINT BY **TECHNICOLOR**



TECHNICOLOR STEREOPHONIC SOUND

German Says

(Continued from page 1)

the average two years ago. In addition to the increase in the number of prints for domestic use, German said that there has been quite a boost in the number of prints processed in the U. S. for abroad over the past few years due to the growing utilization of color and the lack of color laboratory facilities abroad.

On the question of whether there is a print shortage, German pointed out that distribution argues that one does not exist. Certainly, he added, the print situation is not related to the supply of raw stock, stressing that "we have no shortages of any kind."

Turning to the affairs of W. J. German, Inc., he forecast that 1955 will be a banner year for the raw stock business, topping the record year of 1954.

German, who recently returned from an extended trip to the Coast, said he based his prediction of a banner year on two factors:

❑ There will "definitely" be more pictures produced in Hollywood by major studios and independents this year than last;

❑ There will be more "big" pictures, which run longer and require more footage.

Asked about the supply of raw stock in reference to 20th Century-Fox plans to shoot in 55mm., German said as yet he had not explored the question with 20th-Fox officials. Given "sufficient time," German expressed assurance that his company would be able to supply 20th-Fox with 55mm. raw stock, adding that by "sufficient time" he meant a number of months rather than days.

Myers, Shor

(Continued from page 1)

means of survival in the present highly-competitive market.

Regarding rentals, Shor emphasized the need for checking on exchanges through printed forms listing companies as "the three treating you best" and "the three treating you worst." Exhibitors cannot continue to absorb losses, he said, they must unify and fight in order to be guaranteed fair terms.

There were 114 delegates registered for the morning session, a rather poor showing which was attributed to bad weather.

Election of officers will be held by mail this month.

Eric Johnston to Ask Trade Pact Extension

Special to THE DAILY

WASHINGTON, March 6.—Motion Picture Association president Eric Johnston is expected to submit a statement to the Senate Finance Committee early this week urging extension of the reciprocal trade program.

He submitted a similar statement to the House Ways and Means Committee. Johnston is just back from several weeks in the Near East as the President's personal representative and from a week in New Orleans as host to a conference aimed at spurring investment in Latin America.

MPAA officials said as far as they knew, Johnston would stay put for a while, spending his time here and in New York.

Hollywood

By Samuel D. Berns

FRANK O. PINYONS: The government will discover in "Assignment Children," Danny Kaye's film contribution to UNICEF's cause, more power than the H-bomb. Government subsidy for more good-will films of this nature would prove the film industry the greatest public relations instrument for the promotion of world peace and understanding. Hollywood has the brains to develop and deliver such understanding to the world through the common denominator of perception—a picture. . . . With D. O. Selznick, Lucy and Desi, and now Irving Berlin considering an indie deal with MGM, looks like all of the majors are widening the studio gates to welcome to the fold the top independent packages.

Norman Corwin is working on the screenplay of "Lust For Life" that will paint the romantic life of the Dutch artist, Vincent van Gogh, on a colorful MGM canvas. . . . Jane Withers comes out of retirement for one of the leading roles in Warners' "Giant," which George Stevens is directing and producing in association with Henry Ginsberg. . . . The start of another important package: Writer F. Hugh Herbert and director Mark Robson co-producing their film version of the European stage hit, "The Little Hut." It will no doubt be made abroad with a combination of American and British players. . . . Solly Baiano will be "beating the bushes" for sources of new Warner Brothers talent in a nationwide search. . . . Kirk Douglas adds a feather to his cap, signing Andre de Toth to direct "The Indian Fighter," Bryna's first United Artists feature.

INCIDENTALLY: Walt Disney, recipient of more awards than anyone else in Hollywood, on receiving an honorary life membership plaque together with a director's chair with his name embossed in leather at the annual Screen Directors' Guild dinner, told everyone he was a frustrated director. He came out in the early 20's primarily to direct a film. He was to report on a Monday. The studio burned down on Sunday in one of the biggest fires in the history of Hollywood.

Oboler Sues AA on Gulu Corp. Interest

HOLLYWOOD, March 6.—Arch Oboler has filed in district court here a suit against United Artists seeking \$102,116 assertedly due him as balance of payment for general and limited interest in Gulu Pictures Corp., owner of the production "Bwana Devil."

Miss Than in D.C.

WASHINGTON, March 6.—Win Min Than, Burmese beauty who plays opposite Gregory Peck in "The Purple Plain," was scheduled to arrive here today for several days of personal appearances and press and TV interviews in connection with the film.

and he's been waiting for that opportunity ever since.

Corriganville, the 2,000-acre movie ranch, has been leased by Herb Eberstein's Outdoor Amusements Corp. The place will still be used for outdoor location shooting but will have a face-lifting change that will put it into the important Amusement Park class. . . . There's more than 200 G's tied up in story costs alone for Rita Hayworth's return in "Joseph and His Brethren." . . . Jerry Fairbanks is shooting the commercials for Oldsmobile which will be featured on the "Oscar" telecast over NBC this month. . . . Johnny Green is breaking in a possible lecture tour on the making of motion picture music, with Andre Previn playing piano selections from their MGM film scores.

George Sidney now looks like one of his own leading men with all that weight off. He's thrilled with the megging assignment of "Tea And Sympathy" on the home lot after he completes his MGM loanout to Columbia for "The Eddie Duchin Story." . . . Fred Quimby put "Hi Fi Feline," a new Tom and Jerry cartoon on the drawing boards, to vie for the same honors won by his "Cat Concerto" and "Johann Mouse." . . . Harriet Parsons wanted "The Rainmaker" for RKO but Hal Wallis stepped in with a reported third of a million bucks to weather the storm. . . .

SMOKE RINGS: Richard Conte favors Allied Artists' "The Big Combo" with the same character styled in Warners' "New York Confidential." . . . Karen Sharpe, Wayne-Fellows protege, the pretty honey-mooner in "The High and the Mighty," was borrowed by Sam Goldwyn, Jr., for a top role in "Deadly Peacemaker," his first UA release. Coincidentally, Jan Sterling, who is fingertips away from the Oscar for her supporting role in "The H. and the M," has the co-starring spot opposite Bob Mitchum in the "Peacemaker" project. And Mitchum was picked for the lead when he and Wayne-Fellows called it quits in San Francisco. That's our merry-go-round for today.

AFM Seeks Relief From 20% Levy

Relief from the 20 per cent Federal amusement tax was requested at the weekend by James C. Petrillo, president of the American Federation of Musicians, in an open letter to President Eisenhower.

Petrillo, in asking for relief from the levy, credited the "revival" of the motion picture industry to the 10 per cent reduction granted on theatre admissions by Congress.

"My deep concern is, of course," Petrillo said in his letter, "the so-called amusement tax which remains at 20 per cent. This applies in all cabarets, hotels, roof gardens, etc., where live musicians perform."

Petrillo also suggested formation of a United Nations orchestra.

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

WALTER FUTTER, New York, has announced projection lenses of speeds f/1.7 and f/1.5, with the latter in both standard and 4-inch barrels. Focal lengths in the standard diameter are 2 to 3½ inches in ⅓-inch steps. Those in the larger barrels will be available in focal lengths of 4 through 6½ inches, with delivery starting May 1st. Lenses of speed f/1.7 are in standard barrel only, with focal lengths from 4 through 4¾ inches. Later in the year this speed will also be available in sizes from 2 through 3¾ inches.

"Burger-Mat" is the name of a new automatic, infra-red broiler designed to cook four hamburgers and toast four buns within two minutes. It is made by the Burger-Mat Corp., Brooklyn, N. Y. and was created expressly to broil hamburgers without smoke or odors in the eating area. The unit is designed for counter display; it has a flasher sign and numerals to indicate the price of the hamburgers.

Further for refreshment service, Kestenbaum Brothers, New York, have announced a line of fruit syrups for non-carbonated water beverages. Trade-named "Eseo," the syrups are made from fresh fruit and require only the addition of water. Flavors available include orange, grape, pineapple, papaya and coconut.

Large automatic film rewinders accommodating 3,000 feet of black and white 35mm film on reels with a diameter as large as 18 inches have been marketed by Goldberg Brothers, Denver. The rewinders can also be adapted for 35mm film on reels 15 inches or smaller as well as for 16-inch.

Automobile "rain guards" made of canvas are announced by Kleer-View, Portland, Me. For use at drive-ins on rainy evenings, the "guards" are 4 feet long and 5 feet wide. They are attached to the autos by steel rods equipped with rubber suction cups which are latched onto the fenders. A metal clasp fits under the rain drip mouldings, and adjustable straps complete the fastening.

"Doe" Faige & Associates, New York, has been named national distributors to theatres of the "Activeaire Electric Towel," manufactured by Activeaire Devices, Inc., New York. Plans call for sales in each film territory to be handled by local dealers. The line consists of two models, Standard and DeLuxe. Both have a hot-air hand drying unit, but the latter has in addition two GE ultra-violet ozone lamps, a deodorant block, and an insect-repellent.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 46

NEW YORK, U. S. A., TUESDAY, MARCH 8, 1955

TEN CENTS

Senate Vote Today

'Breakage' Bill Passed, 140-0 In Assembly

New York City Exhibitor Protest Proves Fruitless

Special to THE DAILY

ALBANY, N. Y., March 7.—The New York State Assembly unanimously passed as the first order of business tonight a rules committee bill validating the collection by New York and other cities of the "breakage" on the five per cent admission tax. The measure is retroactive to June 30, 1954.

Assemblyman William B. Mackenzie, chairman of the Ways and Means Committee, submitted a report on the bill. Minority leader Eugene F. Bannigan moved for advancement and then for the final vote which was 140 to 0.

The Senate deferred action on the bill until tomorrow at the request of Sen. Fred G. Morritt, who asked time to study the measure.

D. John Phillips, executive director
(Continued on page 4)

European Openings For 'Oasis,' First Tri-Lingual 'Scope

"Oasis," the first European picture filmed in CinemaScope and the initial French and German co-production in the new entertainment medium, will have world premiere openings this spring in principal cities of England, France, Germany, Belgium and Switzerland preceding its American debut later in the year, 20th Century-Fox, distributors of the film, announced yesterday.

Filmed in its entirety in Morocco
(Continued on page 3)

Mrs. John New Pa. Censor Board Chief

Special to THE DAILY

PHILADELPHIA, Mar. 7.—Mrs. Louise Moses John of Westchester has been named chairman of the new Pennsylvania motion picture censor board at \$6,000 a year by Gov. George M. Leader. She replaces Mrs. Edna R. Carroll.

Also named as members of the board at \$5,000 a year are Mrs. Helen K. Massock of Washington, Pa. and Mrs. Clara S. Black of Harrisburg.

Billings Hit Record

U. A. in \$1,900,000 Week

Billings of \$1,900,000, reported to be the greatest seven-day total in United Artists' 36-year history has been announced by William J. Heineman, vice-president of the organization in charge of distribution.

The concluding week of the six-month Bob Benjamin domestic sales push, which ended March 5, topped the best previous seven-day billings by \$796,000. The former record was \$1,104,000.

The salute to Benjamin, which will award a total of \$50,000 in cash prizes to the 32 branches competing in the United States and Canada, was led by co-captains Heineman and B. G. Kranze, general sales manager. Final standings of the exchanges, which competed in three groups of
(Continued on page 5)

New Mitchum Co. To Make 5 for UA

Robert Mitchum has formed his own motion picture production company, DRM Productions, which will make five films during the next five years for United Artists release, with Mitchum starring in three, it is announced by president Arthur B. Krim of United Artists.

Formation of his own company marks Mitchum's entry into the production side of motion picture-making.

The star recently completed leading
(Continued on page 5)



Robert Mitchum

Report WB Eyeing TV Production

Reports of preliminary talks between Warner Brothers officials and executives of American Broadcasting-Paramount Theatres on the possibility of WB entering some phase of TV production were current here yesterday.

Officials of AB-PT declined either to deny or confirm the reports, which came on the heels of AB-PT talks with 20th Century-Fox on 20th-Fox plans to enter TV production.

Fabian Cites New Studio 'Thinking'

Special to THE DAILY

HARTFORD, March 7. — S. H. Fabian, president of Stanley Warner Theatres, believes that "the fabulous attendance records chalked up by 'The Long Gray Line,' 'From Here to Eternity,' 'The Country Girl,' 'Vera Cruz,' and 'Battle Cry' in key cities have brought forth new thinking in Hollywood."

He told a Hartford press luncheon: "No longer is the actor or the director so supreme; it's the writer or the technician upon whom the studios are leaning more and more. The studio executives have finally learned
(Continued on page 5)

Schlanger Outlines Plans

SW 'Spring Festival' Will Aim at Child Patronage

Special to THE DAILY

PHILADELPHIA, March 7.—Ted Schlanger, Philadelphia zone manager of Stanley Warner Theatres, has closed a series of meetings with the 52 managers in his zone, at which plans were outlined for the forthcoming Stanley Warner "Spring Movie Festival." This celebration of the entire Stanley Warner Theatre circuit will be held from April 3 to July 2.

In the course of these meetings, Schlanger stressed that, despite the improvement in grosses, attendance is continuing to decline and that special emphasis must be made on efforts to

improve attendance. He pointed out that certain pictures attract bigger audiences today than ever before, which, in his estimation, indicates that the public is getting continually more discriminating in their tastes for motion picture entertainment. Therefore,
(Continued on page 5)

Roy Disney Says

Integration of TV, Theatrical Films 'Logical'

Disney President Assays Co.'s Video Experience

By MURRAY HOROWITZ

The integration of the entertainment media of theatrical motion pictures and television was called "feasible" and "logical" here yesterday by Roy Disney, president of Walt Disney Productions.

Disney, who has just returned from London, was asked to appraise the experience of his company, which last March entered into an agreement with American Broadcasting Co., a subsidiary of American Broadcasting - Paramount
(Continued on page 5)



Roy Disney

'Uncle Tom's Cabin' Infringement Action Won by Universal

Special to THE DAILY

LEXINGTON, Ky., March 7.—Universal has been granted its motion for an interlocutory order of summary judgment of copyright infringement in the Federal Court here, and the court directed an injunction against the reproduction and distribution for exhibition of its copyrighted feature release "Uncle Tom's Cabin." The copyright infringement suit brought in the United States District Court for the
(Continued on page 4)

Funds Approved for 2 Senate Probe Groups

From THE DAILY Bureau

WASHINGTON, March 7. — The Senate Rules Committee today approved the request of the anti-monopoly subcommittee of the Senate Judiciary Committee for \$250,000 for its work this year.

The subcommittee, headed by Senator Kilgore (D., W. Va.), has in-
(Continued on page 5)

Personal Mention

F. M. BLAKE, Universal Pictures Western sales manager, will return to New York today from Minneapolis.

CHARLES EINFELD, 20th Century-Fox vice-president, became a grandfather again on Sunday with the birth of a second child to Mrs. **RICHARD EINFELD** in Los Angeles Hospital.

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Cincinnati.

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left here yesterday for Atlanta and New Orleans.

HARRY FEINSTEIN, New England zone manager for Stanley Warner Theatres, will leave New Haven with his family next week for Florida.

HAL HACKETT, president of Official Films, is scheduled to arrive in New York tomorrow from Nassau, B.W.I., via B.O.A.C.

HOWARD DIETZ, M-G-M vice-president, returned to New York yesterday from the Coast.

SID ROGELL, production head of TCF Television Productions, left New York last night for the Coast.

LEONARD BERCH, branch manager of United World Films in Atlanta, has returned there from Tennessee.

JOE RIVKIN, Allied Artists executive, has arrived in Atlanta from Hollywood.

TED TODDY, owner of Toddy Pictures, Atlanta, has returned there with Mrs. **TODDY** from Florida.

RALPH WINTERS, film editor, arrived here yesterday from Hollywood.

SEC Reports Film Stock Tradings

WASHINGTON, March 7. — A. Montague sold 1,300 shares of Columbia Pictures common during January and A. Schneider sold 1,000 shares, according to the latest Securities and Exchange Commission report on trading in film company stocks by officers and directors.

Montague's holdings were dropped to 13,661 shares and Schneider's to 18,569 shares.

Harold E. Newcomb reported buying 100 shares of RKO Theatres Corp. common, bringing his total to 1,100 shares. Owen D. Young sold 474 shares of American Broadcasting-Paramount Theatres common, dropping his holdings to 1,500 shares. Sam Wolf sold 1,100 shares of Allied Artists Pictures common, leaving himself with 150 shares, while Edward Morey bought 200 shares of preferred, his entire holding.

'Times' Editorial Praises 'Children'

"Assignment: Children," Danny Kaye's United Nations film which Paramount is releasing, was commented on in an editorial in The New York "Times" yesterday. "The international effort behind Paramount's achievement deserves everyone's gratitude," according to the "Times" editorial.

The editorial in part follows: "The story of UNICEF—the United Nations Children's Fund—is the story of the U.N.'s best-known, best-loved social agency, helping to health millions of hungry and underprivileged youngsters of eighty-eight countries and territories. Yet despite the great, long-term humanitarian work being achieved, always on minuscule budgets, UNICEF must perennially 'present' its story to the more fortunate nations for continued support; when this lags, as is happening now, UNICEF's programs throughout the world are imperiled.

"Now UNICEF has received a powerful assist in getting its story told. Paramount Pictures has brought back from Asia a beautifully executed short documentary on the combined work of UNICEF and the World Health Organization which may well be a trial blazer."

The "Times" also yesterday selected "Gate of Hell" as a subject for editorial comment, pointing out that it was an excellent example of Japan's comeback in the post-war world.

Radio, TV Coverage For 'Eden' Premiere

Extensive radio and television coverage has been planned by Warner Brothers for the world premiere tomorrow night of "East of Eden," Elia Kazan's CinemaScope production of the John Steinbeck novel.

Four networks and six different programs will report details of the premiere both from the Astor Theatre, where the film will make its bow, and from the Sheraton Astor Roof, where an after-theatre supper will be held.

A live telecast of the opening will be seen on WPIX from 8:30 to 9 P.M. Presided over by Martin Block, it will feature on-the-spot interviews with prominent persons inside and outside the theatre.

Proceeds of the opening will be donated to the Actors Studio. The regular engagement of the picture will begin on Thursday.

Wis. Allied Adopts Convention Slogan

MILWAUKEE, March 7. — The theme adopted for this year's Wisconsin Allied's annual spring convention, March 28-30, is "Let's Look Alive in '55." It will be the start of a campaign among Wisconsin exhibitors to bring about a more vigorous "back to the theatre movement." The convention and campaign will not only stress aggressive showmanship but will also put emphasis on ways and means for improvements in the physical properties of the theatre.

500 Slated to Attend Dallas Workshop

Special to THE DAILY

DALLAS, March 7. — More than 500 theatremen from the Texas area are expected to attend M-G-M's Ticket Selling Workshop to be held here on Wednesday, at the Adolphus Hotel, according to the number of acceptances now on hand at branch manager Leroy Bickel's office. Coca-Cola will be luncheon host for the meeting.

The local gathering of exhibitors to hear M-G-M's ideas and promotion plans by Emery Austin, exploitation head, and six other panelists will have one of the most diversified programs offered, according to Mike Simons, customer relations director.

Six Speakers Scheduled

Panel members will include Ervin J. Clumb, managing director for Standard Theatres' Riverside Theatre at Milwaukee, who will make his fourth appearance at a Workshop. Andrew W. Sullivan, Jr., city manager for Dixie Drive-In Theatres, Savannah, Ga., will be the drive-in speaker; L. J. Williams, Union, Mo., exhibitor, will be the small-town theatre panelist. This also will mark his fourth appearance. Lou Brown, publicity and advertising director for Loew-Poli New England Theatres with headquarters at New Haven, will make his second appearance at Dallas. Another New Englander will be Joseph Jarvis, owner and operator of the Gilbert Stuart Theatre at Riverside, R. I. Completing the Dallas agenda will be Joseph Bugala, director of advertising and publicity for the Manos Theatre Enterprises at Greensburg, Pa.

Funeral Rites Today For Wm. DeMille

HOLLYWOOD, March 7. — Funeral services will be held here tomorrow for William C. DeMille who died Saturday after a long illness.

DeMille, brother of Cecil B. DeMille, had been in the film industry from 1914 until the early 1940's when he became a professor of drama at the University of Southern California. He was the author of numerous stage plays and a director for major studios.

Sherwood to Europe For 'War and Peace'

Robert E. Sherwood is leaving for Yugoslavia tomorrow in connection with his work on the script for "War and Peace" for the Michael Todd Co. Fred Zinnemann, the director of "War and Peace," cannot leave for Yugoslavia until the exhibition date, sometime in May, of his current production, "Oklahoma." Sherwood will make another trip with Zinnemann to Yugoslavia.

'Paris' Benefit

The American premiere of Alec Guinness' first Technicolor comedy "To Paris With Love" on March 28, at the Fine Arts Theatre here will be a benefit for the Union Settlement, it was announced by Frank Kassler, president of Continental Distributing, Inc.

Expect 450 Drive-In Exhibitors at Dallas Convention Today

Special to THE DAILY

DALLAS, March 7. — More than 450 drive-in theatre owners and managers are expected to register for the third annual convention of the Texas Drive-In Theatre Owners Association beginning Tuesday afternoon. Registrations have been coming in from all sections of the four state area of the southwest, Louisiana, Mississippi, Oklahoma and Texas, the association announced.

The program has been designed to cover practical subjects of interest and value to drive-in owners and managers, it was said. Spyros Skouras, president of 20th Century-Fox, will head the three-day program.

Toll TV on Agenda

The subject of toll TV will be discussed by Carl D. Levy. William Price, Jr., executive director of the Texas Restaurant Association, will present ideas on modern concession operation. Recent advances in projection and sound for drive-in theatres will be discussed by Herbert Barnett. George Heller, president, Drive-In Theatre Manufacturing Co. will speak on wide screens.

Film clinics will be held as well as a session for drive-in managers.

Banquets and cocktail parties will round out the special program for the convention.

Wentworth Named Kodak Media Buyer

ROCHESTER, March 7. — Paul R. (Pete) Wentworth has been appointed media buyer for Eastman Kodak Co., it was announced by W. B. Potter, director of advertising.

In making the announcement, Potter said Wentworth would be in charge of market and media selection for Kodak advertising in trade papers, newspapers, general magazines and television. Wentworth joined Kodak in 1946.

Col. Acquires New Home Office Bldg.

Columbia Pictures, after negotiations of more than a year, has acquired ownership of the leasehold on the 15-story building at 711 Fifth Ave. here. After alterations estimated to cost \$3,000,000, Columbia will occupy the building. The law firm of Schwartz & Frohlich represented Columbia in the negotiations.

NEW YORK THEATRES

RADIO CITY MUSIC HALL			
Rockefeller Center			
"HIT THE DECK"			
in CinemaScope and Color starring			
Jane POWELL	Tony MARTIN	Debbie REYNOLDS	Walter PIDGEON
Vic DAMONE	Gene RAYMOND	Ann MILLER	Russ TAMBLYN
An M-G-M Picture			
and SPECTACULAR STAGE PRESENTATION			

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People

Sal Adorno, Jr., formerly assistant general manager of the M & D Theatres, Middletown, Conn., is completing construction of an 850-car drive-in to be known as the Middletown. The new venture will have no affiliation with M & D. An early spring opening is planned.

□

Harry Waxman and his associates have purchased the Roxy and Jeffries theatres, in the Roxborough section of Philadelphia, from **Robert Nissenson** and **Ed Jeffries**, respectively.

□

Robert Kunc has replaced **George Barnes** as manager of the Fox theatre in San Francisco. **Usko Eisenman**, former assistant manager of the Parkside, moves to the Fox in the same capacity.

□

Mrs. Laura Kenny, past president of the Atlanta chapter of the Women of the Motion Picture Industry, will install the officers for 1955-56 of the Jacksonville chapter at ceremonies on April 15.

□

Herreld Burrows, a newcomer in the industry, has leased the long-closed Majestic Theatre in Lima, O., and will reopen it on Thursday.

□

Lester Stebbins, manager of the El Cerrito, Calif., Motor Movies, has been transferred to the Kay Von in Napa. **George Yost** has been named manager in El Cerrito. Both are Blumenfeld theatres.

□

Charles H. Steele, purchasing executive at Eastman Kodak in Rochester, has retired after 32 years of service with the company.

□

Al Morey, former Chicago sales manager for Official Films, has joined Kling Film Productions as an account executive.

Toll TV Group Set To Launch Campaign

The public relations firm of Robert Taplinger & Associates and the legal firm of Cohn & Marks of Washington have been retained by exhibition's Joint Committee on Toll-TV, it was officially announced here yesterday.

Attorney Marcus Cohn and Taplinger will help the committee prepare its brief for submission to the Federal Communications Commission as an "interested party" to subscription television.

Taplinger will initially set up an information campaign which will relay to exhibitors and the public the facts and figures about pay-as-you-see-television besides co-ordinating the activities of other interested groups concerned with the medium, it was said.

Cohn previously aided the exhibitors in preparing an opposition brief to the Zenith petition asking the FCC to grant approval for subscription television without public hearings.

EFFG Prospectus To Go to 42 States

Exhibitors Film Finance Group, Inc., has sent its prospectus for exhibitor participation in production financing to the Secretaries of State and theatremen in 38 states throughout the country. The prospectus, in all, will be sent to 42 states.

'Oasis'

(Continued from page 1)

with an international cast headed by Cornell Borchers, Michele Morgan, Pierre Brasseur and Carl Raddatz under the direction of Yves Allegret, the production also will be the first tri-lingual attraction in CinemaScope, being released in German, French and English versions.

Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, currently is in Europe advising on the editing of the film.

First premiere openings of "Oasis" will be held in five principal cities in Germany—Berlin, Hamburg, Cologne, Dusseldorf and Frankfurt. Stars of the German and French film industries, government officials, and dignitaries from the civic, social and business worlds will be in attendance at the openings.

Mack Says Toll-TV Must Contain Ads

Subscription television can not be presented on a self-supporting basis without some form of advertising, according to Don Mack, television sales manager for Filmack Trailer Co., who is of the opinion that "the sponsors of Class 'A' television time most likely will band together to oppose any shows which the toll-TV medium presents."

The big advertisers in present-day commercial television, which home owners receive at no additional charges, are against subscription television because of its planned uninterrupted presentation to mass audiences of programs, Mack said.

Points to Recent Boxing Bout

Mack feels that the toll-TV system, when and if approved by the Federal Communications Commission, "will have a rough time in fighting off the television 'spectacular' as presented on the major networks today. Even with the sponsors of subscription television pooling their efforts and monies to form one syndicate for a tie-up of a top film, sports event or legitimate show, they can not raise enough money to outbid the sponsored programs opposing them." He cited as an example the last heavyweight fight in which a sponsor outbid a closed circuit firm for television and radio rights to present the bout in certain areas.

"Advertisers will band together to fight subscription television and in the process will improve programming and commercials," Mack said. "Commercials, which I am most concerned with, are highly under-rated," he said. In one market alone, Indianapolis, the Toni commercial which Filmack produced, boosted sales of that product in four test spots about 60 per cent, he said.



**YOU'D NEVER THINK
IT TO LOOK AT THEM
BUT ONE IS AS SAVAGE
AS THE OTHER!**

**One the lady... one the half-breed!
Each following the gold-seeking caravans across the African veldt...to be with her man!**

UNTAMED CINEMASCOPE

color by **DE LUXE** from **20th CENTURY-FOX** starring

**TYRONE SUSAN RICHARD
POWER·HAYWARD·EGAN**

**NEXT ATTRACTION IN
THE NATION'S FINEST!**

'Breakage'

(Continued from page 1)

of the Metropolitan Motion Picture Theatre Association; Joseph M. Geoghan, of Century Theatres, and Morton Sunshine, executive director of the Independent Theatre Owners Association, presented the industry case in opposition to the measure and the tax, to legislative leaders this afternoon.

Emanuel Frisch, president of MMPTA, in a protest to the Ways and Means Committee declared that "the entire 5 per cent admission tax imposed by the City of New York is discriminatory and excessive, and that the exhibitors are now suffering under the burden of this tax."

Exhibitor Group in Albany To Protest Tax Measure

A group of local exhibitor representatives, which included Morton Sunshine of ITOA, D. John Phillips of Metropolitan Motion Picture Theatres Association, Jerry Chaiken of Century Theatres, and a group of theatremen from upstate New York headed by Charles Smakwitz of Stanley Warner Theatres, was in Albany yesterday to seek permission from the state committee to present their position on the proposed amendment to the Enabling Act of 1947, it was revealed by Harry Brandt, president of the Independent Theatre Owners Association.

Major opposition to this proposed legislation, which was introduced by the State Assembly Rules Committee last week, is the unusual feature of retroactivity to June 30, 1954, it was learned. Edward C. Raftery, attorney for RKO-Keith-Orpheum Theatres, doubted, without having seen the bill, that "it can be made retroactive." The measure, upon its introduction, was expected to be approved and submitted to the New York governor sometime this week.

The law, which would take effect immediately, stated: "The amendment made by this act shall be deemed to have the same force and effect as if enacted on June 30, 1954, and any local law, ordinance of resolution providing a method or methods or a schedule or schedules for eliminating fractions of a cent or authorizing the use of any such method or schedule or the use of any such method or schedule, which would be valid under the amendment made by this act, and particularly Local Law No. 37 of the laws of the City of New York for the year 1954, shall be deemed to be valid as of such date, and all acts authorized thereby are hereby legalized and confirmed."

The bill's "declaration of legislative intent" sets forth that "the grant of the authority to impose the taxes was intended to include the power to employ the customary methods of dealing with fractions of a cent so as to eliminate any need for attempting to collect such fractions individually and at the same time to assure collections which in the aggregate would equal the amount of the tax authorized. This intent was understood by the State Tax Commission, which, under the mandate of the Enabling Act of 1947, was required to prepare model local laws, ordinances and regulations for the assistance of local officials."

The measure continues that the State Tax Commission prepared

Review

'Seven Angry Men'

(Allied Artists)

PRODUCER Vincent M. Fennelly has brought to the entertainment screen with manifest care and professional sincerity the story of John Brown, the fighting Abolitionist whose seizure of the U. S. arsenal at Harper's Ferry, Va., in 1859, in an attempt to abolish slavery by force of arms, resulted in his execution for treason and murder two months later. The producer has assigned the difficult portrayal of the controversial historical figure to the capable Raymond Massie, who not only does a great job of acting in the role but looks very much like the published etched likenesses of the original, and he has given exhibitors such additional marquee personalities as Debra Paget and Jeffrey Hunter to work with in ad copy and publicity.

Expertly scripted by Daniel B. Ullman and directed with both force and conviction by Charles Marquis Warren, the picture is grim and powerful, as John Brown was grim and powerful, according to the history books, and of course the ending is tragic. It sums up as a strong presentation of a dark chapter in the 1856-59 period of American history, a production of extraordinary impact.

At the time when the picture opens, John Brown, whose life has been devoted to the purpose of doing away with slavery, is in Kansas, still a territory, campaigning for votes to bring Kansas into the Union a free state instead of a slave state. He is opposed by pro-slavery forces who put Lawrence, Kansas, to the torch, killing five citizens, and he takes the law in his own hands to kill five of the pro-slavery gang in retaliation. After Kansas is admitted as a free state, Brown returns to New England, raises enough funds to finance and arm 1,300 men, and seizes the government arsenal at Harper's Ferry, Va., taking hostages whose lives he hopes to barter for his nation's agreement to end slavery. Marines under Col. Robert E. Lee order his surrender, and when he refuses to yield, they attack the arsenal, taking him prisoner and trying him for murder and treason, executing him by hanging.

The script depicts Brown as a stern parent and disciplinarian, a dictatorial personality attributing his authority to the Bible and sacrificing self and family to his purpose. It neither condemns nor glorifies him, but it makes him seem very real. Whether the man and his story are in the vein of today's entertainment demand is for public test to tell.

Running time, 90 minutes. General audience classification. Release date: March 27, 1955.

WILLIAM R. WEAVER

"model laws for the sales tax, the use tax, the restaurant sales tax and the consumer ability tax which contain provisions authorizing the administration of the tax to prescribe a method or a schedule designed to this result."

Cities presently imposing admissions or amusement taxes have followed a similar procedure, reads the measure. "They eliminate fractions by disregarding any fraction less than one-half and by charging one cent for any fraction of one-half or more," the proposed law states.

"Prior to the enactment of the admission tax by the City of New York, the right to use these reasonable and customary methods of dealing with fractions of a cent was unchallenged," the bill adds. Recently a court held that the provisions relating to fractions of a cent in the admission or amusement tax of the City of New York was invalid on the grounds that it was not authorized by the Enabling Act. If this ruling should be affirmed on the appeal, which was heard last Thursday in the Court of Appeals in Albany, it would mean that despite the authorization of a tax not in excess of five per cent, the admissions tax would result in collections in the aggregate amounting to less than four and one-half per cent."

Warns of Revenue Cut

If it should be held by the Court of Appeals that the use of schedules in imposing sales taxes and other taxes under the Enabling Act of 1947 is not authorized by the same, it would mean that there would be an even greater reduction in revenue to cities and counties, including New York City, according to the measure. The bill observes that "the aggregate collections from a two per cent sales tax would be slightly more than one per cent. Such reductions would have a serious

adverse affect on the finances of many localities."

Assistant Corporation Counsel Stanley Buchsbaum, who made the same points in his appeal arguments in the Court of Appeals last Thursday on the City of New York's appeal from an adverse Appellate Division ruling on the collection of the major fraction, estimated that the admission impost, without this legislation might be 4.1 per cent instead of five per cent as allowed.

Thomas Bress, Loew's Theatres attorney, in answer to a question by one of the six sitting justices, said that rate of taxation under the amusement levy, without "breakage," would probably be around 4.5 per cent. He added that the city is now collecting nearer six per cent.

Bress estimated that the "breakage" is around 17 per cent of the total tax, but he conceded, in response to another interrogation from the bench, that this involved only "major" fractions. Buchsbaum contended that the "minor fractions" not collected "balance off" the majors collected, although they probably do not "wash it out" for individual patrons. The latter, in rotating their patronage at theatres, get fraction breaks and suffer fraction penalties, Buchsbaum said.

The proposed legislation caught the exhibitor's New York City Tax Committee by surprise and after the initial shock, local exhibitors felt that by pressuring legislators, the measure might be defeated after arguments are heard in open hearings.

Buchsbaum yesterday declared that he has been "assured" that the bill would be enacted by the State as retroactivity in legislation occurs in Federal legislation and exhibitor opposition to this point is groundless.

'Uncle Tom'

(Continued from page 1)

Eastern District of Kentucky in September, 1952, by Universal Pictures, as copyright owner of "Uncle Tom's Cabin," against Howard G. Underwood, Sr., and his Trans-World Distributing Corp., charged them with having made a duped negative and a number of positive prints of "Uncle Tom's Cabin" in 1950, and with thereafter distributing these prints for exhibition at numerous theatres throughout the United States.

Universal's motion for summary judgment that its copyright had been infringed by defendants, and for an injunction, but leaving open for trial the question of the amount of Universal's recovery, came on for hearing before Judge Ford. When defendants' counsel conceded in open court that no issues of fact remained to be tried in the case, save only those issues which related to the amount of Universal's recovery, Judge Ford signed an order granting interlocutory summary judgment to Universal to the effect that its copyright in the picture had been infringed by defendants, and directing an injunction prohibiting further infringements of such copyright by the defendants.

Print Destruction Ordered

The court's order not only directed the defendants and all persons, firms or corporations associated with the defendants to deliver up on oath, for destruction, to the clerk of the court, all positive prints, negative films and trailers of the infringing film, but also directed that orders be issued to the United States Marshals of the Federal Courts in Lexington, Ky., St. Paul, Dallas and Los Angeles, to destroy the positive prints, negatives and trailers of "Uncle Tom's Cabin" previously impounded by these marshals under writs of seizure issued by the Federal Court in Kentucky after the action began in September, 1952.

Universal's counsel were Ben L. Kessinger of the Lexington law firm of Harbison, Kessinger, Lisle & Bush, and Edward A. Sargoy and John F. Whicher of the New York law firm of Sargoy & Stein.

Foreign Language Press Polling Starts

Balloting has begun on the 14th annual vote by the editors of 70 foreign language newspapers in the metropolitan area to select the best films of 1954.

According to Sigmund Gottlob, executive director of the Film Critics' Circle, Foreign Language Press, 24 dailies and 46 weeklies are represented in the voting, which selects the best American-made films, and the best imports from England, as well as the best imports from film makers of Europe and the Orient. The critics also name the best actor, actress, producer and director, for their work during the preceding year.

Winners in all categories will be announced publicly over a special broadcast on WNYC, the municipal broadcasting station, on Sunday afternoon, March 13, from 3:00 to 3:30 P.M.

Eckler to Ansco

Dr. Leopold Eckler has been elected vice-president of General Aniline & Film Corp. and general manager of the company's Ansco division.

Roy Disney

(Continued from page 1)

Theatres, to produce the TV show "Disneyland."

"Television," Disney maintained, "is a powerful medium to sell your pictures to the public. If we didn't have a powerful way to sell our pictures," Disney continued, "I don't see how you can spend \$4,000,000 for a feature length cartoon, for example, as we do."

'Lot of Factors to Whip'

As part of the company's integration of media program, Disney pointed to the projected "Disneyland" park in California, which, he said, will form the basis of many TV shows.

The long-range results of Disney's TV activities, the company president added, is difficult to measure at this point, explaining that there still are a "lot of factors to whip" on the "cost-front." Disney, however, expressed his opinion that the "cost-front" problems would be solved in time, explaining that there has been a lot of organizational work under way within the company since Disney "went on the air" about six months ago.

Regarding his trip to Europe, Disney said he reached "tentative agreements" with the British Broadcasting Co. for the telecasting of a short series of Disney TV shows which already have run in the U. S. Similar agreements, he went on, have been made with TV interests in Italy and France. Included in the European TV series will be shows that exploit Disney theatrical properties.

The television medium, he continued, is "growing very rapidly over there. It's only a matter of time that it (TV) will blanket those markets."

Asked if there has been an upsurge in the short subject market since Hollywood's accent on quality product and the consequent fewer pictures produced, Disney replied in the negative. He explained that his company uses its short subjects as a supplement to Disney feature product. "If we had to sell them separately," he maintained, "we could not recoup costs."

'Strictly Business Venture'

"Strictly as a business venture," he said, the production and distribution of short subjects alone "is just no good today" in the current exhibition market.

In response to a question, Disney expressed satisfaction with the company's own handling of its distribution through its Buena Vista subsidiary. The Buena Vista distribution set-up, he stated, can be maintained with the three features per year planned for release by the Disney organization.

Disney is scheduled to leave for the Coast on Friday.

Ginsberg Play Producer

Henry Ginsberg, producer currently preparing a film version of Edna Ferber's "Giant," will join with John Byram and Courtney Burr in producing for the Broadway stage John P. Marquand's new novel, "Sincerely, Willis Wayne." They plan to open the play late next fall or early in the winter. Ginsberg was formerly Paramount production head.

Television--Radio

By DAVE GARROWAY

(Guest Columnist for Pinky Herman, who is on vacation)

EIGHTEEN years ago, I jauntily set out from New York for Pittsburgh to take my first job as a radio announcer. Until I came back here three years ago, I spent a good part of those fifteen years hoping to get back to New York, recording shows so that I could spend a couple of hours in the Big Town, scheduling my few vacations so that I could see the bright lights.



Dave Garroway

I don't know what Pinky Herman, whose space I'm appropriating here, plans to do on his vacation. But I know what I'd be doing if I were him. . . . I'd vacation in New York.

I've been back for three years now . . . and, you know, I saw more of New York in a week-end four years ago than I've seen in the whole three years I've been back. Well-I-I, not quite, but almost. . .

★ ★ ★

I'm a fellow who has to get to bed pretty early (the easiest way to do that is to have to get up at four a.m.), so my night life is pretty well shot.

Once in a while on a week-end, if I'm not too tired from the weekly grind, I actually can have a date with a pretty girl. But when you're in the habit of getting up at four a.m., by midnight, even on the week-ends, you're yawning in her face. Most pretty girls have something better to do than to go out with a guy who is constantly patting his mouth and murmuring, "Not the company, you know, just the hour." It's a little hard on me too. I have a tough enough time getting through the week without spending my week-ends lining up a new crop of pretty girls to replace the ones I yawned at.

★ ★ ★

When I first came back to New York I saw few plays, fewer movies and scarcely ever set foot in a night club. I see a few plays now . . . reviewing them for "Today" . . . but most of my relaxation is watching television and listening to records.

★ ★ ★

When I used to spend my vacations in New York, I'd hit every good restaurant in town in the time allotted me. Now, I don't even eat anymore. My daily repasts consist of a cup of coffee in an all night restaurant for breakfast, a sandwich and No-Cal for lunch and a bowl of soup for dinner. I'm too tired most evenings for anything more. And, the funny thing is, I don't lose any weight.

I'm feeling somewhat akin to the old man who finally reached his one-hundredth birthday. He attributed his longevity to the fact that he didn't drink, didn't go out at night, ate lightly, didn't smoke and didn't run around with women. The only trouble was . . . he couldn't figure out what he could do to celebrate on his birthday.

As I said, I don't know what Pinky is doing on his vacation . . . but on my next one, I'm going to celebrate it up . . . right here in New York, I hope. And I'll pretend that it's the only chance I'll have to see the town for a whole year, 'til my next vacation. Come to think about it, that's just about the truth.

Robert Mitchum

(Continued from page 1)

roles in Paul Gregory's "The Night of the Hunter" and Stanley Kramer's "Not As A Stranger" for United Artists release. He currently is starring in another forthcoming United Artists release, Samuel Goldwyn, Jr.'s "The Deadly Peacemaker."

Mitchum's UA pictures will be made at the rate of one a year

Correction

In the review of the 20th Century-Fox's "Untamed," published March 2, MOTION PICTURE DAILY inadvertently identified the color process and print for the production as Technicolor's, whereas actually they are by DeLuxe.

Fabian Cites

(Continued from page 1)

that these two unsung heroes mean much to the over-all production picture, and without them there is the sure certainty of mediocrity."

Here to tour area S-W theatres, accompanied by Sam Rosen, Harry Kalmine, Harry Feinstein and James M. Totman, Fabian presented a medallion to Gov. A. A. Ribicoff in appreciation of the latter's proclaiming February as "Go to the Movies" Month. "The film industry needs friends like you," he added. "Your expression of good will was noted with thanks by a creative medium and made many take cognizance of the fact that when pictures put their best foot forward, they're the best entertainment show business ever came up with."

SW Festival

(Continued from page 1)

he said, "we must devise ways and means of attracting more people to purchase our wares by doing the odd and unusual and getting outside of the set routine for the selling of motion picture attractions."

Schlanger laid particular stress on the subject of attracting bigger child audiences, pointing out that "we are now in the era of what is known as the 'TV Babies'—those born since the advent of television and who have grown up continually exposed to this competitive medium." Many of these children, Schlanger pointed out, have never seen a motion picture, except on a TV screen, and the managers' task is to attract them to the theatre.

Also present at the meetings were Lester Krieger, assistant zone manager, and district managers A. J. Vanni, Paul C. Castello and John Flynn. Department heads attending were Ted Minsky, film buyer; Harry Kaplowitz and Bill Yurasko, bookers; Irving Blumberg, publicity and advertising; J. Ellis Shipman, contact manager, and Henry Eberle, sound department.

United Artists

(Continued from page 1)

equal grossing potential, will be announced late in March.

In disclosing the results of the Bob Benjamin sales campaign, Heineman declared, "The tremendous billings achieved in this greatest United Artists drive represent an overwhelming tribute to our chairman of the board."

U.A. officials yesterday characterized as "unfounded" the recurrent reports that the company planned a public stock issue for the near future.

The reports, dormant for some time, were revived last week when U.A. acquired Charles Chaplin's 25 per cent stock interest in the company. They were published in the New York "Times" financial section Sunday in an article which also said that U.A. "expects to put up \$40,000,000 in participation deals and anticipates receipts of \$55,000,000 to \$60,000,000" in 1955.

So far this year, the story said, "the domestic take has been running \$2,250,000 ahead of last year's pace."

Funds Approved

(Continued from page 1)

licated it may study subscription television as part of its several investigation of the need for changes in the anti-trust laws.

The rules group also recommended \$154,000 for the judiciary committee's special subcommittee on juvenile delinquency, which has indicated it would study the impact of films and TV programs on teen-agers.

The funds for both groups must still be voted by the Senate itself.

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in the current issue . . .

LOOK SALUTES THE MOTION PICTURE INDUSTRY

LOOK, whose every-issue features on movies and movie personalities keep some 20,000,000 readers posted on the latest and best productions from Hollywood, presents the winners of the 14th Annual LOOK Motion Picture Achievement Awards in the March 22 issue, on sale everywhere today.

The LOOK Awards, which focus the attention of millions of moviegoers on the top performances and achievements of the industry each year, add new prestige to the movies and increase the public's desire to see motion pictures and movie personalities.

The 14th Annual

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Concise
And
To The
Point

VOL. 77. NO. 47

NEW YORK, U. S. A., WEDNESDAY, MARCH 9, 1955

TEN CENTS

Showed Loss in '53

'54 Net Profit \$829,900 for RKO Theatres

Before Deducting Special Items Net Was \$1,704,100

Net income of RKO Theatres Corp. for 1954, after special items, was \$829,900 compared with a loss of \$296,600 in 1953, it was announced in the company's annual report to stockholders issued by Albert A. List, chairman of the board, and S. A. Schwartz, president.

Before deducting the special items, the net was \$1,704,100, as compared with \$909,200 in 1953, allowing for Federal income taxes which would have been payable on such income. The company listed the special items as losses on the disposal of theatre
(Continued on page 5)

Schedule Top Talent For ANTA Show on Theatre TV Mar. 28

Helen Hayes, Ezio Pinza, Menasha Skulnick, Lena Horne and Harry Belafonte will be among the headliners in the ANTA "Album" show, to be theatre telecast on March 28 to 38 cities from the stage of the Adelphi Theatre here.

Other Broadway stars who already have committed themselves to be on hand to participate in the performance
(Continued on page 4)

Davis Reports on Global Trip:

Rank Empire Still Growing

By PETER BURNUP

LONDON, March 8.—John Davis, managing director of the J. Arthur Rank Organization, recently returned from a round-the-world trip, told the press here today that the journey had been one long song of success everywhere he went, with the exception of America.

Davis reported that he had checked on Rank's interests in Ceylon, Singapore, Indonesia, Australia and New Zealand. Rank is building 10 new theatres in Malaya with local associates there, he said.

In Australia, Rank pictures are now producing three times the amount of revenue they did three years ago, Davis reported. Greater Union The-

'Bad Bill,' Says Moritt

Charges N.Y. Tax Measure 'Singles Out' Film Industry

Special to THE DAILY

ALBANY, N. Y., March 8.—Terming the Assembly Rules Committee measure validating the collection by New York City, Binghamton and Elmira of "major breakage" on the five per cent amusement tax "a bad bill," New York State Senator Fred G. Moritt, a Brooklyn Democrat, said that he could not understand "why the motion picture industry has been singled out for taxation."

New Firemen Bill for N. Y.

Special to THE DAILY

ALBANY, N. Y., March 8.—A bill which would require uniformed men of the fire and police departments to be present at all places of amusement in New York State, for which the owners of the places would be obliged to pay the compensation, has been introduced into the State Legislature here by Sen. Joseph R. Marro, New York City Democrat.

Industry representatives at the Capitol today called for a united action against the little-discussed, but potentially costly measure.

The proposed legislation amends the
(Continued on page 4)

W.B. Going 'All-Out' For 'Eden' Premiere

Glitter and glamor, long associated with what has come to be known on Broadway as "the gala world premiere" of a motion picture, will be present tonight in unprecedented quantity and quality at the Astor Theatre
(Continued on page 4)

Due to lengthy Senate debates on budget bills, the measure would not be brought up for a vote today, it was learned. Action on the amendment to the State Enabling Act of 1947, which was stymied by Moritt in the Upper House after the Assembly unanimously approved the bill, probably will be taken tomorrow.

Calling the measure which would assure municipalities the full five per cent from amusement taxation "a bad bill," Moritt asked, "why should the legislature be asked to close the fourth door. The industry is already shut in on three sides—through the Federal Admissions tax, the New City five per cent tax and television."

Enactment of the breakage proposal would mean that film theatre patrons would have to continue to pay an impost "larger than five per cent," Moritt stated. The industry's present position is not strong enough to shoul-
(Continued on page 5)

New Officers of C.E.A. Are Named

From THE DAILY Bureau

LONDON, March 8.—R. H. Godfrey, former vice-president of the Cinematograph Exhibitors Ass'n, automatically became president for the ensuing fiscal year at the organization's annual meeting here today under its established rules of succession.

B. T. Davis was elected vice-president by a vote of 1,629 to 469, and will step up to the presidency a year from now. Davis had been op-
(Continued on page 4)

Joan Crawford-UA In 6-Picture Deal

Joan Crawford's independent motion picture production company will make six films in six years for United Artists release, with the star appearing in three, it is announced by Arthur B. Krim, president of United Artists.

The agreement marks Miss Crawford's initial association in recent years with United Artists, which released her starring film, "Rain."

7 Made Offers

'Guys & Dolls' Distribution Goes to M-G-M

20% Fee Set; Same as In Former RKO Pacts

Contracts for the distribution by Metro-Goldwyn-Mayer of Samuel Goldwyn's forthcoming production of "Guys and Dolls" were signed yesterday, culminating several weeks of negotiations, Nicholas M. Schenck, M-G-M president, announced.

Goldwyn's pictures for more than 15 years past were distributed by RKO Radio Pictures. It was learned that the same 20 per cent distribution charge which featured Goldwyn's releasing deals with RKO Radio is perpetuated in the new agreement with M-G-M.

The Goldwyn organization also retains the right to approve all exhibition contracts for the picture, as it did
(Continued on page 4)

COMPO Will Hear Studio Proposals In N. Y. Tomorrow

Studio proposals to build theatre attendance will be presented at tomorrow's "audience development" meeting here of the Council of Motion Picture Organizations by Robert Coyne, COMPO special counsel, who just returned from a trip to Hollywood in preparation for the meeting.

Among the proposals to be discussed, it was learned, is the recommendation to make short film sequences to be shown in theatres to introduce and
(Continued on page 4)

Services for Milstein In Hollywood Today

From THE DAILY Bureau

HOLLYWOOD, March 8.—Funeral services will be held here tomorrow at Groman's Mortuary for J. J. Milstein, 57, who died Monday in Santa Monica following a long illness. His widow and a daughter survive.

Milstein, most recently special representative in Hollywood for Color Corp. of America, was a veteran of the industry, having opened a motion picture theatre in Denver in 1914. Four years later he entered distribu-
(Continued on page 2)

Personal Mention

ELMER O. WILSCHKE, executive vice-president of Perspecta Sound, Inc., has left New York for Hollywood.

M. B. HORWITZ, of the Washington Theatre Circuit, Cleveland, became a great-grandfather with the birth of a daughter in Seattle to his granddaughter, **MRS. MARCIA MILLER KLINE**, and her husband, **SGT. ERNEST KLINE**.

L. WOLF GILBERT, song writer and West Coast representative of ASCAP, will be honored in San Francisco tomorrow at a dinner given by the Press Club of that city.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY**, his assistant, are in San Francisco from New York.

EARL WINGART, 20th Century-Fox merchandising manager, has left New York on a seven-city trip through the Midwest and the South.

JOHNNY GREEN, head of M-G-M's musical activities at the studio, returned to the Coast yesterday from New York.

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from Miami.

VINCENTE MINELLI, director, has returned to the Coast from New York.

NORMAN TAUROG is scheduled to arrive here today from Hollywood.

Milstein Services

(Continued from page 1)

tion with Vitagraph. In 1926 he joined M-G-M as branch salesman in Washington and in 1928 was named manager of the Los Angeles exchange.

Milstein joined Republic in 1936 as vice-president in charge of sales and a short time later was elected president of Warwick Pictures Corp. During World War II he served in the War Department as film specialist, and following hostilities joined Du Art Laboratory as sales supervisor, resigning this post in 1949 to join Cinecolor Corp., now Color Corp. of America.

Single-Feature Plan Ended in Memphis

MEMPHIS, March 8.—Memphis suburban theatres today announced that their single feature shows were at an end. For four weeks the Neighborhood Theatre Owners Association, headed by James West, has not shown double features. The move was taken because of increased film rentals and Hollywood production cuts.

West announced the plan as terminated because one neighborhood theatre had refused to join the others. The Park Theatre, owned by Reuben Lester, continued to show double features.

Gov't Gives Its Data To 16mm. Defendants

HOLLYWOOD, March 8.—Beating its deadline by 48 hours, the Government today delivered to defendants in the 16-millimeter anti-trust case the bulk of the documentary evidence it will use to support its main charges when the suit goes to trial Sept. 6.

Documents, numbering in excess of 3,000 and contained in a box approaching packing-case proportions, came from Washington, where the case was prepared, and consists mainly of photostatic copies from many sources. The exact nature of the documents has not been disclosed, but the Government is known to have been gathering photostatic copies of correspondence in exhibitor organization offices over a long period of time.

PPCITO Inclusion Noted

Recent inclusion of the defunct Pacific Coast Conference of Independent Theatre Owners as a co-conspirator in the case is believed to have been done for the purpose of making that organization's files and records available to the Government for use as evidence.

Documents given the defendants to peruse and study were to have been delivered Thursday, with the defendants allowed 90 days in which to prepare a response. Additional documents may be delivered before the deadline expires, and it is understood still other documentary material can be introduced at a later date.

Concession People Close Meet Here

The Eastern Seaboard Division of the International Popcorn Association, representing all segments of the concessions branch of the industry, completed a one-day meeting at the Hotel Park Sheraton here yesterday. The official registration was 189.

The discussions centered on the preferred method of concession catering in drive-in theatres. Proponents of the "cafeteria" style of catering vied with those of the "station" method in spirited debates.

One proponent of the "cafeteria" style declared that his drive-in grossed 60 per cent of a 70-cent admission price per patron when using this style of catering. In other words, he said, for every \$1,000 taken in admissions, \$600 was spent for refreshments.

Coca-Cola Co. was host at the luncheon yesterday, while Pepsi-Cola Co. held a cocktail party last night.

Johnston Again Asks Trade Pact Extension

WASHINGTON, March 8.—Motion Picture Association president Eric A. Johnston today urged the Senate Finance Committee to back President Eisenhower's request for a three-year extension of the reciprocal trade agreements program.

Johnston sent finance committee chairman Byrd (D., Va.) a letter identical with that he sent earlier in the year to House Ways and Means Committee chairman Cooper (D., Tenn.) in support of this legislation.

Int'l News Bureau For 'Commandments'

HOLLYWOOD, March 8.—A full-scale international news bureau, staffed and operated on the lines of a news syndicate, has been established by Paramount Pictures to handle news and information concerning Cecil B. DeMille's "The Ten Commandments," being filmed in VistaVision and Technicolor.

The news bureau is at full operating strength now, a full year and a half before planned release of "The Ten Commandments," to give news coverage. Reason for the scope and depth of the publicity campaign, according to Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation, is to comply with the "world-wide interest in and appeal of the picture."

Wide Scope Planned

The entire news bureau will function as an adjunct to the Paramount Studio publicity department here, with specialized experts handling each phase of the operation. Because of this unusual degree of specialization, Pickman said, the news bureau will be able to prepare special material slanted directly at all types of publications.

The news bureau will be under the over-all supervision of Teet Carle, head of Paramount Studio publicity, and will be under the immediate direction of Art Arthur, Cecil B. DeMille's executive assistant in charge of public relations. Operating under Arthur are: Albert Deane, former editor of Paramount International News, who spent several months with the DeMille unit during Egyptian location filming last Fall; Jack Hirshberg, publicist on the Paramount staff; Harry Mines, former drama editor of the Los Angeles "Daily News"; and two still photographers. Working closely with the special unit will be additional specialists from the Paramount Studio publicity staff.

Salesmen Pact Talks Still Deadlocked

CINCINNATI, Mar. 8.—Committees representing the Colosseum of Motion Picture Salesmen and distributors resumed negotiations here yesterday after a three-week recess. The committees held initial meeting in Chicago for five days from Feb. 7 through Feb. 12.

David Bartell, general counsel for COMPS reported no progress in the negotiations. Distributors were reported to have rejected COMPS' proposals which include increase in salary and expense allowance and made a counter-offer to continue in force the present agreement for an additional two years.

Preston Root, 73

ROCHESTER, March 8.—F. Preston Root, former export sales manager at Eastman Kodak Co., died at Fort Myers Beach, Fla., at the age of 73. He was a native of Nashville, Tenn. Root became associated with Kodak 50 years ago, at the branch in Chicago. He was made export manager of the company in 1937, and retired in 1946.

Picker Heads Rogers Unit

The appointment of Eugene Picker, of Loew's Theatres, as chairman of the fund-raising and finance committee of the Will Rogers Memorial Hospital was announced here yesterday.

The announcement came in conjunction with a luncheon at "21," given by members of the committee, to honor the retiring chairman, Fred J. Schwartz. At the luncheon, A. Montague, hospital president, lauded Schwartz for his "superb leadership and consecrated service" and presented him with a monogrammed bronze desk set.

In accepting the memento, Schwartz suggested that Picker keep intact the "wonderful crew that has been serving the hospital so well on the fund-raising and finance committee." Schwartz also announced that the fifth annual Christmas Salute now nearing completion will set a high mark when all returns are in. It has already passed \$140,000, he added.

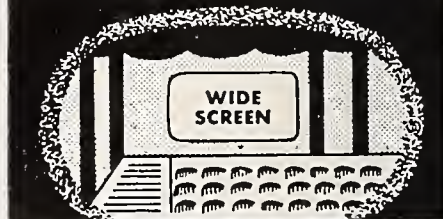
Attending the luncheon were: Montague, Picker, Schwartz, Arthur Mayer, Harry Brandt, Sam Rosen, S. H. Fabian, Richard Walsh, Herman Robbins, William German, Sam Switow, Eugene Picker, Moe Silver, Max Cohen, Al Lichtman, R. J. O'Donnell, Charles Feldman, Sam Rinzler, Robert Mochrie, Murray Weiss, Charles Boasberg, Joseph Vogel, Ned Depinet, and Ned Shugrue.

Morgan Back With N.O. Citation

Oscar A. Morgan, Paramount short subjects, newsreel and special features sales manager, arrived back in New York yesterday from a one-month tour of Southern branches, bringing with him a citation bestowed by New Orleans Mayor deLesseps S. Morrison in recognition of Paramount News' contributions to civic and international causes.

The award to Morgan is one of a small number of citations that have been made by the Louisiana metropolis. Among previous years' recipients are President Eisenhower, former President Truman and Bobe Hope. Morgan was cited during the International House conferences in New Orleans held by government financial experts and business leaders of the U.S. and Latin America.

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HIT!



HIT!



HIT!



HIT!



HIT!



HIT!



HIT!



HIT!



JANE POWELL
The Admiral's daughter!

TONY MARTIN
of the Navy!

DEBBIE REYNOLDS
of show business!

WALTER PIDGEON
bewildered Admiral!

VIC DAMONE
also of the Navy!

GENE RAYMOND
musical comedy star!

ANN MILLER
dance, girl, dance!

RUSS TAMBLYN
the Admiral's son!

A "HIT" CAST IN A "HIT" SHOW WITH "HIT" MUSIC AND HAPPINESS!



Hi-Jinks At The Hall!

Leave it to Leo who's made many top-rollicking Navy musicals (*for instance, "Anchors Aweigh," "On The Town," etc.*) to come up with another wonderful entertainment. It's in CinemaScope and Color! And it's tops in the gobs-and-gals-musical division. A great audience attraction. A 21-gun salute to your fun-seeking patrons!

★

(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)



M-G-M presents in

CINEMASCOPE

and COLOR

"HIT THE DECK"

Starring

JANE POWELL
TONY MARTIN
DEBBIE REYNOLDS
WALTER PIDGEON
VIC DAMONE
GENE RAYMOND
ANN MILLER
RUSS TAMBLYN

with

KAY ARMEN • J. CARROL NAISH
RICHARD ANDERSON • JANE DARWELL

Written by

SONYA LEVIEN and WILLIAM LUDWIG

Based On the Musical Play "Hit The Deck" by Herbert Fields

Presented On the Stage by Vincent Youmans

From "Share Leave" by Hubert Osborne

Music by VINCENT YOUMANS

Lyrics by

LEO ROBIN, CLIFFORD GREY and IRVING CAESAR

Choreography by HERMES PAN • Photographed in
EASTMAN COLOR

Directed by Produced by

ROY ROWLAND • JOE PASTERNAK

'Guys & Dolls'

(Continued from page 1)

under its former deals with RKO Radio.

With Goldwyn having paid \$1,000,000 for the screen rights to the Jo Swerling and Abe Burrows musical comedy, considerable trade interest was centered on the distribution arrangements. The production will go before the CinemaScope cameras next Monday with Joseph Mankiewicz, who made the screen adaptation, directing.

Top Cast Engaged

The production budget is said to be \$5,000,000 and the cast includes Marlon Brando, Jean Simmons, Frank Sinatra, and Vivian Blaine. The musical score is by Frank Loesser. Goldwyn will produce it at his own studio with his own finances.

In addition to M-G-M, interest in distributing the Goldwyn picture had been shown at various times by 20th Century-Fox, Paramount, United Artists, Columbia, Buena Vista and Allied Artists.

Goldwyn's old Goldwyn Picture Corp. was merged in 1924 with Metro Pictures, and later with Louis B. Mayer Pictures to form Metro-Goldwyn-Mayer. Goldwyn had left the company named for him to become an independent producer before the merger took place, however.

Goldwyn is credited with having introduced the Leo the Lion, M-G-M trademark, to the public with his Goldwyn Pictures in 1917. The present M-G-M studios in Culver City, Cal., originally were known as the Goldwyn Studios.

Schenck Expresses Pleasure

With the closing of the distribution deal, Schenck made the following statement: "We are pleased that an important independent producer like Samuel Goldwyn has shown such confidence in our organization as to entrust his greatest production effort to our distributing company. It is a significant step for us in our new policy of joining with the leading independent producers in the marketing of outstanding films."

CEA Officers

(Continued from page 1)

posed by R. C. Freeman of Hull in the balloting.

CEA's membership records for the past year show a reduction of 598 theatres, due largely to the withdrawal from the Association of J. Arthur Rank's theatres, which paid £11,000 annually in dues. Organization officials are hopeful that in the interest of exhibitor unity, the Rank theatres may be induced to return soon.

Compo to Hear

(Continued from page 1)

popularize new talent personalities of all studios.

Meanwhile, it was forecast that tomorrow's meeting, to be attended by approximately 70 industry executives, will contain the largest theatre representation of any industry meeting in recent years. In addition to the representation of national and regional exhibitor organizations, top executives of independent and major circuits are due to be on hand for the one-day meeting.

Reviews

"Ma and Pa Kettle at Waikiki"

(Universal)

EVEN those patrons who are not "Kettle" fans should get more than the usual share of laughs from this edition of the "Ma and Pa" series because it is a very funny film. The Kettles pay their annual visit to the nation's screens via a tour of Hawaii. The writers, Jack Henley, Harry Clork and Elwood Ullman, have provided an amusing story and some hilarious lines.

Pa has been writing his wealthy cousin in Honolulu of his alleged success in the business world and when cousin Rodney becomes too sick to run his pineapple plant, he sends for Pa to help him. Ma and daughter Rosie accompany him and the results are exactly what one would expect.

He inadvertently speeds up the work of the factory employees and then proceeds to cause a terrific explosion that nearly wrecks the plant. Meanwhile, Ma is being social with Honolulu society and almost destroys its structure.

The villain of the piece is trying to buy into the bank and thinking Pa Kettle is an industrial giant, uses a ruse of hidden treasure to kidnap him to another island. There he meets the Hawaiian counterpart of his own family—lazy father, hardworking mother and a brood of children—and feels right at home. They eventually help Ma, who comes in search of him, to subdue the kidnappers in their own unique way.

Percy Kilbride and Marjorie Main play the leading roles with their customary skill and make the most of the situations, be they slapstick, farcical or vocal. Lori Nelson plays Rosie, Byron Palmer her boy friend and Loring Smith cousin Rodney.

The late Leonard Goldstein produced and Lee Sholem directed. They created one of the better Kettle clambakes.

Running time, 79 minutes. General classification. For April release.

"Rage at Dawn"

(Holt-RKO Radio)

OUTDOOR action fans should enjoy this Nat Holt Production for RKO release because "Rage at Dawn," filmed in color by Technicolor, is an adventurous saga about the enforcement of the law during the violent 1860's when the famed bank and train robbers, the notorious Reno brothers, ran rampage through the Midwest. Loaded with absorbing situations, gunplay and suspense, this picture's box office value is enhanced by a top-notch cast headed by Randolph Scott, who handles the he-man heroism capably; Forrest Tucker and J. Carrol Naish, a pair of tough outlaw brothers, and Mala Powers, who supplies the love interest with conviction.

The brothers, foiled after an attempt to rob a bank, nurse their wounds in their hometown of Seymour, Ind., where they control all political offices and are secure from the law. Into their midst rides undercover agent Scott who soon is spotted by Tucker and Naish as an efficient train robber because the Reno brothers' agents report that Scott had recently got away with \$30,000 in a train job. Scott, in order to bring the outlaws to justice, meets and falls in love with Miss Powers, sister to the outlaws.

After a number of situations, which includes a hold-up at Gallatin, Mo., Scott becomes trusted by the Reno brothers and he soon reveals plans for another train robbery. The carefully planned hold-up comes off, but while the Reno gang is counting the haul, a sheriff's posse rides over the hills and rounds up the gang after a gun battle. The outlaws, Tucker and Naish, are locked up in jail, but that night a mob of citizens rush the jail and lynch the survivors of the Reno gang. Scott tries to stop the mob, but is disarmed.

Others in the cast are Edgar Buchanan, Kenneth Tobey, Howard Petrie, Myron Healey, Ralph Moody, Guy Prescott, Mike Ragen and Phil Chambers. Holt produced and Tim Whelan directed the story from a Horace McCoy screenplay.

Running time, 87 minutes. General classification. For release in March.

L. D.

Firemen

(Continued from page 1)

General Municipal Law to provide fire and police commissioners the right to detail personnel, not to exceed two, "to each and every place of amusement or entertainment to which the public is invited, whenever machinery or scenery are in use and one or more persons participate in the actual performance of a play, show or other type of entertainment with the owners or operators of such places to pay for the time during which the men are detailed."

Under another provision of the measure, theatres would have to have "as many additional members of fire or police departments as deemed necessary by the commissioner" for duty in any place at which any play or show is witnessed by 6,000 or more persons in a 24-hour period.

Industry spokesmen characterized the measure as "far worse" than the Fino-Clancy Bill of some years ago.

'Eden' Premiere

(Continued from page 1)

as Warner Brothers unveils Elia Kazan's CinemaScope production of John Steinbeck's "East of Eden." Proceeds from the \$50-a-ticket opening will be donated to the Actors Studio.

Coverage of the premiere will be seen by a vast television audience. Martin Block, of "Make Believe Ballroom" fame, will be host on a special half-hour program on WPIX direct from the theatre, starting at 8:30 P.M. The after-theatre party, to be held at the Sheraton Astor Roof, will be covered by Steve Allen on his NBC "Tonight" telecast. Radio coverage of the event has been scheduled on the Tex and Jinx McCrary program.

Margaret Truman, Marilyn Monroe, Marlene Dietrich, Celeste Holm, Mrs. William Rhineland Stewart, Mrs. Alfred Gwynne Vanderbilt and several other prominent young women will serve as usherettes to greet the ticket holders at the theatre. Miss

ANTA Show

(Continued from page 1)

include Ruth Draper, Hermione Gingold, Billy DeWolfe and Julie Wolfson.

Meanwhile, Joseph Heidt, the CARE official who is setting up the joint CARE-ANTA theatre telecast benefit performance, reported initial sales of over \$30,000 within the past 10 days in 16 of the 38 cities. The remainder of the cities, Heidt explained, plan to begin the ticket sales this week.

Four-Wall Deals Made

In lining up television-equipped theatres in 38 cities across the nation, CARE made four-wall deals with the theatres, taking over each house and handling the sale of tickets through local committees for the evening of March 28, it was explained.

Heidt also disclosed the line-up of talent for the preliminary shows in various Eastern cities, designed to fill the time before the late curtain time of 10:30 (EDT) with entertainment. In Boston, the CARE official cartoonist Al Capp will be on hand at the Loew's State to act as master of ceremonies, with Boris Goldovsky arranging a special concert. In Washington, at the Loew's Capitol a concert will be rendered by William Warfield and the Howard University Choir, while in Philadelphia, the guest star will be Magda Gabor.

Reports Ticket Sales Good

Heidt stated that he does not expect the ticket sale rate to hit its peak until the final week before the show. He added, however, that it "looks very good" on the basis of initial sales. This is a run-down of ticket sales as reported by Heidt, with tickets ranging in price from \$4 to \$10.

Albany, N. Y., \$1,300; Buffalo, \$1,600; Boston, \$4,200; Cincinnati, \$3,100; Des Moines, \$1,600; Dallas, \$2,500; Hollywood, \$1,600; Jacksonville, Fla., \$1,300; Miami, \$2,100; Miami Beach, \$1,900; Phoenix, \$1,500; Philadelphia, \$1,900; San Francisco, \$2,900; Toledo, \$690 and Atlanta, \$1,500.

60-City Preview of 'Man Called Peter'

Twentieth Century-Fox has announced a program of national preview screenings of "A Man Called Peter" in CinemaScope for clergymen, lay members of churches and other important community opinion makers.

Screenings, to be held in 60 key cities between March 21 and 25, have been arranged in cooperation with the National Council of the Churches of Christ in the United States and its many denominational affiliates.

Designed to initiate important civic and religious support for the romantic drama opening during the Easter holiday season, the programs will be hosted by executives of the National Council of Churches and 11 film industry figures will tour the nation to speak at showings of the Samuel G. Engel production, the company said.

Monroe will also be one of the entertainers at the after-theatre party, which will have Abe Burrows as master of ceremonies, with several 'surprise' guests promised.

Mrs. Averell Harriman will be chairlady of the premiere.

People

C. Harry Schreiber, who resigned as manager of the RKO Palace in Columbus, O., will manage his parents' wholesale candy and tobacco business in Eastern Maryland. He has been succeeded by **Edward McGlone**, former manager of the RKO Palace in Cincinnati. **Edward Force**, former manager of the RKO Grand in Columbus, has been transferred to the RKO Brandeis in Omaha. **Robert Horton, Jr.**, who previously was assistant manager of the RKO Albee in Cincinnati, replaces Force in Columbus.

Doris Honea, formerly with Exhibitor Service in Atlanta, is now a secretary at Buena Vista there.

Eugene Pleshette, managing director of the Brooklyn Paramount Theatre, has been elected president of the Knights Before Christmas, a group of philanthropic businessmen, professional men and public officials who work among handicapped and underprivileged children.

Marjorie E. Lenox has been appointed director of the international division of Allen B. Du Mont Laboratories. She formerly was with Sylvania Electric Products, Inc.

Dimitri Tiomkin will go to Ireland in May in an effort to bring back the Pageant of St. Patrick, a highlight of the An Tostal Festival, for presentation at the Hollywood Bowl.

Jack Ralph, formerly with the Canadian Government's National Film Board, has become identified with a new company, the J. Arthur Rank Screen Advertising Service of Canada, Ltd., for the handling of theatre commercial short subjects and trailers.

RKO Theatres Now Has 85 Houses

At the end of 1954, RKO Theatres Corp. had 85 theatres, of which 81 were company-operated and four leased to others, according to the annual report to stockholders. Of the 85, 45 were owned in fee, nine were held under ground lease, 20 were leased and the company had a 50 per cent interest in companies which owned five theatres in fee and leased six more. In addition, RKO had a half-interest in two Canadian theatres owned in fee which were leased to others.

Under the terms of the consent decree, RKO still must dispose of a minority stock interest in one company by March, 1956. The company is in a position to acquire additional theatres, four-wall or drive-in, with the approval of the court.

RKO Theatres Net \$829,900

(Continued from page 1)

properties—\$104,200 in 1954 and \$2,245,800 the previous year—and consequent tax adjustments and, in 1954, an increase in the reserve for taxes and contingencies of \$1,000,000.

Operating income in 1954 amounted to \$32,614,800, against \$34,075,600 in 1953. It was pointed out that the operating income last year was due to the operation of fewer theatres, but that on a comparable basis, income was higher and expenses were lower.

Cost of improvements plus the installation of equipment for new media amounted to \$600,000 last year, while the same program cost approximately \$1,500,000 in 1953.

In regard to the company's working capital position, the report stated that "our position remains strong with a net working capital of \$8,143,000 against \$10,171,600 last year, in spite

of expenditures aggregating more than \$5,000,000 consisting of approximately \$3,500,000 for the acquisition of common stock, \$1,075,000 for the prepayment of debt and \$648,500 for the payment of a dividend."

It was explained that during the past year the board adopted resolutions approving the retirement of 583,977 shares of common stock, acquired by the corporation at an average cost of less than \$6.50. The proposal will be submitted to stockholders and, if they approve, steps will be taken to reduce the issued capital stock from 3,914,913 shares to 3,330,936, which includes 88,400 shares held by the corporation under its stock option plan. Thereupon, the shares so retired will have the status of authorized but unissued shares of common stock.

Stockholders will meet April 8.

Tax Bill

(Continued from page 1)

der such a burden, and "family patrons suffer under it."

The motion picture industry, commented Sen. Moritt, has always lent support to civic, charitable, community and patriotic projects. "It and its people are generous and kind, so why pick on them," he asked.

The reprieve from Senate action on the measure was granted by Moritt's parliamentary tactics. The measure was first passed by the Assembly on a short roll call and then the vote was reconsidered when the veteran senator and a friend of the industry learned of the nature of the legislation.

Will Meet with Mahoney

D. John Philips, executive director of the Metropolitan Motion Picture Theatres Association of New York, and Charles A. Smakwitz, Stanley Warner zone manager in Newark, N. J., scheduled meetings with Senate majority leader Walter J. Mahoney, Buffalo Republican, and Assembly speaker Oswald D. Heck, Schenectady Republican, to make a brief presentation of the industry's case in the hope of averting Senate adoption of the bill. Chances of this were not considered excellent, as there had been a bipartisan agreement among legislative leaders for enactment this week, it was reported.

Smakwitz, former SW zone manager here and a long-time friend of Moritt, credited the Brooklyn senator with "providing an opportunity for the industry to present its arguments against the bill."

Sen. Moritt pointed out that the measure was introduced on March 1 and was up for passage six days later in both houses, although not on the printed calendar of either. He, however, refused to predict the bill's ultimate fate.

Crafts' Earnings Unchanged in Jan.

HOLLYWOOD, March 8.—California Department of Industrial Relations monthly report shows the weekly earnings of crafts workers in studios remained virtually stationary in January. Average was \$129.81, compared with \$130.99 in December. Work weeks averaged 43.4 and 43.8, respectively.

Rank Empire

(Continued from page 1)

theatres and electrical industries, which has applied for a commercial television license in Melbourne. He also is joining in the current drive-in theatre development movement in Australia, Davis said.

He reported that the Rank release "Genevieve" promises to gross more in New Zealand than any other film exhibited there, including "Gone with the Wind." In the past, a good British film did £8,000 to £10,000 there, but the market now yields £20,000 to £25,000, Davis said.

He said Rank's overseas theatre interests now include 133 Australian theatres; 121 in New Zealand; 72 in Ceylon and 22 in Malaya, with the 10 now under construction there not included in the latter figure.

Davis said that while last year's British box office champion, the Rank-released "Doctor in the House," has played only about 20 engagements in America, Republic Pictures, which is distributing it there, is now talking about the film getting 6,000 to 7,000 contracts in the U. S.

He also disclosed that 20th Century-Fox is not renewing its lease on the Marble Arch Odeon here. The lease, which expires at the end of this month, is for one year with renewal options but 20th-Fox will not exercise the latter.

Now Expect 600 at Dallas Workshop

With 373 exhibitors in attendance at M-G-M's Ticket-Selling Workshop at Columbus, March 1, and 441 showmen on hand at Kansas City on March 3, estimated attendance at Dallas has grown to a possible 600 based on acceptances at hand at the Dallas branch office on the eve of the 11th meeting of the Workshop series at the Adolphus Hotel today. Invitations are issued only to working theatre men and the attendance figures announced by M-G-M do not include associated industry people who often occupy some of the rear seats to whet their curiosity. Total exhibitor attendance for the 10 Workshops held so far aggregates 2,958.

When small-town panelist Bob Walker, Uintah Theatre, Fruita, Col.,

National Pre-Selling

UA's "Summertime" Fashion Tie-Up With "Cosmopolitan"

UNITED ARTISTS has arranged with "Cosmopolitan" magazine for what promises to be an effective tie-up in the interests of the forthcoming UA release of "Summertime." The May issue of "Cosmopolitan" will have a section devoted to publicizing fashions inspired by clothes worn by Katharine Hepburn in "Summertime."

Eight fashion manufacturers are cooperating: Kay Windsor Frocks, Sporteens, Catalina Swim Suits, Ernest Donath, Sport-Kraft, White Stag Sports Wear and Helena Rubinstein. Each of these concerns is planning its own advertising space in the "Cosmopolitan" section and the magazine will devote eight pages of editorial matter to the subject.

Promotion kits have been sent to all the dealers of the eight fashion manufacturers. This is an opportunity to tie in with the local dealers for window and floor displays, fashion shows, and cooperative newspaper ads. Full details can be obtained from Lige Brien at United Artists headquarters, or from David Porter at "Cosmopolitan" magazine.

UI's "Chief Crazy Horse" is advertised in a two-page spread in the current issue of "Collier's." A considerable amount of space is devoted to the theatres that will play "Chief Crazy Horse" from March 15 through April.

"Life's" current issue devotes four pages to a personality story of James Dean, star of John Steinbeck's "East of Eden." This Warner production will have its world premiere here today at the Astor Theatre.

In the same issue is a striking color ad on UI's "Man Without a Star."

A full-color front-cover caricature by Kapralik of the stars of M-G-M's "Hit the Deck" will appear on the March 27 issue of "Pictorial Review."

A striking two-page ad on UI's "Chief Crazy Horse," and a color page ad on 20th Century-Fox's "A Man Called Peter" appear in the current issue of "Look."

A two-page spread in full color appearing in the March issue of "Seventeen" devotes considerable space to plug M-G-M's "Hit the Deck." Dresses worn by the stars of "Hit the Deck" inspired the new Junior Elegance Fashions. M-G-M's table of contents ad in the issue calls attention to the two-page spread.

WALTER HASS

recently told of a promotion stunt in which every woman patron of his theatre received an orchid, every guest at the Workshop received one of the orchids through the courtesy of Flowers of Hawaii, a Los Angeles firm, which airmailed the blossoms direct from the islands to the Workshop.

***The 269 smartest exhibitors
in the United States have
already set their bookings***

***for* ON THE
WATERFRONT**

Nominated for 12 Academy Awards

and

**THE CAINE
MUTINY**

Nominated for 7 Academy Awards

***...and more exhibitors are
getting smart every day
...the Columbia way !***

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 48

NEW YORK, U. S. A., THURSDAY, MARCH 10, 1955

TEN CENTS

House Group Okays 4-Year Statute Of Limitations On Trust Suits

Bill Provides Uniform Rule on Private Cases

By J. A. OTTEN

WASHINGTON, March 9. — A House Judiciary sub-committee today unanimously approved a bill providing a uniform four-year federal statute of limitations for private treble damage anti-trust suits.

This has been a hot issue in the film industry, with exhibitors urging a five or six year Federal time limit, and
(Continued on page 4)

UA to Launch Sales Conclaves March 18

United Artists' 1955 sales conventions will be launched in Los Angeles on March 18, it was announced by William J. Heineman, vice-president in charge of distribution.

The annual sessions, bringing together all division and district leaders as well as key personnel from each of United Artists' 32 branches in the United States and Canada, will be presided over jointly by Heineman,



Wm. Heineman

vice-president Max E. Youngstein and
(Continued on page 4)

Allied's EDC May Meet Next Week

WASHINGTON, March 9. — Allied States Association's Emergency Defense Committee is expected to meet here next week, according to general counsel Abram Myers. The Allied bill for the regulation of film rentals probably will not be introduced until some time after the meeting, Myers said.

Trustees of Old Fox Theatres Ask 1933 Order Void

Two trustees of the old Fox Theatres circuit yesterday filed a petition in New York Federal Court for a show-cause order why a 1933 Court of Appeals order disposing of certain properties and assets should not be declared void. The 1933 order was signed by the late Judge Martin Manton.

The petitioners are Kenneth Steinhardt and Leopold Porrino and their attorney, Robert Aronstein. The respondents are the Chase National Bank, Chase Security Corp., Daniel O. Hastings, General Theatre Corp., General Precision Equipment Corp.,
(Continued on page 4)

Premiere and Party On B'way for 'Eden'

In one of the most elaborate and impressive openings in recent Broadway history, Warner Brothers last night conducted at the Astor Theatre here the world premiere of Elia Kazan's CinemaScope production of the John Steinbeck novel, "East of Eden."

The formal opening, which included
(Continued on page 3)

Leaders to Participate

LAUNCH EFFORT TO BOOST ATTENDANCE

Over 70 Representatives of All Branches Of Industry Respond to COMPO Call Today

Reflecting the concern being felt over a lack of expansion of the motion picture audience in recent months, one of the most representative gatherings of industry leaders to be convened for some time will discuss corrective measures at a meeting sponsored by the Council of Motion Picture Organizations at the Sheraton-Astor Hotel here this morning.

Okla. Urges Reel To Combat Zenith Toll TV Film

Special to THE DAILY

OKLAHOMA CITY, March 9. — Theatre Owners of Oklahoma is urging that a 16mm film be made for showing before service clubs to combat the Zenith prepared reel now being shown in an effort to obtain public support for Phonevision.

The TOO directors voted at its monthly membership meeting to write the joint TOA-Allied toll TV committee and encourage this national group to make such a film for field distribution.

This move was made following a
(Continued on page 4)

N. Cal. Theatres and Janitors Union Sign

Special to THE DAILY

SAN FRANCISCO, March 9. — Agreement on a new three-year labor contract has been reached by 400 Northern California theatres and the A. F. of L. Janitors Union. The nine provisions in the new pact include an increase of 50 cents a day as of Feb.
(Continued on page 4)

More than 70 representatives of exhibition, distribution and production, including heads of film companies and presidents of the biggest theatre circuits, have advised COMPO they will attend.

Al Lichtman, one of COMPO's three co-chairmen, will preside, flanked by Wilbur Snaper, representing Allied States on the COMPO governing committee, and Pat McGee of Denver, alternate for Sam Pinanski on the governing committee as Theatre Owners of America's representative. Pinanski is in Florida convalescing from an illness.

The meeting will concentrate upon means of increasing theatre attendance which, some industry observers believe, is slightly over 46,000,000 weekly at this time.

The meeting will be opened with a talk by Robert W. Coyne, COMPO special counsel, who will outline the background of the session and the topics to be discussed.

While everybody is expected to
(Continued on page 5)

Senate Delays NY Tax Vote

Special to THE DAILY

ALBANY, N. Y., March 9. — Exhibitor forces have been given additional time in which to present arguments against the Assembly Rules Committee bill validating the collection of "major fractions" by New York City, Binghamton and Elmira on the five per cent amusement tax. The New York State Senate has delayed action on the bill until next week.

It is expected that the Upper House will consider the measure, which was passed unanimously by the Assembly, on Monday night.

D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, and Charles A.
(Continued on page 4)

Rackmil Reports on Company Progress at Annual Meet

Universal Studying TV Market

By MURRAY HOROWITZ

Universal Pictures, along with other major Hollywood studios, is currently studying the TV market with the view of possibly making films for television, Milton R. Rackmil, Universal president, informed stockholders here yesterday.

Other highlights of the annual meeting, which reflected the company's 11 directors, were:

■ A forecast that Universal earnings for the first quarter of 1955 will

be slightly higher than the comparable period the previous year.

■ The disclosure that Rackmil again is considering the possible merger between Universal and Decca Records, which is the parent company of the picture company.

■ The announcement that Universal is considering opening an exchange in Houston.

Rackmil, who presided at the meeting, said that Universal "is not even considering" the sale of its old films

to TV at this time, in response to a question from a stockholder. He prefaced the statement by pointing out that "the climate" is not "propitious" for contemplating such a move at the present time.

The Universal president, in making his comments, drew a sharp distinction between making films for television and selling old films to TV, stressing his belief that Universal at this time
(Continued on page 5)

Personal Mention

FRED E. DAFF, Universal Pictures executive vice-president, will leave New York today for the Coast.

JEAN THEVENOT, director of Pathe Theatres in Paris, and **LUCIEN NACHBAUR**, manager of the Pathe circuit, will arrive in New York from France today aboard the "Liberte."

SIDNEY KRAMER, RKO Pathe general sales manager, and **ALAN HARTMAN**, his assistant, will leave New York today for Toronto.

JOE RIVKIN, executive assistant to **HAROLD MIRISH**, Allied Artists vice-president, has left Hollywood for a tour of company exchanges.

ROBERT DOWLING, president of City Investing Corp., will return to New York tomorrow from London via B.O.A.C.

TOM LAW, equipment manager for the J. Arthur Rank Organization, will return to London from New York today via B.O.A.C. "Monarch."

JOSEPH RUTTENBERG, M-G-M cameraman, sailed from New York for Europe yesterday on the "United States."

HOWARD STRICKLING, M-G-M studio publicity head, is scheduled to arrive here on Monday from Hollywood.

EDWARD MANNIX, M-G-M studio executive, will arrive in New York Monday from the Coast.

DEAN MARTIN and **JERRY LEWIS** will arrive here tomorrow from the Coast.

MIKE SIMONS, M-G-M customer relations head, will return to New York today from Dallas.

ROSALIND RUSSELL arrived here yesterday from Hollywood.

HOPE EMERSON has arrived in New York from Hollywood.

Three Wolfe Novels To Gregory, Goldman

HOLLYWOOD, March 9.—Paul Gregory today announced that he and William P. Goldman have purchased the stage and screen rights to three Thomas Wolfe properties: "Of Time and the River," "The Web and the Rock" and "You Can't Go Home Again." No release arrangements have been made.

The price for the three novels is reported at over \$300,000. Gordon Youngman, Beverly Hills attorney, represented Gregory-Goldman, while Edward Asvall and the law firm of Ernst, Cane and Benner represented the Wolfe Estate in the negotiations.

"Time and the River" filming will follow summer shooting of "The Naked and the Dead," and is slated for Broadway dramatization.

Roxy Theatre to Mark 28th Birthday By Honoring 'Little People' in Theatres

The management of the Roxy Theatre here will celebrate the Broadway showcase's 28th anniversary on Tuesday by honoring the "little people" behind the scenes of the motion picture theatres with a "busman's holiday" celebration, it was announced yesterday by William J. Moclair, managing director of the Roxy.

Ushers, doormen, cashiers, projectionists, stage hands, electricians and porters at all of New York City's theatres have been extended an invitation to join in the celebration. Passes which have been issued to them will be honored by the Roxy any time on Tuesday so the recipients may take advantage of their time off, Moclair said.

A huge birthday cake will be cut in the Roxy's rotunda where a scroll will be on display for the guests to sign. The Roxy's neighbors have planned window displays to mark the anniversary.

Ed Grainger Sets 6-Film Schedule

HOLLYWOOD, March 9.—A total of six grade "A" films budgeted at over \$12,000,000 will be produced by Edmund Grainger Productions, Inc., in 1956 it was announced here today. The independent producer will produce a total of three films budgeted at over \$6,000,000 in 1955, he said. Two of the films are for distribution by RKO and discussions between RKO and Edmund Grainger are now going on for release of the third.

The decision to increase his production schedule for next year came about, Grainger declared, because of tremendous interest and demand on the part of exhibitors in U. S. and abroad for top product. "This really is era of the independent producer," Grainger said, "and it is a healthy situation for everybody in Hollywood."

'Pancho Villa' First

First Edmund Grainger production to go before the cameras will be "The Treasure of Pancho Villa," to be filmed in Superscope and color starting April 11 in Mexico City's Churubusco Studios. "Great Day in the Morning," novel by Robert Hardy Andrews, will be Grainger's second production with filming slated to begin June 15 in Superscope and color. Third of Grainger's big films for 1955 will be "Oh, Promised Land," the James Street best-seller.

Long Runs Force Pitts. Re-Shuffling

PITTSBURGH, March 9.—The extended run of "Battle Cry" which looks like four weeks at the Stanley, plus the anticipated lengthy runs of "Country Girl" and "East of Eden" in the same house, has forced "Unchained" from the Stanley booking chart. The Elroy Hirsch starrer instead goes tomorrow into 15 neighborhood houses first-run.

AB-PT Dividends

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors have declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable April 20, 1955, to holders of record on March 25, 1955.

Conn. Exhibitors File Trust Action

HARTFORD, March 9.—Alleging violation of the Sherman and Clayton anti-trust laws, Baruch S. LeWitt and Margaret L. Glackin, owners of the Arch St. Theatre, New Britain, Conn., have brought suit for \$1,000,000 against eight of the leading film distributors.

In an action brought by the law firms of George S. Ryan and W. Bradley Ryan of Boston, and Divine & Millimet, of Manchester, N. H., papers were served on the following defendants at their New York offices: Warner Bros. Pictures Distributing Corp., Paramount Film Distributing Corp., Loew's, Inc., 20th Century-Fox Film Corp., RKO-Radio Pictures, Inc., United Artists Corp., Universal Film Exchanges, Inc., and Columbia Pictures Corp.

Charge Loss of Good Will

The plaintiffs seek trial by jury and \$750,000 for alleged damages through alleged restraint of trade and alleged violation of Federal laws. An additional \$250,000 is asked for the alleged good will and public patronage loss.

The suit is returnable in New Hampshire Federal Court.

Others implicated in the alleged conspiracy are Warner Bros. Circuit Management Corp., the Connecticut Theatrical Corp., and Peter Perakos of New Britain, operator of the Palace Theatre in that city. These, however, have not been named as defendants. Operating solely within Connecticut, they are outside the jurisdiction of the New Hampshire Federal Court.

London Film Critics Pick 'Animal Farm'

Louis de Rochemont's "Animal Farm," Technicolor animated cartoon feature based on George Orwell's fable, has received the "Best Film" rating from the London film critics, it was announced here. The film, produced for Louis de Rochemont by Halas and Batchelor, received the same number of votes (31) as "Carmen Jones." However, "by a show of hands they selected 'Animal Farm' as their first choice."

"Animal Farm," which recently concluded an eight-week world-premiere run at the Paris Theatre in New York, is scheduled for national release in the United States late in March.

UK Producers Move To Televising Films Direct to Theatres

By PETER BURNUP

LONDON, March 9.—Additional information concerning the proposal of the British Film Producers Assn. to obtain licenses for the televising of films to theatres here on an experimental basis has been requested by the Government's Television Advisory Committee following the holding of a joint meeting.

BFPA's technical advisers now are studying the matter further before the association again asks the committee to recommend to the government that the licenses be granted.

'Experimented' Nature Stressed

BFPA's director-general, Sir Henry French, emphasizes the experimental nature of the Association's suggestion. It derives, he says, from a memorandum prepared in behalf of the whole trade here in April, 1954, and which discussed the possibility of piping films to theatres from a central point, instead of having to circulate individual prints.

"The idea," adds Sir Henry, "is to set up a small pilot scheme in a selected area for supplying cinema screens with TV items to be included in their normal programs. We want to test it out to see whether it is technically practicable and what the audience reaction will be."

He does not think that the experiment will be "something terrific" from a financial point of view at the moment, but it would be money well spent to give producers the answers to questions which are in their minds. "It would obviously be a very important milestone in the long road we have been travelling for seven years on this subject."

Wave-Lengths 'No Obstacle'

The question of separate wave-lengths which dominated the issue at the outset had undergone a great change. "We are not now met with that point as being a stumbling-block. It is no longer a big obstacle," Sir Henry said.

The producers have taken unilateral action in the matter without consulting exhibitor or distributor interests.

"We could hardly expect the KRS—and in particular its American members—to take the lead," Sir Henry claimed. "They distribute something already in existence. The producers feel it is their job to explore the possibility of using TV as a means of transmission." But if the Government agrees to the experiment immediate discussions will be initiated with CEA and KRS.

Shea Kin Dies

BUFFALO, March 9.—Aviation machinist's mate first class Michael Shea Giffoniello, 21, of Buffalo, who died last Saturday in the Naval Air Station hospital in Jacksonville, after he was struck by an aircraft tractor at nearby Cecil Field, was the grandson of the late Michael Shea, Buffalo's famous showman who died in 1934. The seaman's mother, Mary, was Shea's only child.

'East of Eden'

(Continued from page 1)

a private after-theatre supper and entertainment at the Sheraton Astor Roof, was held for the benefit of Actors Studio, non-profit organization for the advancement of the dramatic arts. The event was covered by both radio and television networks.

Jack L. Warner, executive producer, flew in from the coast especially to be present at the premiere. Kazan, producer-director of the film, and Steinbeck, author of the novel on which the picture is based, joined members of the cast at the opening. Raymond Massey, who co-stars in the film with Julie Harris and James Dean, and Richard Davalos and Jo Van Fleet, who play leading featured roles, were among the first-nighters.

Marilyn Monroe Sings

Immediately following the premiere, \$50 ticket purchasers went to the Sheraton-Astor Roof where the private after-theatre supper and "stars-in-person" entertainment began about midnight. Abe Burrows, acting as master of ceremonies, introduced Marilyn Monroe, who sang "Diamonds Are a Girl's Best Friend," accompanied on the piano by Jule Styne, composer of the song.

Steve Allen's "Tonight" program, on WRCA-TV, was telecast directly from the Sheraton-Astor Roof and Tex and Jinx McCrary broadcast their regular WRCA radio show from the party.

Martin, Starr Warn Georgians of Toll TV

Special to THE DAILY

ATLANTA, March 9.—Warnings that the adoption of toll TV would work a hardship both on the exhibitor and on the owners of television sets now in use were voiced here by E. D. Martin, president of Theatre Owners of America, and Alfred Starr, former president of the TOA.

Speaking at the annual meeting of Motion Picture Theatre Owners of Georgia, Martin and Starr took the position that should subscription television be authorized and adopted, low-income families would have only inferior entertainment, since a few large syndicates would acquire the best TV programs for use on the pay-as-you-watch medium.

Such a situation, they added, would violate the spirit and intent of the Communications Act of 1934, which provided for broadcasting in the public interest.

Over 100 exhibitors attended the meeting, which was held at the Atlanta Variety Club.

Skouras Gets 'Peter' Award From Council

Spyros P. Skouras, president of 20th Century-Fox, was presented with an award for "A Man Called Peter" by Dr. Daniel A. Poling of the "Christian Herald" and the Protestant Motion Picture Council which has selected the film as "The Picture of the Month" for April.

The text of the plaque presented reads: "Christian Herald in association with the Protestant Motion Picture Council presents its April 1955 Picture of the Month Award to 20th Century-Fox Film Corporation for its production of 'A Man Called Peter'."

Drive-In Convention Today

Hundreds at Testimonial For Ezell Golden Jubilee

Special to THE DAILY

DALLAS, March 9.—More than 550 persons representing all branches of the industry, as well as business and civic leaders of this area, turned out to honor Claude C. Ezell, head of the Ezell & Associates drive-in circuit in Texas, and honorary president of the Texas Drive-In Theatre Owners Assn., on the occasion of his golden jubilee anniversary in show business at a testimonial dinner in the Baker Hotel here tonight.



Claude Ezell

A double dais of 38 distinguished guests heard tributes paid to the veteran showmen by such speakers as Ned E. Depinet, former president of RKO Pictures and former head of the industry's Council of Motion Picture Organizations; Robert J. O'Donnell, managing head of Interstate Circuit; William C. Gehring, general sales manager of 20th Century-Fox, who represented Spyros P. Skouras, 20th-Fox president, who was unable to be present; John Rowley, president of Rowley United Theatres; Judge William McCraw of Dallas, and

George Hoover, international chief barker of Variety Clubs.

George Murphy of Metro-Goldwyn-Mayer Studios was toastmaster. Jack Swiger of Phil Isley Theatres, was dinner committee chairman.

Ezell was presented with diamond cuff links set with Texas uranium, and a 12-piece desk set of solid gold.

The dinner was attended by many exhibitors drawn to Dallas by a convention yesterday and today of Texas Allied; tomorrow and Friday of the Texas Drive-In Theatre Owners Assn., and today's M-G-M Ticket-Selling Workshop.

Farr, Gehring to Speak

The drive-in convention will open tomorrow morning. Jack Farr, president of the drive-in association, will make the address of welcome. Gehring will deliver the keynote address. Other speakers will include George Heller of the Drive-In Theatre Mfg. Co., Kansas City, who will talk about wide screens; Dr. Frank M. Tiller of Lamar Tech, who will discuss new research developments on drive-ins; Carl D. Levy, whose subject is sub-

40,000 to Attend Annual Convention Of IRE, March 21

Some 40,000 engineers and scientists from throughout the world are expected to attend the 43rd annual convention of the Institute of Radio Engineers which will be held here March 21-24 at the Waldorf Astoria Hotel, the Belmont Plaza Hotel and the Kingsbridge Armory.

The 1955 conclave and engineering show will have 704 exhibits and will highlight 55 technical sessions and symposiums, among them being stereophonic and high fidelity sound, color television and electronics.

During the convention, five leading engineers will be honored by the IRE at the organization's annual banquet on March 23 at the Waldorf-Astoria. Receiving awards are: Harald T. Friis of Bell Telephone Laboratories, Arthur V. Loughren of Hazeltine Corp., Bernard Salzberg of the Naval Research Laboratory, Harold B. Law of RCA Laboratories Division, and Blanchard D. Smith, Jr., of Melpar, Inc.

scription television; August Schmitt and William Price, concessions, and Herbert Barnett of International Projector Corp. on "Technical Advancements in Projection and Sound for Drive-In Theatres."

On Friday there will be film clinics, one conducted for small town drive-in owners by J. B. Beeson, and one for large towns by Ed Green. The convention will close with an open forum, followed by a banquet Friday evening.

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UA Meetings

(Continued from page 1)

general sales manager B. G. Kranze. Francis M. Winikus, national director of advertising, publicity and exploitation



Max Youngstein

participate in the meetings detailing the selling program for the coming year. The three-day Los Angeles conclave in the Ambassador Hotel will be followed by a similar series of conferences at the Blackstone Hotel in Chicago, beginning April 1. Western division manager James R. Velde will head the district and branch personnel attending the Los Angeles gathering. Eastern and Southern division manager Milton E. Cohen will lead the regional and local sales officials in Chicago.

Okla. Urges

(Continued from page 1)

special screening of the Zenith film on subscription television. Ed Thorne, president, obtained the reel for the meeting.

TOO's idea is to use the proposed film before luncheon groups, service and civic clubs. The directors want to reach the same audiences as are being reached by the Zenith film.

The directors voted all-out support to the joint TOA-Allied toll TV committee.

Old Fox Trustees

(Continued from page 1)

Skouras Theatres, Harvey B. Newman and others. They will be required to show cause why the 1933 petition should not be declared void on May 6 before Federal Judge C. Knox.

The two trustees want an accounting of the properties, their return or re-assignment to the petitioners or a satisfactory cash settlement.

L. Schwartz Elected Century Circuit Head

Leslie R. Schwartz has been elected president of Century Circuit, Inc., succeeding Fred J. Schwartz, who is now president of Distributors Corp. of America.

Other new appointments by the board include: Samuel Goodman as first vice-president; Andrew A. Nelson, second vice-president; Martin H. Newman, treasurer; Henry C. Miner, Jr., chairman of the board, and Frank Milton to fill the board vacancy left by the recent death of David Schlein.

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Statute of Limitations

(Continued from page 1)

distributors urging a two- or three-year statute. At present, private suits are governed by state time limits, which vary from one to 20 years. Two years ago, a judiciary sub-committee recommended a five-year federal statute, but this died in the full committee.

Even as the judiciary sub-committee acted, it was authoritatively learned that a special anti-trust study committee set up by the Attorney General has decided in favor of the four-year Federal statute. The report of this committee, not yet made public, declares that the present varying state statutes "encourage forum shopping," it was learned. This is a practice under which a plaintiff shops around for a state where the statute of limitations is long enough to permit his suit.

The study committee, according to authoritative reports, also has made these recommendations:

¶ That Federal judges be given discretion to award less than treble damages in private anti-trust suits. At present, treble damages are mandatory whenever a defendant is found guilty. Distributors urged such legislation in previous congresses, but exhibitor spokesmen opposed it.

¶ That the Justice Department make periodic surveys to check on whether anti-trust decrees have been effective in restoring competition.

¶ That the Justice Department be given power to subpoena corporate records in the investigating stages of government anti-trust proceedings.

¶ That the present maximum anti-trust fund be increased from \$5,000 to \$10,000. The full House Judiciary Committee has already approved a proposal to increase the maximum fine to \$50,000.

The study committee consists of 60 lawyers, economists, government officials and others. Its report is expected to be made public late this month.

The Judiciary sub-committee tacked the uniform four-year statute provision on as an

amendment to another bill giving the government the power to sue for actual damages. The anti-trust division had asked that the uniform statute provision be kept separate, lest it endanger the provision giving the government the power to sue, and committee chairman Celler (D., N. Y.) had earlier said the two would be kept separate and that hearings would be held later on the uniform statute provision.

Today, however, the sub-committee unanimously voted to add the provision to the other bill. Moreover, Celler said he thought the measure would be approved by the full committee next Tuesday. He declared that whereas exhibitors and distributors had fought over this in the past, "they seem to have calmed down about it now."

Celler also said he did not foresee any action by the committee any time soon on legislation to give federal judges discretion to award less than treble damages. "The motion picture people were the ones who were for it originally," he said, "and they have discarded it. We have no request for such legislation at present."

Called 'National Average'

Sub-committee members said the four-year time limit was chosen because "that appears to be the national average."

Under the sub-committee bill, the new time limit would go into effect six months after the bill becomes law. It would not be retroactive. The bill would change the present law's provision on the effect a government anti-trust suit has in extending the time limit for private suits. At present, the statute of limitations is "tolled" or "extended" while a government anti-trust suit is pending.

Under the sub-committee bill, if the four year time limit had expired while a government suit was pending, private parties would have one year after the end of the government suit in which to bring their treble damage suits.

Exhibitors to Oppose Extension of DST

New York City exhibitors will formally register opposition to Mayor Robert Wagner's proposal to extend daylight saving time through October at a meeting of the City Council at 1 p.m. today at City Hall.

Morton Sunshine, who will represent the Independent Theatre Owners Association at the meeting, said that he will register opposition to the proposal as the contemplated action would be "detrimental to theatres." It is understood that a group of legitimate theatre owners will also oppose the daylight saving time extension.

Dudley Forms New Overseas Agency

Carl W. Dudley has announced the formation of Oceanic Pictures Corp., Inc., to handle negotiations for the Western Hemisphere distribution of all future product of the Dudley Corp.'s overseas film units.

The company has Carl Dudley as president and H. Bruce Newbery as executive vice-president.

Announce Changes In Harris Circuit

PITTSBURGH, March 9.—The Harris Amusement Co. announces several managerial changes with Robert Taylor taking over the deluxe J. P. Harris downtown, thus permitting Bill Zeilor to concentrate on the Penn which the Harris chain now operates for George Skouras. Other changes send Tony Coutsonbis to the Denis in Mt. Lebanon; John Harris to the Perry and Mort Henderson to the Liberty. Zeilor will continue to supervise the Harris in addition to the Penn duties.

Vermont to Vote on Sunday P.M. Films

MONTPELIER, Vt., March 9.—Residents of the state of Vermont must decide whether they want to see motion pictures on Sunday afternoons.

The Vermont State Legislature has approved, after two days of extended debate and two roll call votes, a proposal to have voters decide at a referendum whether theatres should open at 2 p.m. on Sunday, instead of only at 6 p.m., as at present.

N.Y. Tax Vote

(Continued from page 1)

Smakwitz, Stanley Warner zone manager and former zone manager here, reported a "sympathetic hearing" by a number of legislators with whom they have conferred. The exhibitor representatives spoke with Assembly Majority Leader Walter J. Mahoney of Buffalo, it was reported.

Whether voting support has been obtained is a question which should be answered next week, according to Phillips and Smakwitz, who said that they will continue vigorous opposition to the bill.

Industry Hopes for Defeat

Victor Condello, assistant corporation counsel representing New York City, in legislative matters, is pictured as believing that the controversial proposal will be approved by the Senate. It is understood that Condello is not alone in this expectation, although theatre interests think and/or hope otherwise.

It is conceded here that without the intervention early this week of Senator Fred G. Moritt of Brooklyn, the bill would have passed and would have gone to the Capitol for Governor Averell Harriman's signature for favorable action on behalf of the City of New York and the Conference of Mayors.

North Cal. Theatres

(Continued from page 1)

15, 1955, with the same rate of increase next year. At the opening of the third year there will be a review of the wage and welfare situation. Employer contributions to the health and welfare funds have been increased by 98 cents a month, also retroactive to Feb. 15.

Ben Levin was chairman of the exhibitors negotiating committee.

Colosseum to Enter Cleveland Action

MILWAUKEE, March 9.—The Colosseum of Motion Picture Salesman has instructed its general counsel, David Bartell, to file a brief in the U. S. Supreme Court as an interested party in the case of Moreland vs. Regent Theatre of Cleveland.

Bartell stated that if permission to file is granted, the brief will be confined to the Colosseum's position that the activities of a buying and booking combine are subject to monopoly charges.

Ban House Filming

WASHINGTON, March 9.—As expected, the House rules committee voted to kill proposals to permit newsreel and television cameras to take pictures of House committee sessions. This leaves in effect a ruling of speaker Rayburn (D., Tex.) banning filming of committee meetings. The Senate has voted to permit such activities.

London 'Legs' Premiere

"Daddy Long Legs," 20th Century-Fox CinemaScope musical production starring Fred Astaire and Leslie Caron, will have a charity world premiere on June 6 in London, at the Carlton Theatre, before an audience of royalty, government officials, and leading figures from all walks of British life, 20th announced.

Compo Meet

(Continued from page 1)

participate in the general discussion, the broad outlines of the attendance problem are expected to be given in views to be expressed by Barney Balaban, president of Paramount Pictures; Joseph R. Vogel, president of Loew's Theatres; Leonard Goldenson, president of American Broadcasting-Paramount Theatres, Inc.; Sol Schwartz, president of RKO Theatres; Arthur Krim, president of United Artists; Frank H. Ricketson, Jr., of Fox Inter-Mountain Theatres; Col. H. A. Cole of Texas Allied, co-chairman of the COMPO national tax repeal committee; Harry Brandt, president of the Independent Theatre Owners Association, and Emanuel Frisch, president of Metropolitan Motion Picture Theatre Association.

Keynote in Booklet

The keynote of the meeting is given in a booklet prepared by COMPO for those attending the session under the heading "The Challenge That Calls For An Answer." The booklet says:

"Overshadowing in importance all other troubles that beset the motion picture business, the catastrophic drop in theatre attendance continues to be the industry's No. 1 problem.

"The increase in revenue which film companies and some theatres experienced following tax relief, the development of new projection techniques and the production of a succession of unusually fine pictures led many of us to believe that our business at long last was headed back toward its former proud position. But as the months passed without any material improvement in theatre attendance the conviction has grown that the very foundations of our industry are in peril and that heroic measures must be taken without further delay if this industry is to survive.

Decline Outlined

"It is to focus attention on this problem that this memorandum has been prepared. In the following pages an attempt will be made to show the extent of the decline in attendance and a list will be given of measures that have been suggested for improving attendance.

"It is hoped that mention of these suggestions will inspire other recommendations. Certainly no one measure will cure the condition the industry is now in. Many-sided and complex, the problem calls for as many remedial activities as the intellectual resources of this industry can muster."

Several Remedies Suggested

Among subjects to be discussed are the nation-wide audience poll planned for next autumn by COMPO; a survey to determine how best to improve the industry's current marketing methods, with special attention being paid to advertising media, theatre programming, admission prices, promotion of teen-age audiences and the physical condition of theatres; a series of shorts introducing new talent to the public; contests to discover new talent; special admission prices for teen-agers; special screenings of big pictures for community opinion-makers; an industry television show; a traveling motion picture festival similar to those held in foreign countries, and further efforts to improve

Universal Studying the TV Market

(Continued from page 1)

should not take the latter step at this time. He made no definitive commitment on whether Universal in 1955 will make TV films, in response to another stockholder's question.

In regard to earnings, Rackmil, forecasting that first quarter earnings will be slightly higher in 1955 than in the 1954 period, despite a slightly higher gross in the 1954 period. He added, however, that he expects second quarter earnings of the company this year will not be as good as the 1954 second quarter. He explained that in the 1954 second quarter earnings, film rentals on the big grosser "The Glenn Miller Story" were reflected then.

"I don't think that we'll make more money" in 1955 as compared to 1954, Rackmil went on, in response to a question. He pointed out that the company has been growing in earning power over the past several years and expressed the hope that Universal would earn as much in 1955 as it did in 1954, when net earnings were \$3,797,688.

Answers Dividend Query

Answering many stockholder questions regarding dividend prospects, Rackmil expressed his opinion that he saw no reason why dividend payments should be less this year than in 1954. Responding to suggestions that the dividends be increased, Rackmil pointed to the many factors weighing decisions on dividends such as the cash requirements of the company and the new quarterly tax rate on corporations. He added that the company may have to do some short term borrowing shortly as another indication of the cash problems faced by management.

Asked if the cost of pictures had increased, Rackmil said that Universal has been able to keep its increase per picture down, saying on the average Universal spends from \$10,000 to \$15,000 more per picture currently than it did a year ago. All costs have gone up, the Universal president added. The top amount spent by Universal on

the industry's press relations. Other subjects are expected to be suggested by those present.

Those who have signified their intention of attending the meeting are the following:

Balaban, Al Schwalberg, Paul Rabinow, Jerome Pickman, Paramount Pictures Corp.; Leonard Goldenson, American Broadcasting-Paramount Theatres, Inc.; Joseph R. Vogel, Charles M. Reagan, Eugene Picker, Ernest Emerling, Loew's; Charles Einfeld, Rodney Bush, William Gehring, 20th Century-Fox Film Corp.; Oscar A. Doob, M-G-M Pictures; Walter Branson, RKO Pictures; Sol A. Schwartz, Harry Mandel, RKO Theatres; Sam Rosen, Harry Goldberg, Stanley Warner Management Corp.; Ben Kalmenson, Charles Steinberg, Gil Golden, Warner Bros. Pictures, Inc.

Many from Out of Town

Also, Arthur Krim, Bernard Kranze, United Artists Corp.; John O'Connor, Ray Moon, Charles Simonelli, Universal Pictures; Abe Montague, Columbia Pictures Corp.; Maurice Goldstein, Allied Artists; Philip F. Harling, Fabian Theatres Corp.; Morton Sunshine, I.T.O.A.; D. J. Phillips, M.M.P.T.A.; Charles

Houston Exhibitor Maps 'U' Program

Houston exhibitor Jack Farr of Texas, owner of two shares of Universal common, called for a six-point program to be adopted by the company in a letter read at yesterday's stockholders meeting here yesterday.

The program called upon the company to make 50 pictures in 1955, to guarantee a 10 per cent net profit to exhibitors on pictures played, to key the payment of executive salaries above \$25,000 to the number of pictures the company produced, to promote a roundtable conference with exhibitors, with groups of theatre-owners brought to New York at the company's expense. It also called for the opening of an exchange in Houston and the appointment of F. J. A. McCarthy, Southern and Canadian division manager to the board.

President Milton R. Rackmil characterized the suggestions, in the main, as "idiotic."

a picture was \$2,500,000, Rackmil informed stockholders, denying a report that Universal has ever budgeted any picture for \$4,500,000. Rackmil added that as long as he is president the company will never go in for such high-budgeted pictures.

Realart Deal Discussed

Universal is currently realizing about \$300,000 yearly from its deal with Realart, under which Realart leased Universal pictures made between 1933 and 1945. This was disclosed by vice-president and general counsel Adolph Schimel, who said the earnings for these reissues have diminished over the years. He pointed out, however, that Universal received \$6,900,000 over the past seven years from the leasing of its old pictures for reissue by Realart. The contract

Schlaifer, Charles Schlaifer & Co., Inc.; Mrs. Alice N. Gorham, United Detroit Theatres Corp.; Ralph W. Russell, Palace Theatre, Canton, O.; Paul Levi, American Theatres, Boston; Paul H. Lyday, Ricketson, Fox Inter-Mountain, Denver; Kenneth Clark, Motion Picture Association of America; Edward Arthur, Harry Arthur, Southern California Theatre Owners Association; Pat McGee, Denver; Cole; Abe Berenson, Gretna, La.; E. D. Martin; Morton Thalheimer, Jr., Richmond, Va.; Ted Schlanger, Stanley Warner, Philadelphia; Walter Reade, Jr., Leon Back, Baltimore; Edward W. Lider, Boston, and Arthur L. Mayer.

All Sections Represented

Also: J. J. O'Leary, Frank Walker, Comerford Circuit, Scranton, Pa.; Sol Strausberg, Interboro Circuit; Russell Downing; Emanuel Frisch, Samuel Rinzler, Randforce; Martin Mullin, Harry Browning, Bob Sternberg, Chester Stoddard, New England Theatres, Boston; Spyros Skouras, Jr.; Sam Goodman, representing Leslie Schwartz of Century Theatres; Coyne, Charles E. McCarthy, COMPO information director, Harold Saxe and Stanley Prenosil, of COMPO.

with Realart, Schimel added, expires in June, 1957.

Asked how he thought the new Todd-AO process would affect Universal operations, Rackmil responded that "we don't get concerned with systems." "You don't sell systems," he declared, "you sell entertainment," pointing to the high grosses experienced by such films as "From Here to Eternity" and "On the Waterfront," made in the conventional way. Whenever a new system is right for the picture, he added, "we'll adopt it."

Other highlights of the meeting were:

¶ An expression of assurance by Schimel that industry round-table conferences have been held in the past and will be held in the future.

¶ The number of warrants to purchase Universal common stock currently outstanding is just under 49,000 and that 102,000 warrants were exercised within the past year.

¶ Universal is not interested in any co-production deals, according to Rackmil, as a matter of policy.

¶ Rackmil's announcement that he and his associates over the past few years have purchased 600,000 shares of Decca stock to "ward off" groups seeking to "milk" the company.

¶ The board will take under advisement a stockholders suggestion of Decca again offering a stock exchange to Universal stockholders.

¶ Objections by some stockholders that directors do not hold sufficient stock in the corporation.

The largest stockholder representation in the history of Universal was at the meeting, with 961,762 shares being voted.

Rackmil Reelected Universal President

Milton R. Rackmil was reelected president of Universal Pictures and N. J. Blumberg, chairman of the board, here yesterday at a board of directors meeting following the annual stockholders meeting.

Others reelected were: Alfred E. Daff, executive vice-president; Adolph Schimel, vice-president, general counsel and secretary; Eugene F. Walsh, vice-president, treasurer and assistant secretary; Charles J. Feldman, David A. Lipton, Edward Muhl, John J. O'Connor, vice-presidents; R. M. Miles, controller and assistant treasurer; George Douglas and Charles H. Stineford, assistant treasurers and Morris Davis and Anthony Petti, assistant secretaries.

Dividend Declared

The board also declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on March 30, to stockholders of record at the close of business on March 21, 1955.

An Art Theatre Winner

Diary of a Country Priest

"ONE OF 10 BEST"
—Nat. Board of Rev.

GRAND PRIZE
France, England, Italy
A Brandon Release

For Bookings: **UNION FILMS INC.**
1501 Broadway, N. Y. BR 9-5793

D. of J. Anti-Trust Division Alert for Network Violations

From THE DAILY Bureau

WASHINGTON, March 9.—The Justice Department's anti-trust division promised Congress that "it has been on the alert" for information indicating that any television network is engaged in anti-trust law violations.

The statement was contained in a letter from Deputy Attorney General William P. Rogers to the Senate Commerce Committee, commenting on two staff reports released earlier dealing with television networks.

Commerce Committee chairman Magnuson (D., Wash.) said he was still waiting for comments from the Federal Communications Commission on the staff reports, and that these comments are due March 18. He added the Commerce Committee would hold hearings soon after that, with the FCC as the first witnesses.

'Public Interest' Paramount

Rogers' letter declared the department believes that "in a free society access to a medium of communication as influential as television must be limited only by the public interest and the inherent nature of the phenomena that make broadcasting possible. It is also essential that those granted access to that medium compete without restraint, so that there will be a maximum of competition in the dissemination of ideas. Consequently, all government agencies with jurisdiction in this field must be alert to any possible encroachment upon the broadcaster's ability to compete."

Six Pictures Start; 27 in Production

HOLLYWOOD, March 9. — A slight increase in production again this week brought the total number of pictures in work up to 27. Six new pictures were started and four pictures were completed.

Started were: "Bhowani Junction," CinemaScope, color, and "Quentin Durward," CinemaScope, color (Metro-Goldwyn-Mayer); "The Texas Legionnaires," Trucolor, and "The Crooked Ring" (Republic); "The Boy and the Bull," King Bros., CinemaScope, Eastman Color (RKO Radio); "The Left Hand Of God," CinemaScope, color (20th Century-Fox).

Completed were: "The Vagabond King," VistaVision, Technicolor (Paramount); "A Foreign Adventure," Trucolor (Republic); "Desert Sands," Bel-Air, Superscope, Technicolor (United Artists); "The Private War of Major Benson," Technicolor (Universal-International).

See 6% Rate for UK Production Loans

Special to THE DAILY

LONDON, March 9.—It is understood here that following the recent increase in the bank rate the National Film Finance Corporation proposes to increase its rate of interest charged to producer-borrowers.

"We shall probably charge up to 6 per cent," said David Kingsley, the corporation's managing-director.

Reviews

"The Stranger's Hand"

(DCA)

THE splendor of Venice here forms a beautiful background for an interesting story by Graham Greene produced by John Stafford and Peter Moore in association with Greene. It is a tale of a small boy and his father, of the youngster's efforts to locate his dad, who has mysteriously disappeared. The character studies are definitely above the average, and the performances, by an international cast, are excellent.

Trevor Howard stars as the father (although appearing briefly) who is to meet his son whom he hasn't seen in three years. When he doesn't appear, the boy begins his own childlike search with the aid of a hotel receptionist who has become attached to him.

Howard had been kidnapped by an enemy agent when he recognized an old friend with the agent. The motivation behind these circumstances is never made too clear, nor is the position of the spy, other than that he is an Italian doctor who apparently is not overjoyed with his work. He's a rather pitiable villain.

With the aid of the police, the girl, her American boy friend and a bit of coincidence, the child discovers his father just as he is about to be taken away on a foreign ship.

It's not the story in "The Stranger's Hand" that's important, but rather the incidental touches that give it its quality. Venice not only provides a colorful background showing details of life in the city of canals, but also is integrated into the story cleverly and excitingly. Newcomer Richard O'Sullivan plays the boy and generally reacts in thought and deed the way one would expect someone his age to do.

Alida Valli and Richard Basehart are his helpmates and Eduardo Cianelli plays the doctor. All the acting is good, a factor which makes the picture seem much better than it actually is. It should satisfy most audiences, general and otherwise. The screenplay was done jointly by Guy Elmes and Georgio Bassani.

Running time, 86 minutes. General classification. For March release.

"Too Young for Love"

(I.F.E.)

AN adolescent love affair which results in an illegitimate child is a potentially explosive subject, and it has been handled with taste and insight in this English-dubbed IFE import from Italy. In fact, it may be that the theme has been handled with too much restraint and understatement so as to detract from the dramatic and emotional impact. This, coupled with the fact that the denouement (the young mother dies in childbirth) sidesteps the major issue, makes it seem unlikely that "Too Young for Love" will create more than average interest among art house audiences.

The film, however, does feature some fine performances by its principal players. These include Marina Vlady, as the fullblown little 15-year-old girl, daughter of a good-hearted petty thief and jail-bird, Aldo Fabrizi; Pierre Michel Beck, as the unhappy little boy who seduces her (almost, it would seem, without knowing it); and Fernand Gravet and Xenia Valderi, as the boy's self-centered, well-to-do parents whose lack of understanding, according to the screenwriters, result in his seeking "love and affection" outside his home.

The story is set in a small provincial town whose atmosphere has been nicely captured by director Lionello De Felice. A good deal of comedy has been worked into the early scenes, especially those depicting the young couple's meeting and hesitant friendship, and those involving Fabrizi and his various get-rich-quick schemes. The final portion is honestly affecting and the boy's parents' change of heart—they decide to adopt the baby—is welcome, if a little pat.

Felice, Franco Brusati and Vittorio Nino Novarese collaborated on the screenplay and dialogue, based on the stage comedy, "Mother Nature," by Andre Birabeau. The film, an Italian-French co-production, was produced by Niccolo Theodoli. The American language dubbing job is good.

Running time, 88 minutes. Adult classification. Release date not set.

New Haven Kills Censorship Bill

HARTFORD, March 9. — The Board of Aldermen in Connecticut's second largest city—New Haven—has killed a proposed motion picture censorship ordinance by a roll call vote of 19 to 9.

Introduced by Martin J. Griffin, president of the St. Francis Holy Name Society, the ordinance would have banned the New Haven screening of those films failing to carry the stamp of approval of the Motion Picture Association.

'Marty' to Sutton

United Artists' "Marty," the new Harold Hecht-Burt Lancaster motion picture production, will have its world premiere on April 11, at the Sutton Theatre in New York.

N. J. Allied to Hold Legislative Meet

New Jersey Allied will hold its annual legislative meeting at the Stacy-Trent Hotel, Trenton, on Monday, March 14. Many members and officials of the legislative and executive branches of the state government have accepted luncheon invitations. Tentative agenda will center around local problems as well as national, such as toll-TV, decreased admissions and film prices.

Invitational Screening

Unusual Films will hold an invitational preview of "Wine of Morning," Biblical film made by students of Bob Jones University, at the Johnny Victor Theatre here tomorrow. The picture is of feature length and in color.

U.K. Reports Fewer First-Feature Quota Defaults for '53-'54

From THE DAILY Bureau

LONDON, March 9. — Increased screen time for British films here is disclosed in the just issued Board of Trade survey for the quota year 1953-1954.

This shows that after allowing for relief permitted in the statute, the average prescribed first feature quota for the whole year was 25.2 per cent against the standard quota of 30 per cent. Taken as a whole, the country's theatres showed British films to the extent of 29.4 per cent of their programs against 28 per cent recorded in the previous year.

Majors Must Play 30%

The major circuits are not allowed quota relief and must play, accordingly, the full 30 per cent quota. Odeon and Gaumont-British, in fact, played 36 per cent, and Associated British Cinemas 35 per cent.

Of the 4,210 theatres concerned, 734 failed to meet their quota compared with 884 in the year ending Sept. 30, 1953, and 1,043 in the year ending Sept. 30, 1952. This year is the lowest number of defaults since the present Act came into operation. In the first year of the Act no fewer than 2,335 defaults were recorded.

The Board of Trade comments in its survey that of the 734 theatres now defaulting many failed to achieve their quota by a narrow margin only.

TNT Closed Circuit Based in 41 Cities

A coast-to-coast closed-circuit TV network for business meetings is now based in 41 principal cities throughout the United States, it was announced by Fanshawe Lindsley, general sales manager of TNT Tele-Sessions.

This is said to be the first permanently established and solely owned closed-circuit network for large screen business meetings in hotels, theatres or auditoriums of a company's choosing. It is the outcome of the largest single purchase of closed-circuit projection equipment made to date, according to Lindsley.

Owned by TNT Tele-Sessions and operated under contract to TNT by the RCA Service Co., the equipment was built to TNT's closed-circuit specifications by the General Precision Equipment Corp.

Picture Size Varies

The TNT picture size offered by this new equipment ranges on the average from 7 x 9 feet to 15 x 20 feet, depending on size of audiences, it was said.

A list of the 41 cities follows: Albany, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Des Moines, Detroit, Houston, Jacksonville, Kansas City, Los Angeles, Louisville, Memphis, Milwaukee, Minneapolis, Newark, New Orleans, New York City, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, Oregon, Richmond, Rochester, St. Louis, Salt Lake City, San Francisco, Seattle, Syracuse, Toledo and Washington, D. C.

A supplemental pool of TNT equipment is available in the event additional cities are desired, Lindsley said.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
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To The
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VOL. 77. NO. 49

NEW YORK, U.S.A., FRIDAY, MARCH 11, 1955

TEN CENTS

New Entry

Para. Readies Extra Lot for TV Production

**No Decision on Filming
By Para. Yet: Balaban**

The stages at Paramount's additional studio lot are being made ready for television production either by Paramount or by outside TV producers, it was disclosed here by Barney Balaban, Paramount president.

Balaban made the disclosure in response to a query regarding Paramount's TV production plans.

The query was posed following confirmation by a Warner Brothers spokesman here that WB is scouting the possibilities of engaging in TV production, with the spokesman explaining that the WB negotiations are "only in the talking stage."

Twentieth Century-Fox already has announced plans to engage in TV production through a subsidiary, while Universal has announced it is scouting the TV market with the view of entering TV production.

Balaban, responding to the question, pointed out that a year-and-a-half ago
(Continued on page 5)

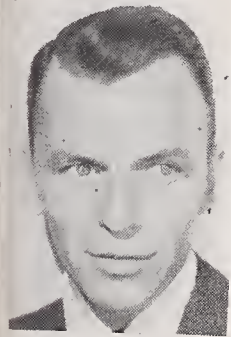
Sinatra to Produce 5 for United Artists

Frank Sinatra has formed his own motion picture production company to make five films in five years for United Artists release, with the actor-singer starring in three of them, it is announced by Arthur B. Krim, president of United Artists.

Formation of his own company marks the star's entry into the producing side of the motion picture industry.

Winner of an Academy Award for his performance in "From Here to Eternity," Sinatra recently completed starring in a forthcoming United Artists release, Stanley Kramer's "Not As A Stranger."

Completion of the Sinatra pact follows the signing by UA this week of Robert Mitchum and Joan Crawford.



Frank Sinatra

Would Limit Phila. Runs to 6 Weeks

HARRISBURG, Pa., March 10.—An act to prohibit Philadelphia motion picture theatres from exhibiting first-run pictures for longer than six weeks was introduced in the House this week by Reps. Vincent F. Scarcelli and Louis J. Amarrando, Philadelphia Democrats.

Slash Ontario Ticket Taxes

Special to THE DAILY

OTTAWA, March 10.—Sweeping reductions in the amusement levy under the Hospitals Tax Act were announced today before the Ontario legislature. Exemption was granted theatres of the province on admissions of 25 cents or under, while the tax
(Continued on page 5)

Booth Men Striking 2 Minnesota Houses

Special to THE DAILY

MINNEAPOLIS, March 10.—The A. F. of L. Projectionists Union today announced that it will strike "two key theatres." The statement was made following breakdown of negotiations between independent theatres and Loew
(Continued on page 5)

MGM Studio Assignment for Loew; Will Continue as Foreign Dept. Chief

Arthur M. Loew, president of Loew's International Corp., has been assigned to make a comprehensive study of M-G-M studio activities and the planning of production for world-wide consumption.

The request for Loew's services in this capacity was made by Nicholas M. Schenck, president of Loew's, Inc., and Dore Schary, head of the studios. It is understood that Loew will not relinquish his post as director of the overseas activities of M-G-M, but, for the duration of this assignment, will divide his time between Culver City and his New York office.

In making the new appointment for Loew, Schenck volunteered the following statement: "Mr. Schary and I have complete confidence in Arthur Loew and are gratified that he has consented to add this assignment to his present duties. He has the wholehearted approval as well of E. J. Mannix and Benjamin Thau, studio executives, and he has full authority from me to act in my place."



Arthur Loew

On Audience-Building Projects

'GO AHEAD' SIGNAL IS GIVEN TO COMPO

**Wide Variety of Plans Offered to Boost
Attendance in Various Age Categories**

By MURRAY HOROWITZ

The "go-ahead" signal on various audience-building projects ranging from an audience poll to a teen-age booster plan was given to the Council of Motion Picture Organizations at yesterday's meeting here, attended by some 70 industry leaders representing exhibition and distribution.

Filmmakers to Make 8 to 12 Films in 1955, Levin Reveals

The independent Filmmakers Production Co. will produce from eight to 12 pictures in 1955, the first four of the package to be filmed in Super-scope, it was announced here yesterday by Irving H. Levin, president of Filmmakers Releasing Organization, and Harry L. Mandel, FRO vice-president, at a conference held in the Hotel Warwick.

The first group of four pictures, all to be produced in the Tushinsky wide-screen process, will start on April 15, according to Levin.

Included in the package are "Battle Hell," which Hal Chester will produce beginning April 15; "The Smouldering Sea," beginning May 15; "Fire
(Continued on page 5)

The meeting, held at the Sheraton Astor Hotel, also endorsed the "Filmorama" project of Elmer Rhoden, National Theatres president, calling for a traveling exhibit of studio material, designed to intensify public interest in films.

On the national audience poll project, the appointment of two national campaign co-chairmen, one from distribution and the other from exhibition, was suggested as the first step to bring the project into realization.

The teen-age booster plan was outlined by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, long an advocate of the industry taking steps to attract and retain the younger audience. The plan,
(Continued on page 3)

Rank Forms Canada Screen Advtg. Firm

Special to THE DAILY

TORONTO, March 10.—Formation of the J. Arthur Rank Screen Advertising Services of Canada, Ltd., was announced here by Leonard W. Brockington, head of the Rank interests and president of the new firm.

Scheduled to start operations by next fall, the organization will produce advertising films in 35mm Eastman color for companies which will then receive "certificates of exhibition," backed by a detailed system of checking in theatres and accurate data on attendance figures.

The first of the new productions
(Continued on page 5)

Miller Resigns His CFI Executive Post

Arthur J. Miller, managing director of Consolidated Film Industries' laboratory, a subsidiary of Republic Pictures, has resigned after 25 years of service. He also resigned as officer and director of Republic.

His future plans were not announced, but he stated that he was not leaving the industry.

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY**, his assistant, are in Los Angeles from New York.

MELVIN H. HEYMANN, M-G-M home office publicity and advertising office manager, this week announced the engagement of his daughter, **INEZ JOAN**, to **HARRIS ROBERT LOVCE**. Both are students at Syracuse University.

HERBERT J. YATES, president of Republic Pictures, and **WILLIAM M. SAAL**, member of the board, will leave here Sunday for Hollywood via United Airlines.

LAWRENCE LIPSKIN, assistant to **JOSEPH McCONVILLE**, president of Columbia Pictures International, has returned to New York from London.

HARRY MERSAY, 20th Century-Fox print department manager, will leave New York with **MRS. MERSAY** today for a Florida vacation.

DONALD HENDERSON, 20th Century-Fox treasurer, is in Hollywood from New York for a two-week visit.

ROGER LEWIS, United Artists advertising manager, will return to New York today from Hollywood.

FRANK BRIEN, projectionist at the M-G-M studios, has returned to Hollywood from New York.

WILLIAM SHELTON, Times Film Corp. vice-president, has arrived in Europe from New York.

ROBERT ALDRICH, producer, will return to the Coast from New York over the weekend.

MALA POWERS has arrived in New York from Hollywood, Fla.

TV Opposes Longer Daylight Saving

The proposed extension of daylight saving time by New York City from the last Sunday in September, as heretofore, until the last Sunday in October was opposed by television and legitimate theatre interests at a hearing at City Hall yesterday.

Gotham's motion picture exhibitors, however, remained away from the hearing, feeling that the extra month of D.S.T. will have too little effect on attendance to warrant a protest by them. Councilman Edward Cunningham (D., Bronx), who presided at the hearings, predicted the City Council would pass the measure.

The television spokesmen claimed the extra month of D.S.T. would cost their companies \$2,000,000 and would force advertisers to delay the start of winter programming or to adjust their time schedules to the needs of out-of-state stations.

Senate Democrats Offer Tax Proposals

WASHINGTON, March 10.—Most Senate Democrats have lined up behind several proposals to pick up tax revenue as a way of offsetting revenue loss from a proposed individual income tax cut.

They suggested that: the present 52 per cent corporate tax rate be extended to July 1, 1957, rather than April 1, 1956, as proposed by the Administration; last year's dividend tax relief and accelerated depreciation tax relief be repealed; and provisions in last year's tax laws allowing deductions for reserves for certain future expenses be repealed retroactively.

Chances are not too good for the proposal, however. It is expected to get almost solid Republican opposition, and two key Democrats—Finance Committee chairman Byrd of Virginia and Sen. George of Georgia—indicated they would oppose it.

Meanwhile, the House Ways and Means Committee scheduled hearings for tomorrow on legislation to repeal the expense reserve fund deduction. Treasury Secretary Humphrey will testify—the only witness to be heard. Chairman Cooper (D., Tenn.) said any firm could suggest alternatives to the committee in writing before March 24.

RKO Board Meets Described 'Routine'

HOLLYWOOD, March 10.—Board meetings of RKO Pictures and RKO Radio Pictures here today were described as "routine" by company executives. James R. Grainger, president, presided.

Board members attending the meeting for RKO Pictures were Noah Dietrich, J. Miller Walker and E. L. Walton. Board members attending the meeting for RKO Radio were Dietrich, Walker and A. Simpson of Houston.

C. J. Tevlin, vice-president in charge of studio operations, attended the meetings.

Six More Screenings By Fox for 'Peter'

Six additional screenings of the CinemaScope production, "A Man Called Peter," have been scheduled by 20th Century-Fox in response to requests of clergymen and church lay figures. Sponsored by the National Council of Churches of Christ in the United States and the Protestant Motion Picture Council, the screenings will be featured by talks delivered by Arthur De Bra, community relations director of the Motion Picture Association of America, and the Rev. Dan M. Potter, acting executive director of The Protestant Council, in which they will outline methods of cooperation with theatremen in promoting the filmization of Catherine Marshall's novel.

Each guest attending the screenings will be given special background material, including heralds, on the Samuel G. Engel production for reference purposes in church and civic group meetings.

Stories Many; Money Scarce, Says Aldrich

There are plenty of great properties still awaiting to be made into motion pictures, but there is a definite lack of people around to invest in the filming and to make the picture a commercial success, according to Robert Aldrich, independent producer, who recently completed Mickey Spillane's "Kiss Me Deadly" for United Artists release.

Aldrich, who will produce one more Spillane story, "My Gun Is Quick," for Victor Saville Productions, said that a prime source of film material could be found in stories about the evils of narcotics and in some instances, in television plays.

Sees Audiences 'Realistic'

Audiences are more realistic these days than formerly, and some stories about narcotics, such as the "Man With the Golden Arm," would make good films, the producer opined. He said, however, that it is very difficult to secure approval for such "dope" films from the U.S. Government.

Commenting on the expansion of hour-long television programs such as "Marty" and "Patterns" into feature motion pictures, Aldrich said that while TV is one of the prime sources of material for films, the blowing up of an hour-long dramatic show into a film isn't always a good idea as "something in the story's value is lost." Also, Aldrich said, it is questionable that the feature film adapted from a TV play might make money, as it already has been exhibited to a large audience.

Praises Spillane Films

Aldrich estimated that Saville's first two Spillane films, "I, the Jury" and "The Long Wait," would gross about \$4,800,000 throughout the world. He reported that "Kiss Me Deadly," which stars Ralph Meeker and Gaby Rogers, cost about \$365,000 to make in black and white and for an aspect ratio of 1:85 to 1.

Commenting on his future production plans, Aldrich said that he hopes to make two more films this year besides "My Gun Is Quick," which will start in December.

Mrs. Hallack Aide to Mort Blumenstock

HOLLYWOOD, March 10.—Margaret Hallack has been named assistant to Mort Blumenstock, Warner Brothers' vice-president in charge of advertising and publicity.

A member of the Warner publicity staff for the past 10 years, Mrs. Hallack was in the newspaper publishing business in Montana before joining the studio.

'Beauty' Booked

"A World of Beauty," Universal-International's new color featurette built around the Miss Universe beauty contest winners of 1955, has been booked to play the Victoria Theatre in New York in conjunction with the engagement of "Man Without a Star" which is scheduled to open late this month.

News Roundup

Appropriate Title

The Princeton Theatre, Princeton, N. C., suffered an \$18,000 fire which started just before show time. The picture was "Smoke Signals."

Stay of Execution

Although work on Toronto's civic square will start shortly, Famous Players' Shea's Theatre which occupies a part of the large downtown block will not be demolished until 1957. Four buildings on the project will remain standing for the time being. Shea's has a seating capacity of 2,400.

Early Ore. Openings

A majority of drive-in theatres in Oregon are opening earlier than usual this year. Among the early birds are the Eugene at Eugene and the Sky-Vue at Walla Walla.

Raze Vancouver House

Workmen have completed the razing of the Liberty Theatre in Vancouver, Wash., which was an Evergreen house. The theatre was built in 1902. The site will be used for a mercantile building.

Orlando Life to Screen

The life of the international press agent, Guido Orlando, will be filmed in Europe by Abner Greshler in association with British producer Alexander Salkind. It will be titled "Confessions of a Scoundrel."

Revises Territory

The Western Massachusetts towns of Williamstown, Lee and Chester have been added to the 20th Century-Fox Albany territory. The accounts formerly were handled out of Boston.

'Wife' to Globe

"The Wayward Wife," starring Gina Lollobrigida in her American language starring role, will premiere at the Globe Theatre here during the Easter holidays.

NEW YORK THEATRES

RADIO CITY MUSIC HALL			
Rockefeller Center			
'HIT THE DECK'			
in CinemaScope and Color starring			
Jane Powell	Tony Martin	Debbie Reynolds	Walter Pidgeon
Vic Damone	Gene Raymond	Ann Miller	Russ Tamblyn
An M-G-M Picture			
and SPECTACULAR STAGE PRESENTATION			

People

Bill Wilson, who owns the Tiger Drive-in, Tiger, Ga., will open another outdoor theatre shortly in Commerce, Ga.

□

Kosta Lambros, who recently took over the Avon, a Chicago neighborhood house which has been closed for the last two years, will concentrate on the showing of Greek pictures.

□

Vincent A. Francis has been named sales manager for the ABC television network's Western division. He has been general sales manager of ABC's KGO-TV and KGO in San Francisco.

□

John M. Jones, III is the new owner of the Cloud Theatre, St. Cloud, Fla., having purchased the house from **R. E. Beck**.

□

Steve Broidy, Allied Artists president, and **Morey Goldstein**, vice-president and general sales manager, will launch their 14-city tour in Dallas on Tuesday. They will be accompanied by **John C. Flinn**, director of advertising and publicity.

□

Al C. Hartshorn was unable to attend the induction ceremonies in Toronto at which he was to be made a member of the Famous Players 25-Year Club. So **Dan Krendel** ceremonial director and **Harold Pfaff** gave Hartshorn a private ceremony at Hamilton, Ont., where he is a patient. He has been ill since 1952.

□

Charles Maestri, general manager of Lippert Theatres, reports the purchase of the Moonglow Drive-in at Fresno, Cal.

WB to Distribute 'The Lone Ranger'

BURBANK, March 10.—Jack L. Warner, executive producer, announced completion of a deal with Jack D. Wrather which will bring "The Lone Ranger" to the screen as a major Warner Brothers presentation.

"The Lone Ranger" is in its 22nd year and reaches an estimated audience of 90,000,000 persons weekly through its syndication as a King Features comic strip, television and radio. Wrather, a Los Angeles and Texas industrialist, recently acquired all rights to the program for a reported \$3,000,000.

Snaper and Starr to Hub Toll TV Meet

BOSTON, March 10.—Wilbur Snaper, head of New Jersey Allied and member of the COMPO triumvirate, will share the platform with Alfred Starr of Nashville, TOA leader, at the initial mass meeting of exhibitors called by the New England Joint Committee on Toll TV. Edward W. Lider, president of Independent Exhibitors, Inc., of New England, and Frank C. Lydon, executive secretary of Allied Theatres of New England, will be co-chairmen. The meeting is scheduled for Wednesday in the Bradford Hotel's Empire Room.

'Go Ahead' Signal Is Given to Compo

(Continued from page 1)

aimed specially for the 15 to 30 years-of-age audience, calls for an intermediate price scale for teen-agers, the production of pictures which appeal to youngsters and the need for the build-up of young talent with whom members of the younger audience can identify.

Following some floor discussion of the plan, Goldenson consented to serve on the committee to be appointed to work out a program to put his project into effect.

The meeting, presided over by Wilbur Snaper, COMPO co-chairman, and Pat McGee, in the absence due to illness of COMPO co-chairman Al Lichtman, heard other exhibition representatives such as Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, tell of their efforts to build the film-going habit in young people.

Ricketson, approving Goldenson's plan, said that his circuit in Denver introduced successfully junior admission cards allowing teen-agers into theatres at reduced admissions.

Leon Back of Baltimore, speaking about possible tie-ups for the Goldenson project, told of a Coca-Cola project in his city under which the soft drink firm would conduct tours of theatres for youngsters, interesting them in the operation of theatres.

The one-day meeting, opened by COMPO special counsel Robert Coyne, also heard a report by market analyst Albert E. Sindlinger, the contents of which were not made public.

Ricketson, one of the first speakers, outlined the program devised by the COMPO committee making arrangements for the audience poll, adding that Fox Intermountain had conducted such a poll successfully in the past. Part of the poll program, it was announced, calls for an industry TV show at which awards in the various proposed categories would be given.

The present plan for voting in theatres on the audience poll between Nov. 26 and Dec. 7, was then outlined by Alice N. Gorum, chairman of the COMPO audience poll committee. The public, she explained, according to present plans, will vote in five categories, the best picture, the best male star, the best female star, the most promising actress and the most promising actor.

The audience poll project, taken up at the morning session of the closed meeting, drew comment from the floor from various representatives, according to COMPO information director Charles McCarthy, who relayed the content of the meeting to the press following its adjournment in the afternoon. Speaking on the subject, according to McCarthy, were Sol Schwartz, president of RKO Theatres; Ralph Russell and Paul Lyday, of the COMPO poll committee; Jerry Pickman, Paramount vice-president in charge of advertising, publicity and exploitation; Al Schwalberg, retiring Paramount distribution director; Col. H. A. Cole, Allied leader, and Harry Goldberg, advertising and publicity director of Stanley Warner.

In regard to the "Filmorama" project, it was explained that yesterday's action did not go beyond endorse-

ment, indicative of the tenor of the meeting which approved of many means to boost attendance in theatres.

Back Lauds Committee

Baltimore exhibitor Back said that COMPO's audience development committee or marketing committee has much to contribute. The committee, formed to examine advertising, programming and media, was announced to be formed of the following: Emanuel Frisch, Oscar Doob, Goldberg,

Harry Mandel, Rodney Bush, Charles Schlaifer, Steinberg, Kenneth Clark and Arthur De Bra, of the Motion Picture Association of America, and Russell, of the previously mentioned poll committee.

Budget Proposal Soon

According to a COMPO spokesman, the organization's triumvirate will receive a proposed budget for the various audience building projects in the near future.



**"YOU DRIVE A MAN
HALF-CRAZY AND THEN
YOU TURN YOUR BACK
ON HIM!"**

**She was like Africa...leading men on
...and on...like the Mysterious Conti-
nent denying its treasures to those who
would pluck them from its naked heart!**

**UNTAMED
CINEMASCOPE**

color by **DE LUXE** from **20th CENTURY-FOX** starring

**TYRONE SUSAN RICHARD
POWER·HAYWARD·EGAN**

**NEXT ATTRACTION IN
THE NATION'S FINEST!**

Reade Says Present Releasing Schedules Hurting Attendance

By LESTER DINOFF

The present distribution system of releasing product is one of the basic causes for the decline in attendance at theatres throughout the country, especially in small town situations, according to Walter Reade, Jr., chairman of the board of directors of the Theatre Owners of America.

Theatres in many towns which used to change their bill "three or four times per week" are now changing their programs "once or twice each week" because of a shortage of product and a lack on the part of distribution in providing theatres with a continuity of big and good films, Reade declared.

'Feast or Famine'

"It is either feast or famine," the exhibitor stated. "The distributors should rearrange their releasing schedules so that top product will be available throughout the year, not in spurts or holiday periods," Reade said. "There has been no good product put into release since Washington's Birthday and there will be nothing until Easter," the TOA leader declared.

"In order to boost attendance at theatres, the distributors should give exhibition more films in a steady stream," Reade said.

These sentiments about the decline in attendance at theatres throughout the country have also been voiced by Julius Gordon, president of the Jefferson Amusement Co. and East Texas Theatres.

"Theatre attendance throughout the Southwest and other parts of the country is not on a par with the rising population," Gordon said here recently. The Texas exhibitor revealed that attendance figures in 1954 at his 75 conventional and drive-in theatres, as compared to 1952 statistics, "were 14 to 16 per cent off."

Cites Two Reasons

The two main reasons for the drop in theatre attendance, according to Gordon, are due "to increasing television saturation of the territory and an inability to have a continuity of run of big pictures in small-town theatres."

While not as many patrons are coming into theatres these days, Gordon stated here, "grosses are still high and haven't fallen off, mainly because of the advanced admission prices and the relief from the Federal tax."

Devising Film Music Not Easy, Says Green

Devising music for motion pictures is a highly complicated and technical job, according to Johnny Green, M-G-M music head, who stated that it is more satisfying to work with stereophonic sound than optical sound.

Speaking as a musician, Green, who returned to the Coast this week, said that "stereophonic sound is the present ultimate in receiving realism in sound which is acceptable to the human ear."

There are basically four types of musical films being made, Green said. "And none of them are easy, in the sense of work," he added. The four types are films which have original scores, standard scores, operatic and out-and-out comedies, he said.

Asides & Interludes

—by Al Steen

RESUMPTION of this column can be attributed to, or blamed on, the following letter from an exhibitor:

"Dear Asides:

"I've been patiently waiting for another appearance of 'Asides & Interludes,' but after all there is a limit to one's patience. I have a particular reason for wanting it to be continued. Whenever a member of my theatre staff violated a rule of conduct, I used to punish him by saying, 'Go to the office and read the latest Asides & Interludes.' You have no idea how the efficiency of the staff improved; at least, for a while. But now they are getting lax again, so won't you please resume the column?"

* * *

Well, thank you. As a rule we don't print unsigned letters, but in your case we'll make an exception. After all, a well-trained staff is an asset to any theatre. For example, we were much perturbed the other evening when we overheard a man, entering a theatre with his wife, say to the usher, "My wife would like to be down in front." And the usher flippantly replied, "She must love Christian Dior." Such a reply is very good for the competition. On the other hand, some ushers go to the extreme. At the same theatre on the same night, when the house was packed to capacity, we heard a chap ask the usher if he and his girl could get standing room. And the usher said, "Yes, but they aren't together."

* * *

From the Paramount publicity department came this piece of deathless prose: "Silvana Mangano, the sultry star of Paramount's upcoming film 'Mambo,' is being honored with a new song written especially for her, 'The Silvana Mangano Mambo.' This stroke of genius should be followed by others. Think of the popularity of such songs as the Van Heflin Tanganyika Tango, the Gene Tierney Black Widow Crawl or the Toll TV Trot."

* * *

And speaking of toll TV, if subscription television should become a reality, it's possible that such a conversation as this between a he and she teen-ager may be heard:

HE: Let's go over to your house and have dinner with me.

Then we'll stay in and watch subscription television.

SHE: No, we can't.

HE: Why not?

SHE: Daddy hasn't paid the telephone bill.

* * *

We were at one of those stiff, formal receptions recently and one of the male guests, a baritone, was itching to have somebody ask him to sing. He finally got his wish and when he had finished, he asked a sweet old lady what she thought of his voice. Her reply agreed with our opinion. She said, "You would have been a big hit in silent pictures."

* * *

At a recent industry cocktail party, two old-timers kept touching their glasses all evening and saying "Skool." Somebody asked who they were and a very witty (?) guest replied, "Just a couple of old skool mates."

* * *

We doubt this very much. But the cashier of a Bronx theatre says she got a phone call in the booth the other night and was asked when that picture about false teeth was going to play there. "I don't know of any picture about false teeth," said the gal. And the voice on the phone replied, "What about that picture 'The Bridges of Toko-Ri'?"

'Saturday' Junket To Pa. Cancelled

Unexpected difficulties have led to cancellation of the planned two-day junket to the Pennsylvania Dutch country on April 1-2, highlight of which was to have been the world premiere in Lancaster of 20th Century-Fox's CinemaScope "Violent Saturday," the company announced.

Other plans are currently being drawn to introduce the drama, which topcasts Victor Mature, Richard Egan and Stephen McNally and is slated for April release.

Canada Film Imports Increased in 1954

OTTAWA, March 10.—Canadian imports of films increased to \$7,961,000 during the first 11 months of 1954 as compared with \$6,946,000 in the corresponding period of 1953, the Canadian Government reports.

However, the report indicates that film imports have been rising steadily in the latter months of 1954, with these increasing to \$730,000 in November last against \$706,000 in October, \$650,000 in September and \$624,000 in November a year earlier.

Compo Ad Plugs Film Sections of Daily Newspapers

The 39th in the series of Council of Motion Picture Organization ads in "Editor & Publisher," which will appear tomorrow, shows how Beloit, Wis., merchants joined with a local theatre circuit in promoting a special 12-page supplement to the Beloit "Daily News" to stimulate their own business. The ad emphasizes the point made by COMPO several times previously that other retail businesses profit from the proximity of busy movie theatres.

The theme of the section was that a lot of good pictures were coming to Beloit and that the people ought to get out to see them. There were the usual feature and human interest stories on picture personalities and production activities. "But what impressed us most," the ad says, "was the advertisements of the merchants. From here it looked as if every retail establishment in Beloit was represented in the section's advertising. Since the theatres carried their own ads and the text emphasized the quality of the coming attractions, the section kicked off the theatres' new season in impressive style."

Sees Two-Fold Advantage

"That the newspaper profited from this cooperation between the merchants and theatres goes without saying," the ad continues. "We like to think, however, that the paper's greatest profit came from this proof that the prosperity of a community's business establishments is linked with the success of the local motion picture theatres."

A good motion picture page, the ad concludes, does two things: (1) increases the readership of the paper, and (2) helps the community's retail business.

Still Seek Chicago Showing of 'Salt'

Special to THE DAILY

CHICAGO, March 10.—R. J. Stevens of Askow & Stevens, Chicago law firm representing Independent Production Corp., producers of "The Salt of the Earth," said that no "stone would be left unturned" in an effort to have the film shown in a local theatre.

The picture has been presented to private groups via 16mm film, but efforts extended by the Chicago Moving Picture Operators' Local No. 110 have sidetracked it in so far as regular houses are concerned.

'Communist,' Union Said

Members of the union have declared their unwillingness to "forward the cause of a movie which fosters Communist aims." Stevens stated he is proceeding on the premise that the union "is not justified in imposing ideas as to what citizens can or cannot see."

While the censor board has at no time raised objections to the film, there are other factions who stand by the union edict. Speaking for the American Legion in Chicago, Commander Irving Breakstone said, "The anti-subversive committee of the American Legion looks upon 'The Salt of the Earth' as subversive and is wholeheartedly applauding the steps taken by the union."

Ontario

(Continued from page 1)

on all tickets over that value was cut by 20 per cent.

The previous tax scale gave exemption to tickets under 16 cents with a graduated impost from two cents to 12 cents on admissions up to 99 cents and 12½ per cent for \$1 and over. The tax on a 50-cent ticket has been six cents while for a 75-cent admission it was nine cents.

The Ontario Exhibitors Tax Committee had asked for exemption up to 50 cents admission to help small theatres against television competition, but Premier Forst gave relief to all in the percentage slice.

Para. Readies

(Continued from page 1)

Paramount purchased a lot for TV production. Saying that the stages now are being made ready, he indicated that no decision has been reached as yet whether Paramount, outside TV producers or both will utilize the facilities.

House Group to Vote On 2 Tax Measures

WASHINGTON, March 10. — House Ways and Means Committee chairman Cooper (D., Tenn.) said his committee would meet "as soon as practicable" to vote on a proposal to repeal two technical provisions of last year's tax law which seem likely to lose the Treasury far more revenue than had been anticipated.

He predicted, moreover, that Congress would "act promptly" to repeal these two provisions retroactively. One provision would permit companies that get paid in a lump sum for services to be performed over several years to defer reporting part of the payment as income until the years in which the services are actually rendered. The other provision would permit firms to deduct from their 1954 income reserves which are set up to take care of certain types of expenses in 1955 and later years.

Democrats earlier had charged that these provisions were being used by corporations to get tax windfalls never intended by Congress. Treasury Secretary Humphrey asked Congress to repeal these two provisions, and now Cooper and Rep. Reed of New York, ranking Republican on the committee, have introduced identical bills to repeal these provisions retroactively. Both Cooper and Reed said Congress could consider later whether it wanted to enact a more restricted version of these two provisions.

Salesmen, Employers At Impasse in Cinci.

CINCINNATI, March 10. — The distributors and Colosseum of Motion Picture Salesmen negotiating committee reached an impasse here today. Commissioner James H. Mackraz, of the Department of Mediation and Conciliation Service, working out of the Cincinnati field office, was assigned to attempt to assist the committee in breaking the deadlock. His initial effort today proved fruitless.

The committee and commissioner will meet in a joint session Friday at 9:30 A.M. in a further effort to renew an agreement.

Minneapolis Projectionists

(Continued from page 1)

cal 219, IATSE. Strike action is expected to be taken by the union momentarily.

Collapse of negotiations resulted over disagreement on whether or not to include five drive-in theatres in the settlement package.

The union officials refused to disclose which two of the approximately 50 four-wall theatres in Minneapolis and its suburbs were to be struck by the local.

This decision, it was explained, will not be made until about an hour before strike time.

Culminate 3-Month Row

The bitter three-month wrangle between the independents and the union neared a settlement yesterday afternoon and again today when Ted Mann, representing the exhibitors, agreed with union negotiators on a compromise pay raise of eight cents per hour for each of the final two years of a three-year contract. This represents an increase of a cent from the exhibitors' previous offer and a

drop of a cent from the union's demand.

The union negotiators then insisted that discussions include five drive-in theatres, heretofore excluded from contract discussions pending the settlement of the four-wall dispute. Mann said that three of the drive-ins have withdrawn from the independent group and he could not negotiate for them.

The union committee then told Mann that it would submit the four-wall proposal to the union today, but after the conclusion of the meeting it informed the press that negotiations had collapsed and that a strike would be called.

Drive-in Owners Confirm

The union and the independents resumed negotiations again this afternoon but again collapsed over the drive-in question when two of the drive-in owners appeared and verified Mann's claim that they were no longer represented by the independent exhibitor negotiations.

N.Y. Theatre-Liquor Bill Is Attacked

BUFFALO, March 10. — Liquor licenses for theatres drew the fire of the Erie County Restaurant-Liquor Dealers Association at its meeting in the Hotel Touraine. Association members unanimously passed a resolution against State Senator Stanley J. Bauer's bill to let theatres sell liquor and beer. Martin A. Gavin, former association president, called it "a vicious bill." Senator Bauer is a Buffalonian.

Addressing the meeting, Gavin said: "We have enough enemies as it is. This would give the dregs the strength to return prohibition. There are too many taverns now. We are in favor of few licensees."

Gavin said bars in theatres would increase juvenile delinquency and drinking by minors. "Liquor is not to blame for juvenile delinquency," he contended, "but delinquent parents are. No licensee in the United States wants to serve a juvenile."

Name McGreal Head Of Houston Labs

HOLLYWOOD, March 10. — E. B. "Mike" McGreal has been named president of the Houston Color Film Laboratories, Inc., of Burbank, processors of polychrome motion picture film.

For 26 years, McGreal has been associated with the picture business in Hollywood, joining M-G-M in 1929. In 1934 he went with Warner Bros. and in the following 19 years headed the camera department, still lab, special effects, miniatures, and painting departments. He was subsequently made executive director of all photographic departments.

McConnaughey Okayed

WASHINGTON, March 10. — The Senate Commerce Committee approved the nomination of George C. McConnaughey to be a member of the Federal Communications Commission until July 1, 1957. McConnaughey has been acting as chairman of the commission under a recess appointment.

Coast MP Exposition Committees in Action

HOLLYWOOD, March 10. — The first active step toward materializing of the long-planned and recently approved Motion Picture Exposition, which will be a permanent institute of film production centrally located in Hollywood and available to the public on an admission basis, will be taken tomorrow, when the four principal committees, appointed by President Edmond L. De Patie, begin functioning. The exposition is backed by 11 principal organizations in the production community, and profits from its operation will go to the Motion Picture Relief Fund.

Los Angeles Mayor Norris Poulson has placed civic cooperation solidly behind MPE and has delegated two members of his administration to act on its board of directors.

Affiliated Building Detroit Drive-in

DETROIT, March 10. — Work has begun on an 1,800-car drive-in theatre at Stephenson Highway outside of Detroit to be known as the Troy Drive-In, according to an announcement by Affiliated Theatres.

Leonard Brook, Affiliated president, said that a special sound system would complement the largest CinemaScope-type screen yet constructed. Car heating units for cooler weather will be available in addition to the speaker system.

Other features will be a restaurant, a snack bar, a playground for children and a 500-car waiting area to eliminate highway parking for those who wish to see the feature picture from the beginning.

Scout Locations

HOLLYWOOD, March 10. — Independent producer Edmund Grainger and his executive staff will leave Hollywood Saturday via Pan American for Mexico City to scout location sites for his forthcoming Superscope-color production, "The Treasure of Pancho Villa," which begins filming April 11 in the Mexican capitol. RKO will distribute the film.

Filmmakers

(Continued from page 1)

Bug," which Collier Young will produce beginning June 15, and "The Weapon," which will be filmed in Europe and this country beginning on Aug. 1, the film executives revealed.

"Moderate budget films produced under today's industry condition, using clever exploitation and promotional devices, can make more money for exhibitors than some of the big-budgeted super-special productions," Levin contended. The Filmmaker executives based their opinions on the previous successes of company product, such as "Private Hell 36," and "Crashout."

Leading exhibitors throughout the New England territory have stated that Filmmaker product and other films of the same category have enabled them to make more money because better deals were worked out, Levin and Mandell said.

'Up to Exhibitor'

Levin said that Filmmakers would continue to broaden its production program if exhibitors would set their sights a little higher on their terms. If 5,000 exhibitors will pay \$10 more on each product deal, this additional \$50,000 will be the big difference between Filmmakers making a small reasonable profit and providing more quality and quantity product, Levin said. "The big determining factor in production is up to the exhibitor and whether or not we can continue to give them good, sound, exploitable films which the market sorely needs, depends on them," the sales executives said.

Rank Forms

(Continued from page 1)

will be a magazine-type film series titled "Tips," with three advertisers to be featured in each edition. Other types of series are in preparation.

John D. Ralph, who has been engaged in this type of publicity in England, has returned from London to become vice-president of the new organization. Robert Wallace and Neil Sneyd, who formerly operated Publicity Film Distributors here, have been named joint general managers. PFD has been absorbed in the new Rank company.

Lightman Adds 2 Drive-in Theatres

MEMPHIS, March 10. — M. A. Lightman, Sr., and Associates have bought the Bellevue Drive-in Theatre and Summer Drive-in Theatre here from Kemmons Wilson and Associates, it was announced today by M. A. Lightman, Jr., of the Malco organization. Lightman, Jr., said they would take over operation of the theatres tonight.

The Lightmans now operate eight theatres in Memphis, including five indoor theatres and are interested in the Frayser Drive-in Theatre. Malco Theatres, Inc., operate about 50 theatres in the Memphis trade area.

Issues Tax Pamphlet

WASHINGTON, March 10. — The Small Business Administration has issued a pamphlet designed to help small firms take advantage of tax law changes voted by Congress last year. The pamphlet is entitled "good records aid income tax reporting."

SPRINGTIME *is Kettletime!*

AND
BOX-OFFICES
BURST
INTO
BLOOM!



**"Ma" and "Pa" GO NATIVE...
in hula-hula land!**

He's a pineapple king... she's
his hula queen... and their
hilarious antics drive
Waikiki wacky!

UNIVERSAL-INTERNATIONAL Presents
Marjorie **MAIN · KILBRIDE** Percy
**Ma and Pa Kettle
AT WAIKIKI**

with **LORI NELSON · BYRON PALMER
and HILO HATTIE**

Directed by LEE SHOLEM • Screenplay by JACK HENLEY, HARRY CLORK and ELWOOD ULLMAN • Produced by LEONARD GOLDSTEIN



ANOTHER PICTURE WITH THAT UNIVERSAL APPEAL!

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 50

NEW YORK, U. S. A., MONDAY, MARCH 14, 1955

TEN CENTS

EDITORIAL

Free and Toll TV In Competition

By Sherwin Kane

THE NBC network estimates the audience which witnessed its telecast of "Peter Pan" last week at 65,000,000. It was lavishly—and deservedly so—praised by the critics and appreciated by the public. Now the network has about decided to repeat the performance at Christmas-time and to establish it as an annual NBC Christmas show.

The undeniable success of the telecast, which was available in color as well as in black and white, is being studied by many TV executives in its possible application to subscription television. That exercise is giving them heart.

What, they ask, can subscription TV offer which will be better? How often can subscription TV equal it? At what price? And how many will buy it while we can offer as good or better entertainment without charge? Are some of the questions they are asking—and answering.

Of course, a "Peter Pan" is not on TV every day. Nor will something as good be on subscription TV every day. However, the appearance of "Peter Pan"—a first of its kind—is a milestone in free entertainment. The same network and other networks will emulate it more and more, eventually achieving a new standard of entertainment in free TV.

Obviously, the prospect of a competitive battle between free TV and subscription TV holds little solace, but does hold some valuable guidance, for motion picture and theatre interests.

If the "Peter Pan" telecast is to be a criterion of free TV's future offerings designed to hold its audience despite attractions which may be offered by subscription TV, if and when it is sanctioned by the Federal Communications Commission, then film producers and ex-

(Continued on page 2)

New TOA Convention Dates: Oct. 6-9

Theatre Owners of America has advanced the dates of its annual convention in Los Angeles to Oct. 6-9. The conclave previously had been scheduled for Oct. 23-27. The meetings will be held in the Hotel Biltmore.

Negotiations are under way between TOA and two private organizations whereby the trade show will be conducted by an outside group. The Theatre Equipment Supply and Manufacturers Association trade show this year will be held with the Allied States Association convention in Chicago.

MPAA 'Strong' For Discretionary Damages Measure

From THE DAILY Bureau

WASHINGTON, March 13.—Motion Picture Association vice-president Kenneth Clark declared the association is "stronger than ever" for legislation to give Federal judges discretion to award less than treble damages in private anti-trust suits.

At present, judges must award three times the damages whenever a defendant is found guilty. Several years ago, MPAA urged the House Judiciary Committee to enact legislation for discretionary damages but exhibitors objected and the bill got nowhere.

Last week, House Judiciary Committee chairman Celler (D., N.Y.),

(Continued on page 6)

New Committee Name

Anti-Toll TV Drive Moves On Research, 'P-R' Fronts

The anti-toll TV campaign moved on two fronts at the weekend, with the appointment of Donald Walsh to handle public relations and the commissioning of Dr. Dallas Smythe, director of the Institute of Communications at the University of Illinois, to study the impact and implications of subscription television.

Fox and Journalists To Confer on 'Peter'

A series of meetings in nine cities between magazine representatives and 20th Century-Fox field representatives and branch executives will be held, starting tomorrow, as part of a program to develop regional and local-level promotion for the Fox Cinema-Scope production of "A Man Called Peter." The promotion will be keyed

(Continued on page 6)

Terre Haute Case To Trial; Consent Decree Collapses

From THE DAILY Bureau

WASHINGTON, March 13.—Consent decree negotiations have collapsed in the government's Terre Haute anti-trust suit and the case will now almost certainly go to trial, probably in late spring.

This was authoritatively learned here over the week-end. The government has charged five theatre companies with a conspiracy to monopolize first-run exhibition in Terre Haute, Ind. Defendants are the Alliance Theatre Corp. of Chicago; Fourth Avenue Amusement Co. of Louisville, and Grand Theatre Corp., Terre Haute Amusement, Inc., and Tri-Theatres Corp., all of Indiana.

The case was set for trial on March 21, but consent decree negotiations have been going on for many months. These negotiations had almost reached agreement, it was learned, but collapsed at the last moment. At the

(Continued on page 6)

Schary Is Honored On Coast by NCCJ

From THE DAILY Bureau

HOLLYWOOD, March 13.—Dore Schary, vice-president of Loew's, Inc., was the honored guest at last night's seventh annual brotherhood testimonial dinner of the National Conference of Christians and Jews at the Ambassador Hotel. He received a bronze plaque for his service in "promotion of good human relations among all

(Continued on page 6)

Split on Regionals

McGee, Allied Have Different 'Compo' Ideas

Claims Colorado Compo Registered Corporation

The hassle over the alleged misuse of the name "COMPO" appeared to be heading for still further confusion at the weekend when efforts to clarify the issue were made from two sources.

Pat McGee, leader in the Rocky Mountain Council of Motion Picture Organizations, stated in New York that his organization was a registered Colorado corporation and indicated that despite protests over the use of the name, there would be no change in its corporate title.

"There is no copyright on the name 'COMPO,'" McGee said.

In a weekend bulletin headed "Setting the Record Straight In Regard to the Misuse of the Name COMPO," Allied, from its Washington headquarters, delved deeper into the controversy. The situation is wrapped up in the bulletin as follows:

"At a recent meeting in St. Louis,

(Continued on page 7)

Texas Drive-in Assn. Elects Weisenburg

Special to THE DAILY

DALLAS, March 13. — Charles Weisenburg, president of Weisenburg Theatres, Dallas, was elected president of the Texas Drive-in Theatre Owners Association at the closing session of the organization's third annual convention, which drew exhibitors from Louisiana, Mississippi and Oklahoma in addition to Texas.

Three vice-presidents of the association were elected: Edward Josephs, of Josephs Theatres, Austin; J. L. Durst, Fredericksburg exhibitor, and

(Continued on page 6)

MPAA Annual Meet Later in March

The annual meeting of the Motion Picture Association of America will be held here at MPAA headquarters later this month, at a date yet to be selected.

Election of officers will be a major topic on the agenda.

Personal Mention

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Charlotte, Atlanta and Jacksonville.

LEO F. SAMUELS, president of Buena Vista, will return to New York today following a cross-country business trip.

EARL I. McCLINTOCK, member of the Paramount Pictures board of directors, left New York Friday for London via B.O.A.C.

ABE GOODMAN, 20th Century-Fox advertising manager, left New York over the weekend for a business trip through the South.

MARK GOLDSTEIN, technical adviser to Columbia Pictures, left New York for London late last week via B.O.A.C. Monarch.

E. J. MANNIX, M-G-M studio executive, is scheduled to arrive in New York today from the Coast.

MARTIN LEVINE, general manager of Brandt Theatres, has left here for Miami Beach.

EMERY AUSTIN, M-G-M exploitation head, returned to New York Friday from Dallas.

MARGARET BOOTH, M-G-M's head cutter, has returned to Hollywood from New York.

GREER GARSON has arrived in New York from the Coast.

Decca Paid \$17.20 Per Share for 'U'

Decca Records, which has built up its acquisition of Universal Pictures stock to ownership of 72 per cent of the picture company's outstanding stock, reported that it paid an average of \$17.20 per share for its Universal stock.

The annual report to Decca stockholders, issued here at the weekend, noted that as of Dec. 31, 1954, the closing price of Universal common on the New York Stock Exchange was \$31 per share.

Decca president Milton R. Rackmil, who also is president of Universal, reviewed the high earnings of Universal for the 1954 fiscal year. Declared Rackmil: "The course of the entertainment industry generally during the year has confirmed your management's opinion that the motion picture industry has an unshakeable—and important place—in the entertainment world." Competitive entertainment media have only served to stimulate the motion picture industry to more creditable and more profitable endeavors, he declared.

"The year 1955 promises to be another good year," he stated, adding that "economic prospects in the entertainment world are, in general, good."

Editorial

(Continued from page 1)

hibitors will know that to maintain their own place in the entertainment world they must be identified with the very finest in entertainment.

There will be little room for compromise with quality and little chance of second-guessing public taste. The studios' current concentration on fewer-but-bigger productions one day may prove to be the best apprenticeship Hollywood ever served.

Viewpoints

AN Illinois exhibitor writes: "Maybe it's just as well nothing came of all that talk last year of a merger of TOA and Allied. With TOA insisting on a fourth year of conversations on arbitration before letting Allied in to sit down at a roundtable with company presidents, it doesn't look like the union, if there'd been one, would have lasted much longer than this."

And this from North Carolina: "We have heard that the Allied people are asking exhibitors to get ready to contact their Representatives in Congress to vote for a bill to regulate the film business. Some of us down here who think there's too much government regulation already are thinking of organizing a campaign to get all exhibitors who feel as we do to contact their Congressmen and get them pledged to vote against the Allied bill if it is introduced."

And this from a distributor skeptic in New York: "If fewer than half of the new production companies announced in the past few months turn out one picture each, the so-called product shortage will be over before the Fourth of July."

Minn. Independents, Projectionists Sign

Special to THE DAILY

MINNEAPOLIS, March 13.—The Minneapolis Projectionists' Union, acting on advice of William Donnelly, IATSE vice-president, on Friday signed a contract with independent exhibitors averting a strike in the 50 loop and suburban theatres. Ted Mann, chairman of exhibitors' negotiating committee, won insistence that five drive-ins be excluded from the current talk.

Settlement was for eight cents per hour for each of the last two years of a three-year contract. The union failed to get the 15 minutes additional preparation time originally asked.

1,700 Documents In 16mm. Case

WASHINGTON, March 13.—The Justice Department has submitted to the defendants in the 16mm. anti-trust suit in Los Angeles some 1,700 documents which it may use as evidence in trial of the suit.

Justice officials said that based on past experience in anti-trust suits, probably some 1,200 of these documents will actually be introduced as evidence during the course of the trial. They described the total as being "not unusually large for a suit of this importance."

Mullen Resigns Post As Vitapix President

Frank E. Mullen, West Coast management consultant and veteran broadcast executive, has resigned as president of Vitapix-Guild Programs, Inc. His resignation was accepted "with regret" by John E. Fetzer, chairman of the board of directors of the New York film-program corporation.

Vitapix-Guild Programs, Inc., of which Mullen had been chief executive since October, 1954, is one of the corporate entities established as a result of agreements reached last fall between Vitapix Corp. and Guild Films Co., Inc. to produce and distribute programs on film.

Mullen, in submitting his resignation, agreed to continue as a consultant to Vitapix-Guild.

SW Zone Managers Plan Festival Here

A meeting of Stanley Warner zone managers and home office executives was held Friday by Harry M. Kalmine, vice-president and general manager of the circuit to launch the company's "Spring Movie Festival" through April, May and June.

Samuel Rosen, executive vice-president, addressed the meeting. Among those present were: Zone managers—Alex Halperin, Chicago; M. A. Silver, Pittsburgh; Harry Feinstein, New Haven; Charles A. Smakwitz, Newark; Ted Schlanger, Philadelphia; George A. Crouch, Washington, and Ben H. Wallerstein, Hollywood.

Home office executives: S. Aarons, M. Alben, J. M. Brennan, N. D. Fellman, G. Gagliardi, H. Goldberg, H. M. Maier, W. F. Marshall, L. Isaac, W. S. McDonald, C. Siegel, L. Siegel, D. Triester, B. Wirth, F. J. Kiernan, D. Fogelson, N. Lapkin and A. Rosen.

'Star' Debut Today

PHILADELPHIA, March 13.—With Kirk Douglas, star of the film, making an around-the-clock series of television and radio appearances and participating in a series of civic events both tomorrow and Tuesday, Universal-International's "Man Without A Star," in Technicolor, will have its world premiere at the Goldman Theatre here tomorrow, launching one of the most important of the company's spring releases.

'Waterfront,' 'Gate,' 'Genevieve' Cited By Foreign Press

The results of the 14th annual poll by the Film Critics' Circle of the Foreign Language Press were made public yesterday at its annual radio broadcast over Radio Station WNYC here.

After compiling the votes from reviewers and editors on 23 dailies and 46 weeklies, printed in 19 different languages in the metropolitan area, the Circle announced that the best picture in all categories, and winner of the award for best American film of 1954, was "On the Waterfront," released by Columbia Pictures and starring Marlon Brando. The best import from England during 1954 was judged to be "Genevieve," a J. Arthur Rank Production, released here by Universal-International. The winner as the best film in a language other than English for 1954 was "Gate of Hell," produced in Japan by Daiei Productions and distributed here by Edward Harrison.

Presented by Dr. Swerdlin

The Film Critics' Circle president, Dr. Nathan Swerdlin, editor of the Jewish Day-Journal, made the presentation of the awards, and announced the winners in the following categories:

Best actor: Marlon Brando, for "On the Waterfront," best actress: Grace Kelly, for "The Country Girl," best producer: Sam Spiegel, for "On the Waterfront," and best director: Elia Kazan, for "On the Waterfront."

Kazan accepted the award on behalf of Columbia Pictures, through a recording made in Philadelphia, and played on the broadcast; Leslie Roberts, of J. Arthur Rank accepted the certificate of award for "Genevieve," and Edward Harrison accepted the certificate on behalf of Daiei Productions for "Gate of Hell."

Military Clearance Plan Ready Soon

From THE DAILY Bureau

WASHINGTON, March 13.—The industry hopes to submit to the Pentagon late this week or early next week a letter outlining details of the proposal for eliminating military theatre competition with private theatres.

A meeting at the Pentagon early this month between exhibitor and distributor officials and representatives of the Defense Department agreed to try out the plan for a year. The industry agreed to put the plan on paper and submit it for formal Pentagon approval.

Motion Picture Association vice-president Kenneth Clark and John Adams of the Interstate circuit have drafted a letter embodying the details of the plan, and have submitted it to various distributor and exhibitor officials. They hope to have their comments on it and send the final draft to the Pentagon this week. Then Deputy Assistant Secretary of Defense Swan must clear it with the individual services before it can go into effect.

*Nothing
that has
yet been
written
so clearly
spotlights
the tremendous
boxoffice appeal
of 20th's
perfect Easter
entertainment!*

*see following
pages*

A Man Called Peter

starring

Richard TODD · Jean PETERS

Color by **DE LUXE**

CINEMASCOPE

Produced by

SAMUEL G. ENGEL · HENRY KOSTER

Directed by

Screen Play by

ELEANORE GRIFFIN

from the book by

CATHERINE MARSHALL



THE GREATEST MERCHANDISE HISTORY IS PRE-SELLING

Hollywood

By HEDDA HOPPER

Hollywood, Feb. 27—Remember the good old days when pictures used to touch the heart as well as the head, and we could all have an old-fashioned cry? We used to call those pictures three-handkerchief films. I saw one the other day that I call a six-handkerchief picture—"A Man Called Peter," which will reach your theatres around Easter time.

It's the story of a remarkable man, Dr. Peter Marshall, who was chaplain of the U.S. Senate for five years. He was a Scottish emigrant boy who gave his life to God without losing his ambition, his humaneness, and his sense of humor. He was pastor of the New York Ave. Presbyterian Church in Washington, D.C., where Abraham Lincoln used to worship.

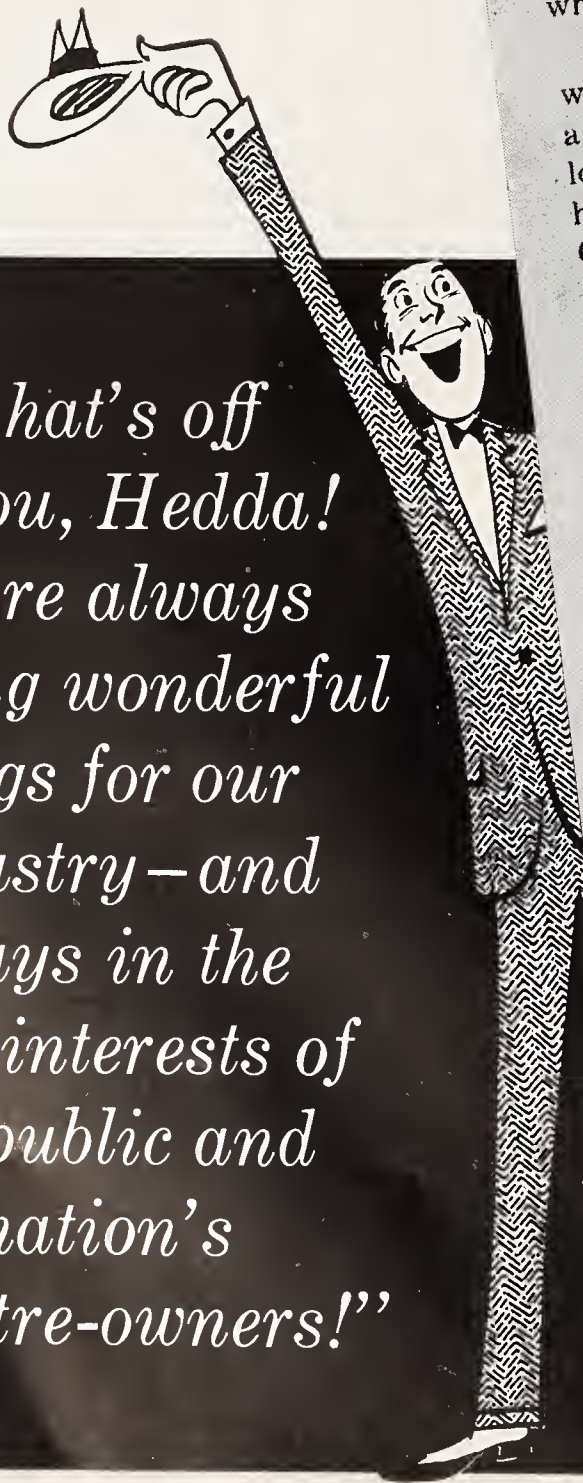
Peter Marshall found there a congregation of some rock-ribbed people who wanted no innovations. They didn't care whether the church was half-filled or not. But Dr. Marshall didn't like talking to empty benches, and the place was soon jammed with young people who liked his fresh, healthy approach to religion. He spoke the name of Jesus Christ with authority and reverence, as though talking about a good friend. Marshall died in 1949 at the age of 46.

We've had some fine religious pictures—"Song of Bernadette," "Bells of St. Mary's," "Going My Way,"—all dealing with the Catholic religion. After each film my readers would ask if there wasn't a Protestant story that could be put on the screen. Not that they disliked the others, but the great Protestant majority wanted a picture of their own. "A Man Called Peter" answers that longing.

The country generally didn't know too much about Marshall until after his death. His wife, Catherine, had never written anything but schoolgirl compositions; but she wanted the world to know what a great man her husband was. She wrote his story, which became a best seller and still is.

The first writer that 20th Century-Fox assigned to the screenplay gave up after six months. Then Eleanor Griffith, who got an Oscar for writing "Boys' Town," spent a year on the story. She not only retained the religious fervor

"Our hat's off to you, Hedda! You're always doing wonderful things for our industry—and always in the best interests of the public and the nation's theatre-owners!"



ING CAMPAIGN IN 20th's A Man Called Peter"

all in her treatment, but she also captured the side
e man who loved to tell funny stories and who was
ng "The Case of the Perfumed Mouse" just before
eath.

Producer Sam Engel wouldn't make the film until he
d the perfect actor to play Peter Marshall, and if he
searched the world he couldn't have found a finer one
n Richard Todd. You never think of him as acting; he
eter. Catherine Marshall is played by Jean Peters and
er has Jean given such a performance.

Marshall was a dynamic man who drove his car at top
ed; never walked when he could run.

He Spoke from the Heart

He had an almost psychic power which is shown drama-
cally in a sequence which gives us the sermon he delivered
the midshipmen at Annapolis. This is a scene I don't
believe you will ever forget. The U.S. Navy turned over the
apel at Annapolis for the scene, and the event is faith-
fully recreated on the screen.

When Marshall faced that roomful of youthful faces
e couldn't give the sermon he had prepared. He spoke from
he heart and told of a simple incident out of his own per-
onal knowledge about death. It was the story of a mother
whose young son had a fatal illness.

The boy looked into his mother's face and asked the
question: "Mother, what is it like to die? Does it hurt?"

She fled from the room and asked for guidance. On her
return she answered: "When you were a tiny boy you used
to play so hard all day that when night came you'd be too
tired to undress. So you'd tumble into your mother's bed
and fall asleep. But in the morning, much to your surprise,
you woke up to find yourself in your own bed in your own
room.

"You were there because someone loved you and had
taken care of you. Your father had come with his big strong
arms and carried you away. Death is like that. We wake up
one morning to find ourselves in the other room—our own
room where we belong because the Lord Jesus loved us."

Read this telegram from the woman who loved him!

Dear Sam Engel:

"I hereby set new stars
in your crown and lay a
laurel wreath at your feet.
Peter's spirit and personal-
ity come through with complete
integrity. The picture has
my wholehearted approval and
unrestrained backing. May
it become a milestone in
motion picture history
and in the spiritual
life of the nation."

Catherine Marshall

"It's a pleasure to do business with 20th!"

People

Norman E. Sprowl, former army public relations officer, has been appointed advertising manager for Durwood Theatres in Kansas City. Sprowl formerly was with Universal studios and Paramount.

□

J. P. Harrison of the Campus Theatre, Denton, Tex., celebrated his 50th year in show business on Friday. He was the honored guest at a civic ovation.

□

Dave Berger has been appointed director of advertising and publicity for the Brooklyn Paramount Theatre by managing director **Eugene Pleshette**.

□

Ernest Sands, who has been transferred from Warner Brothers' Cleveland managership to manager of the New York exchange, was guest of honor at a farewell dinner in Cleveland last week. More than 100 industry representatives attended. District manager **Bill Mansell** was the only speaker. **Marshall Fine** was toastmaster. Sands was presented with a bond.

□

Carl N. Brewster, formerly program director for Los Angeles' station KFVD, has been named promotion director of Polaris Pictures of Hollywood.

□

Kirk Douglas will serve coffee and doughnuts to early patrons at Loew's Capitol Theatre in Washington on Thursday. He will make three personal appearances at the Capitol on that day in connection with the opening of Universal's "Man Without a Star."

□

Jack Shaindlin - directed sound track for "Cinerama Holiday" has been re-recorded on Mercury Records. **Shaindlin** used an orchestra of fifty men for this score. The recording has been compiled as a Mercury album which is sold in the lobbies of all Stanley Theatres playing "Cinerama Holiday," and in music stores.

Goldstein and Broidy Schedule 4 Meetings

HOLLYWOOD, March 13.—Allied Artists vice-president and general sales manager **Morey R. Goldstein** will hold four regional sales meetings in course of his nationwide tour with president **Steve Broidy** and advertising-publicity director **John C. Flinn**. Goldstein will hold a sales session at Philadelphia March 18, Detroit March 25, Chicago March 17, and San Francisco April 1.

The nationwide tour was announced by Broidy two weeks ago as appropriate at this time in view of Allied Artists' new high-budget policy having come into full effect, and for the purpose of acquainting exhibitors at first hand with big-scale product such as "Annapolis Story" and others which will be screened for exhibitor groups.

CLAIMS INSUFFICIENT PROGRAM CHANGES HURTING EXHIBITION

By **LESTER DINOFF**

Exhibitors throughout the United States are faced with two big problems—insufficient program changes and the necessity of giving current product lengthy runs far beyond the picture's earning capacity, according to **Bernard Jacon**, vice-president in charge of sales for I.F.E. Releasing Corp.

Jacon, who recently returned from an 11-week tour of all of the exchange territories, declared that the exhibitor's dilemma is based on a shortage of product.

"There are fewer admissions this year because theatres are not changing their programs often enough and are forced to hold a film beyond its earning capacity," the IFE distribution head said.

Weekends the Big Problem

The problem is especially acute in the presentation of films on weekends, according to Jacon, who revealed that while touring the country, meeting circuit and independent theatremen and distribution officials of all companies, he found that many theatres were forced to carry a mid-week show over the weekend into the following week instead of breaking up their exhibition program in the middle of the weekend.

"This double weekend situation is causing exhibitors to lose audiences because a new show, which would

commence on Sundays, would usually attract people by word-of-mouth advertising and build up early week business," Jacon said.

Another important finding after talking to people in the exhibition end of the industry "is that the public is tired of seeing the same faces in one film after another," Jacon stated. "We need more diversification in pictures and a better talent development program to attract patrons."

"There is nothing wrong with our business which can't be settled if all branches harmoniously work together without personality clashes," Jacon said.

Has Three in English

Commenting on the I.F.E. releasing program Jacon said that three American language pictures have been set for national distribution during April. The three films are "Wayward Wife," "Too Young For Love" and "City Stands Trial."

In addition to these films, "Love in the City" will be set for pre-release engagements in several key cities during the month of April, he said.

Fox, Journalists

(Continued from page 1)

to an extensive national magazine advertising campaign.

Arranged with "Life," "Saturday Evening Post," "This Week," "Parade," "Seventeen" and "Pictorial Review," conferences will be held tomorrow in Boston, Philadelphia, Chicago, Atlanta and Detroit, followed by conclaves Wednesday in Washington and Detroit. A Thursday meeting has been scheduled for San Francisco and one on Friday in Los Angeles. Executives of the Atlanta "Journal" and "Constitution" also will participate at the Atlanta meeting.

Plans Will Fit Each City

At each session representatives of the publications will outline plans to localize national magazine advertising to fit each city where the picture will bow initially during the Easter season.

The magazine advertising campaign on the filmization of Catherine Marshall's novel is the largest scheduled by 20th Century-Fox on any CinemaScope production.

Terre Haute Case

(Continued from page 1)

present, the parties have agreed to go to trial on the case.

However, there will be a postponement from the March 21 date. Best guess right now is that the case will go to trial sometime in May.

Texas Drive-in Assn.

(Continued from page 1)

G. S. Hill, of Leon Drive-in Theatres, Abilene, Don Douglas, of Rowley United Theatres, Dallas, was named secretary, while the post of treasurer went to Tim Ferguson, of Downs Drive-in Theatre, Grand Prairie.

Schary Honored

(Continued from page 1)

men." The presentation was made by Leonard K. Firestone.

In accepting the plaque, Schary said, "All basic concepts of human relationships, such as brotherhood, marriage, friendship, family life, labor relations or world politics, are based on common trust and faith. We will be fooled often by individuals. We will make errors in judgment. But it is far better to do that than to commit the unpardonable sins of physical aggression, violence and war."

The dinner was attended by more than 400 community, business, industry and civic leaders.

Anti-Toll TV

(Continued from page 1)

clarify its policy and explain its aims to the public.

Dr. Smythe, who is professor of economics at the University of Illinois, was chief of the economics division of the Federal Communications Commission from 1943 to 1948. He recently completed research studies on radio and television for the National Council of Churches of Christ and the National Association of Radio and Television Broadcasters.

SAG Group to Confer With Actors in TV

HOLLYWOOD, March 13.—In preparation for contract negotiations with the Alliance of Television Film Producers, and other interested telefilm producers, scheduled for starting in May, the Screen Actors Guild has appointed a 25-man committee to confer with actors working in television films preparatory to recommending changes for consideration by the SAG board prior to the contract expiration on July 1st.

MPAA

(Continued from page 1)

said he did not expect action on a discretionary damages bill any time soon, adding that "the motion picture people were the ones who were for it originally and they have discarded it."

Clark said today that he felt "Mr. Celler has somehow been misinformed. We are for the bill stronger than ever. Every day that passes exposes additional racketeering and chicanery resulting from the large damages that can be won under present law."

Notes D. of J. Report

Noting reports that the Attorney General's special anti-trust study committee is going to favor discretionary damages, Clark said that he hoped this recommendation would induce Congress to enact such legislation this year.

Despite the MPAA attitude and the Attorney General committee report, however, chances right now don't look too bright for enactment of the bill. Celler is reportedly personally opposed to the measure, and could easily block committee action on it.

Aldrich to Produce 'Big Knife' for UA

"The Big Knife," Clifford Odets' stage play, will be brought to the screen by producer-director **Robert Aldrich**, with **Jack Palance**, **Ida Lupino**, **Shelley Winters**, **Everett Sloane**, **Rod Steiger** and **Wendell Corey** starred, it is announced by **Arthur B. Krim**, president of United Artists, which will release the behind-the-scenes drama of Hollywood.

Aldrich will produce and direct "The Big Knife" from a screen play by **James Poe**. Scheduled to start production April 7 at the **John Sutherland Studios** in Hollywood, "The Big Knife" will be presented by **The Associates & Aldrich Co., Inc.**

The production-distribution agreement with **United Artists** was concluded at the company's New York home office, following Aldrich's delivery of the completed print of **Mickey Spillane's "Kiss Me Deadly."** "The Big Knife" originally was presented on Broadway in 1949 with the late **John Garfield** starred.

NBC Signs Edwards To 5-Year Contract

HOLLYWOOD, March 13.—**Ralph Edwards** has signed an exclusive personal services contract with **NBC** for five years, it has been announced by **Thomas A. McAvity**, NBC vice-president. An unusual feature provides that **NBC** must guarantee Edwards that the "This Is Your Life" TV show will be telecast 52 weeks a year for the next four years.

The pact also gives **NBC** the right of first refusal on future Edwards properties.

Edwards owns "Place the Face," "Truth or Consequences," "Funny Boners" and "This Is Your Life."

'Mambo' March 30

Silvana Mangano's "Mambo" and **Danny Kaye's "Assignment Children"** will open at the **Criterion Theatre** on March 30 following **Paramount's Academy Award** contender, "The Country Girl," which is now in its 13th week at the **Broadway** showcase.

Foreign Films Score Heavily in Japan; Curbs Start in April

Special to THE DAILY

TOKYO, March 7 (By Air Mail).—Further controls on the importation and exhibition here of American and European films will be initiated shortly by the Finance Ministry of Japan. The measures are being taken "as a means of saving on the nation's foreign currency reserves" and are scheduled to start in April, the beginning of the 1955 fiscal year.

Importation of films will be cut by at least 20 per cent and there will be a cut in the allocations of foreign currency which American and European film companies are allowed to transmit abroad in addition to "limitation of the income of foreign film companies."

141 of 200 from U.S.

During 1954 some 200 films were imported into Japan of which 141 were from America, and some \$5,500,000 was allowed to be transmitted abroad by the film companies, with the rest of the profits being frozen in Japan (now totalling over \$8,000,000).

It is expected that the limitation of incomes of American and European film companies will include fixing a ceiling for their film distribution charges as well as curbing the number of prints and the period of showings. The Ministry insists such measures are necessary, as imported films are now receiving more than 70 per cent of the income derived from performances, and sometimes as much as 80 per cent, while Japanese pictures get a much smaller percentage.

Expect No Change in Wage Law Coverage

From THE DAILY Bureau

WASHINGTON, March 13.—The Eisenhower Administration has decided to soft-pedal its previously-announced drive for broader coverage of the Federal Minimum Wage Law. Instead, the Administration will concentrate on trying to get Congress to boost the minimum payment for workers already covered.

This will be good news for small exhibitors, since theatres are now exempt from the law and would be one of the targets of a drive to expand coverage.

Earlier this year, President Eisenhower and Labor Secretary Mitchell urged Congress to boost the minimum wage and also to expand coverage. This will still be the public program of the Administration, and Mitchell will probably testify to this effect when hearings are ultimately held before the House or Senate labor committees.

But the Administration will work behind the scenes only for the higher minimum and not for expanded coverage. This means it is very unlikely that Congress this year will enlarge on minimum wage coverage. There never was any great enthusiasm on Capitol Hill for expanded coverage, and the only chance the proposal had was if the Administration kept pushing for it.

'Plain' Bow Set

"The Purple Plain" will have its American premiere at the Chicago Theatre in Chicago on March 25.

McGee and Allied, on Compo

(Continued from page 1)

Allied's board of directors adopted and released a resolution deploring the appropriation and misuse of the name COMPO by any group or individual seeking to form a regional exhibitor organization to function outside the public relations field to which National COMPO is restricted.

"This action was based upon a form letter bearing the name of Pat McGee which had been circulated among exhibitors in the Rocky Mountain area. The letter solicits memberships in Rocky Mountain Council of Motion Picture Organizations. In the body of the letter this is shortened to COMPO. One paragraph reads as follows:

'We have been in contact with film company sales managers who express confidence in me personally to the point that they promise to review any unhappy sales contract for any exhibitor if I think he needs aid. This is your avenue to go beyond branch and Division if you are not happy with your present treatment.'

"This project is at war with the principles on which COMPO was founded. Those who spent the time and effort to create COMPO (as distinguished from those who now fatten on it), were careful to provide that that organization should not invade the field or usurp the functions of the established exhibitor organizations.

"Following the enumeration of its purposes, COMPO's by-laws (Art. I, Sec. 3) contains the following proviso:

'Nothing in the foregoing shall be considered to authorize the Council to represent the members in matters pertaining to the licensing of motion picture film or to trade practices.'

"The Allied resolution not only deplored the abuse of the name COMPO by McGee but it also requested Allied's representative on the triumvirate to initiate action in COMPO to terminate the misuse of

its name. What, if any, action has been taken by the triumvirate in response to the resolution is not known. Those who objected to COMPO's participation in the toll-TV fight, or to COMPO's sponsoring a top level conference on the state of the industry, if they want to keep the jewels of consistency bright, had better take note of what is now going on in Denver.

"Following the release of Allied's resolution a letter was received from Kyle Rorex, executive director of Texas COMPO enclosing a release which he had issued. To our amazement, this began as follows:

'Answering National Allied charges that the COMPO name had been misused by State and Regional units, Col. H. A. Cole . . . stated today that Texas COMPO has established an enviable record . . .'

"Allied wrote Rorex an explanation of the reasons for and limitations upon the resolution, pointing out that when he charged Allied with attacking state and regional units he over-shot the mark. Allied further informed Rorex that:

'Col. Cole was present when the matter was discussed and he pointed out the difference between the COMPO under discussion and Texas COMPO. He was present when the resolution was adopted and made no objection to it. Certainly he did not think there was any reflection on Texas COMPO and it is surprising, to say the least, to find him issuing a statement, "Answering National Allied."'

"Rorex did not acknowledge the letter and he did not alter his release. As a result, Allied has been embarrassed by trade paper stories indicating a split between it and one of its most distinguished leaders. Except for this, and the fact that Rorex dragged in Texas COMPO when the resolution did not apply to it, the Rorex incident is unimportant."

Italy Film Earnings Increased in Jan.

Box office earnings for first-run films in 15 key Italian cities during January, 1955, totaled 1,879,000,000 lire as compared to 1,480,000,000 lire earned in January, 1954, it was revealed here at the weekend by Italian Films Export, which released the findings of a recent analysis.

Of the total film grosses reported in Italy, Italian films earned 40.10 per cent of the receipts, which represented a huge jump over the 1954 period, when Italian pictures grossed on 28.98 per cent of the total earnings in January, the report showed.

The high earnings of Italian pictures in January of this year were mainly due to a few black-and-white films which were presented in competition with American CinemaScope and Technicolor product, IFE said.

The biggest film grossers among the first-run films in Italy for last January were American pictures which earned 50.78 per cent of the total receipts, a drop from the 63.79 per cent figure of January, 1954, the report said. French films, including

Italy Lifts Color Print Prohibition

The Italian government has officially lifted its ban on the import of color prints, the Motion Picture Export Association was informed here at the weekend.

The ban, which caused a log-jam in the release of American product in Italy soon after it was imposed at the beginning of the year, was finally lifted after a series of negotiations.

Griffith Johnson, vice-president of the Motion Picture Export Association, who took an active role in the negotiations, is due here from Italy today to render a detailed report at the next MPEA board meeting.

In the meantime, the Italian government has agreed upon the method of individual negotiations with each American company on the issue of processing color prints other than Technicolor in Italy.

Italo-French co-productions, earned 7.04 per cent, English films grossed 1.62 per cent and others earned 0.46 per cent of the total first-run grosses in Italy, the analysis revealed.

In the THEATRE Equipment & Refreshment World . . . with RAY GALLO

"SUPERAMA" is the name of a new seamless projection screen with a silver surface announced by the Radiant Mfg. Corp., Chicago. The screen is electronically welded into one uniform surface through a controlled thermal process, whereby no seams can be detected in the fabric, according to the manufacturer. The fabric is packed for shipment in wooden crates, fully protected, on a special 5-in. aluminum roller, with an elevating sling and erecting platform. The screens are also available in "Super-White" matte white surface at a lower cost than the "Super-Flect" silver surface.

Lawrence Metal Products, Inc., makers of lobby posts and velour ropes for theatres, has moved to a newly constructed, one-story building at 60 Prospect Avenue, at Merrick Road, Lynbrook, N. Y. Benjamin Lawrence, president, said that the move was made without the loss of any of its factory or office personnel. The company also makes sand runs, smokers and railings of chrome, brass, aluminum and stainless steel.

Paul R. "Pete" Wentworth has been named media buyer for the Eastman Kodak Co., Rochester, N. Y., according to an announcement from W. B. Potter, director of advertising. Wentworth will be in charge of market and media selection for Kodak advertising in trade papers, newspapers, general magazines and television.

Activeaire Devices, Inc., New York, has a new portable "conditioner" to humidify, heat or cool the air in a small area, such as the box-office. It is designed to create a comfort zone approximately 10 feet around the unit. Completely portable and compact in size, it may be used anywhere that an outlet is available. It is finished in gray hammertone.

Hollis D. Bradbury has been named manager, RCA Film-Recording Equipment, according to an announcement from J. F. O'Brien, manager, Theatre and Industrial Equipment Marketing, Engineering Products Division, RCA. Bradbury succeeds Ralph A. Teare, who recently was advanced to manager. RCA Industrial Products. Bradbury will coordinate all planning, promotion and sales activities for RCA film-record equipment designed for use by motion picture studios and will supervise operation of RCA's motion picture recording studios in New York and Hollywood.

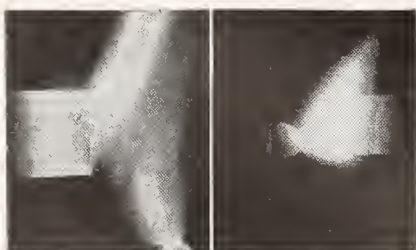
Electric pizza ovens made by the Harvie Supply Corp., have been approved by Underwriter's Laboratory, making them the first ovens devoted to baking pizza exclusively to receive such approval, says the company.

NATIONAL

TRADE-MARK

CARBONS

1000% BRIGHTER...
IMPROVING ALL THE TIME!



**THE PICTURE IS LIGHT...
 GIVE IT ALL YOU CAN
 with "NATIONAL" CARBONS**

THE NEED FOR MORE and better projection light began with the first "flicker" and grew as the industry grew. From the very beginning, "National" carbons have satisfied projectionists' demands for brighter, whiter light and slower, steadier burning.

SINCE "NICKELODEON" DAYS, the brightness of "National" projector carbons has been increased more than 1000 per cent! And, today, with giant screens becoming almost universal, arc-carbon progress continues to meet the challenge.

FOR EXAMPLE, the new "Suprex" 8mm carbon, latest in a long series of recently improved "National" carbons, provides **15% more light** and a higher color temperature than its predecessor — **at no increase in cost!** Yes, the picture *is* light...and with "National" carbons you are sure of getting it in fullest measure.

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

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TEN CENTS

Plans Underway

Para. Stages 1st of Meets On Exposition

Freeman to Address Big Studio Gathering Today

By WILLIAM R. WEAVER

HOLLYWOOD, March 14.—The first in a series of studio mass meetings to be held for the purpose of acquainting Hollywood personnel with plans for establishing a permanent Motion Picture Exposition will be held tomorrow noon at the Paramount lot with Y. Frank Freeman, Paramount vice-president and studio head, addressing all employees.

Similar meetings will be held at all studios subsequently.

The Motion Picture Exposition, which is being sponsored by all Hollywood unions, guilds, associations and organizations, is to be financed by

(Continued on page 7)

Extend Kalmenson Contract to '59

From THE DAILY Bureau

WASHINGTON, March 14.—An extension to 1959 of the employment contract of Benjamin Kalmenson, Warner Brothers vice-president and general sales manager, was disclosed here today in a WB filing with the Securities and Exchange Commission.

The agreement, according to the WB statement, calls for the extension of Kalmenson's employment as general sales manager from June 30, 1956,

(Continued on page 7)

To Governor for Signature

N. Y. Tax Bill Passes Senate

Special to THE DAILY

ALBANY, March 14.—The Senate tonight passed unanimously and without debate, the Assembly Rules Committee bill validating collection by New York City, Binghamton and Elmira of major breakage on the five per cent admissions tax. The Assembly took similar action on March 7. The Senate approval that night was blocked by an objection from Sen. Fred G. Moritt, Brooklyn.

The measure against which industry representatives waged a vigorous but futile fight now goes to Gov. Averell Harriman for action.

He is expected to approve it soon,

TOA Convention To Span a Weekend

For the first time, a national exhibitor association convention will cover a full weekend and wind up on a Sunday when the Theatre Owners of America's annual conclave will be held at the Biltmore Hotel in Los Angeles on Oct. 6-9. Inability to obtain early or mid-week dates was given for the reason for off-beat schedule.

Approximately 175 exhibit booths will be available for the trade show which will be handled by an outside organization. Sessions may be held in the Biltmore Theatre, next door to the hotel, and it is possible that the TOA will acquire the famed Biltmore Bowl for the wrap-up banquet.

Salesmen's Talks In 'Crucial' Stage

With negotiations apparently deadlocked on a new contract between the distributors and the Colosseum of Motion Picture Salesmen, David Bartell, general counsel of the Colosseum, yesterday accused the distributors of indulging in the "strangulation of a salesman." The contract talks now are in a third and "crucial" stage, Bartell said in New York where the negotiations are continuing after previous sessions in Chicago and Cincinnati.

Bartell said that it was the "thinking of top management to limit the salaries of film salesmen to \$100 per week," having rejected the salesmen's proposal for an increase in salary and expenses.

Declaring that the film industry is enjoying its highest profits in its history, Bartell said the distributors were "belittling the efforts of its salesmen,"

(Continued on page 4)

First Official Word

FCC LETTER HINTS TOLL-TV HEARINGS

Cited by the Chairman as 'One Example' Of Huge Workload Facing Commission

From THE DAILY Bureau

WASHINGTON, March 14.—The first official notification that the Federal Communications Commission might hold public hearings on toll-TV came today in a letter to the House Appropriations Committee.

FCC chairman George McConaughy, requesting additional funds to hire more employees, cited the toll-TV case as one example of an ever-increasing FCC workload making the additional employees necessary.

"Many difficult cases still are ahead of us and the work will continue to be heavy," he declared. "One example: although so-called subscription TV has already caused us considerable work, hearings and subsequent studies will continue to require a great deal of staff time."

The FCC has called for written comments on toll-TV, and has officially given no indication whether or not it will hold public hearings on the subject after it gets the written comment or will decide the case on the basis of the written comment. The exhibitors committee against toll-TV has been insisting on public hearings.

Lichtman Attacks Use of Standard Trailers for 'Scope

Results of a recently-completed field survey of CinemaScope equipped theatres in the United States discloses that in many situations conventional trailers are being programmed by exhibitors to advertise CinemaScope pictures in quantities far exceeding those produced in the new entertainment medium.

In a letter to 20th Century-Fox division and branch managers, director of distribution Al Lichtman urges that this practice be immediately corrected, terming the condition as "using a midget to sell an entertainment giant."

"Exhibitors," Lichtman declared,

(Continued on page 6)

Announce Speakers For Pa. Allied Meet

Special to THE DAILY

PITTSBURGH, March 14.—Participating in the 33rd annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania next Monday and Tuesday in the Roosevelt Hotel, will be Terry Turner; Steve Broidy, president of Allied Artists; James Nicholson,

(Continued on page 6)

Stars, Officials to Attend 'Peter' Bow

An array of Hollywood and Broadway stars, officials of the National Foundation for Infantile Paralysis, Washington notables and many others are scheduled to attend the opening of 20th Century-Fox's "A Man Called Peter" at the Roxy Theatre here on March 31.

The opening will be a benefit per-

(Continued on page 4)

Military Clearance Draft Submitted

From THE DAILY Bureau

WASHINGTON, March 14.—The motion picture industry has submitted to the Pentagon its letter draft of the proposed agreement to limit competition between military and private theatres.

E. D. Martin, president of the The-

(Continued on page 4)

High Court Refuses Lardner Suit Review

From THE DAILY Bureau

WASHINGTON, March 14.—The Supreme Court today refused to reconsider its earlier action turning down a request by Ring Lardner, Jr., to review a lower court decision against his damage suit against 20th Century-Fox Film Corp. The suit resulted when Fox fired Lardner after his refusal to answer certain questions of the House Un-American Activities Committee.

Personal Mention

ARTHUR M. LOEW, head of Loew's International, is in Hollywood from New York.

SIR CAROL REED, director; LIAM O'BRIEN, writer, and JAMES HILL, producer, will arrive in New York from Hollywood today on their way to Europe.

MORI KRUSHEN, United Artists exploitation manager, will leave here today for Chicago, Indianapolis and Milwaukee.

HERMAN KASS, Universal Pictures Eastern exploitation manager, was in Philadelphia yesterday from New York.

STEVE BROIDY, president of Allied Artists, left Hollywood yesterday for Dallas.

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, will leave here tomorrow for Detroit.

SI FABIAN, president of Stanley Warner Theatres, and MRS. FABIAN, are in Miami Beach from New York.

BRYAN MICHIE, London talent agent, is scheduled to arrive here today from London via B.O.A.C.

ILYA LOPERT, president of Lopert Films, will arrive in New York by plane today from Europe.

SAM ZIMBALIST, producer, will leave New York today for Jamaica, B.W.I., via B.O.A.C.

MRS. DARRYL F. ZANUCK has left New York by plane to join her husband in Europe.

IRVING MACK, president of Filmack Corp., and MRS. MACK are in Miami from Chicago.

IRVING H. LUDWIG, Buena Vista sales manager, left here yesterday for Cleveland.

SAG Okays Pact for Filmed Commercials

HOLLYWOOD, March 14.—The membership of the Screen Actors Guild, in a mail referendum, has voted 2,600 to 43 in approval of a recently-completed contract covering actors, singers, announcers and puppeteers in filmed television commercials, the Guild announced here today.

The organization now is preparing to open negotiations with the producers of TV entertainment films.

Fritz Hugh Thomas, 53

HUNTSVILLE, Ala., March 14.—Fritz Hugh Thomas, 53, general manager of the Lyric Amusement Co., was stricken with a heart attack and died in a hospital in Sarasota, Fla. Survivors include a son, F. H. Thomas.

Theatre Liquor Bill For Legitimate Only

Special to THE DAILY

BUFFALO, Mar. 14.—State Senator Stanley J. Bauer defends his theatre liquor bill against attacks, which, he charges, are "based on ignorance of the proposed law."

Bauer's bill now in committee of the legislature, would allow legitimate theatres—not motion picture houses—to sell alcoholic beverages during intermission, and for one-half hour before and after performances, he says.

Bauer declared he believed the Erie County Restaurant & Liquor Dealers Assn., whose members the other day unanimously resolved themselves opposed to the bill, had the impression the measure would affect film houses, too.

Fears a Precedent

Association president Joseph P. Kross admitted some members may have had that impression, but he declared he personally was against the bill anyway. If live-drama theatres get liquor licenses, he charged, the picture house will be next to ask, and will have precedent for their request.

TNT Sets TV Plans For Marciano Bout

The Rocky Marciano-Dan Cockell heavyweight championship fight scheduled for May 16 will be presented coast-to-coast via closed circuit television by Theatre Network Television, it was announced here by James D. Norris, president of the International Boxing Club; Nathan L. Halpern, TNT president, and promoter Jimmy Murray.

The title bout will originate from Kezar Stadium in San Francisco and through the facilities of TNT will be projected in theatres around the country. The entire state of California will be blacked out.

The last Marciano title defense, at the Yankee Stadium here, was presented by TNT in theatres in 71 cities.

English, Upstate N.Y. Exhibitor, Dies

ALBANY, March 14.—Funeral services were held in Hancock yesterday for Harvey English, 55, owner of the Capitol in that village and operator of theatres in five other New York and Pennsylvania communities. He died on March 10 of heart disease, a recently-broken wrist being reported here as a possible contributing cause.

A graduate of Syracuse University, English served as a school principal before entering the exhibition field more than 25 years ago. He operated in northern Pennsylvania as well as on the New York side of the border, and in the Catskill Mountains. English was mayor of Hancock for several terms. A delegation from Film Row attended the funeral services.

Sobottka Killed

SEATTLE, March 14.—Herbert B. Sobottka, 51, executive manager of the John Hamrick Theatres, was killed in an auto accident yesterday.

C'Scope Policy Up At European Meet

From THE DAILY Bureau

LONDON, March 14.—CinemaScope policy will be a prominent item of discussion at the meeting of the Union Internationale de l'Exploitation Cinematographique in Paris on April 20, 21 and 22. CEA's general secretary, W. R. Fuller, and treasurer, E. J. Hinge, will attend this meeting.

CEA's technical adviser, Dr. Leslie Knopp, told delegates that he was informed that 20th-Fox CinemaScope subjects were available in America showing at 1.75:1; whereas they were not available in this country. They were also informed that an official enquiry on the matter had recently been addressed to American exhibitor associations but that no reply had yet been received.

CEA's officers were instructed to seek interviews with MGM, Warner Brothers and 20th Century-Fox.

Kodak People Share Record Dividend

ROCHESTER, N. Y. March 14.—About 51,400 Kodak men and women in the United States shared today an estimated \$28,300,000 wage dividend, the largest ever distributed by the Eastman Kodak Co.

Eligible persons receive \$28.75 for each \$1,000 earned at Kodak during the five years 1950 through 1954. The wage dividend plan, begun 43 years ago, recognizes the part Kodak people have played in the success of the company, it was stated.

A year ago the total dividend payment in the United States was approximately \$24,900,000 at a rate of \$27.75 per \$1,000 earned at Kodak during the period 1949-53. This was the previous record payment.

Cambridge Planning Florida Production

MIAMI, March 14.—James L. Nisbett, executive producer of Cambridge Productions of Florida, has announced that his company has purchased Pentagon Films, Inc., of California, which was capitalized for \$1,000,000 in 1949.

Cambridge plans to finance independent motion picture and TV productions and to produce from three to six feature films annually in addition to a number of varied television properties for syndication.

Plans for a modern studio were completed in Hollywood recently by Rudi Feld, art director and designer. Discussions have been under way for some time concerning a south Florida location for the proposed studios.

Phila. Bans Pupils From Seeing 'Jungle'

PHILADELPHIA, March 14.—"Blackboard Jungle," MGM's picture on juvenile delinquency, is hitting tough sledding here before its opening at the Arcadia on March 25.

The Board of Education has refused to allow school children to see the picture. Furthermore, the police have rejected an offer by Ed Gallner, Loew's press and publicity representative, to see a screening of the film.

N. Y. Firemen Bill Clarified

Special to THE DAILY

ALBANY, N. Y., March 14.—Clarification of provisions of Sen. Joseph R. Marro's bill calling for the use of firemen and policemen in theatres reveal a differentiation in the duties of members of the two municipal departments.

Policemen would be detailed to any person, firm or corporation for the purpose of "escorting employees carrying checks, currency, specie or other forms of money for payroll purposes." This section could cover certain situations in the film industry, but the bill was not drafted with motion picture houses specifically in mind.

Fireman for Theatres

That portion of the measure dealing with firemen, however, has direct application to theatres of various types. It states that the commissioner or other head of any paid fire department of a municipal corporation "may detail not to exceed two members of the uniformed fire department to each and every place of amusement or entertainment to which the public is admitted, whenever machinery or scenery are in use and one or more persons participate in the actual performance of a play, show or other type of entertainment."

The commissioner or department head may further "detail as many additional members of such department as he may deem necessary for duty in any place of amusement or entertainment at which any play, show or other performance is witnessed by 6,000 or more persons in any 24-hour period."

Duties Outlined

"It shall be the duty of all members of such department detailed to such duty," heads the bill, "to guard against fire, to take charge and control the employees of such place of amusement or entertainment, during each public performance therein, in guarding and protecting the occupants against all fire hazards."

Payments would be made to properly designated officials, who would re-route the money to fire or police pension funds or retirement systems, where "actuarially sound" funds and systems are maintained.

The measure, which exempts charitable performances, would take effect immediately. Referral was to the Senate Committee on Affairs of Cities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL			
Rockefeller Center			
"HIT THE DECK"			
in CinemaScope and Color starring			
Jane Powell	Tony Martin	Debbie Reynolds	Walter Pidgeon
Vic Damone	Gene Raymond	Ann Miller	Russ Tamblyn
An M-G-M Picture			
and SPECTACULAR STAGE PRESENTATION			

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**To ALL The Wonderful People
Who Made Another EMMY Award
For THIS IS YOUR LIFE Possible---**

All the boys and girls who work hard and long on this labor of love,

Axel Gruenberg

Paul Phillips

Mort Lewis

Dick Gottlieb

Jan Boehme

Don Malmberg

Alice Keyser

Lynne Voeth

and Sue Clark

The NBC Technicians and Crew, Von Dexter for the wonderful musical scores, Bob Warren for his fine presentation of Hazel Bishop and Procter & Gamble's Prell commercials; and to the real stars of THIS IS YOUR LIFE, the principal subjects from all walks of American life—
To all of you, my most sincere thanks.

Gratefully,

Ralph Edwards

*1953 THIS IS YOUR LIFE

*1950 TRUTH OR CONSEQUENCES

ACADEMY OF TELEVISION ARTS AND SCIENCES



People

Henry Pardo, formerly with Lockwood & Gordon Theatres in Maine and New Hampshire, has been named manager of the Manchester Drive-in, Bolton Notch, Conn., succeeding Sol Karp, who has gone into independent exhibition with Mike Masselli of Hartford. Karp and Masselli have leased the Baltic Theatre, Baltic, Conn., from Edward Lorch of Norwich.

□

Ray Lathrop will manage both the Grove Theatre, Lindsay, Cal., and the Exeter, Exeter, Cal., replacing Charles Pease and Archie Clark, respectively. Both houses are owned by Westland Theatres of San Francisco.

□

Paul Whiteman has been appointed vice-president in charge of music for Fred Astaire Dance Studios, it was announced by Charles Casanave, executive vice-president.

□

Albert Pickus, owner of the Stratford Theatre, Stratford, Conn., and a vice-president of Theatre Owners of America, has been invited to an atomic test at Yucca Flats next month by national CD director Val Peterson. Pickus is director of Civil Defense in Stratford.

□

George Schaefer, distributor of "Day of Triumph," yesterday accepted a bronze plaque from the "Christian Herald," which cited the picture as its "Picture of the Month" award for May.

□

Donald Menasco, doorman at the Fox Theatre in San Francisco, has been appointed assistant manager of the Parkside in that city.

□

Douglas Skene, veteran cameraman, has resigned from Associated Screen News Limited to join Davart Productions, Ltd., Toronto, a company producing television and other films headed by David Price.

□

Edgar Smith, who has been with Florida State Teachers for the last 25 years, has been appointed city manager of the Polk and Lake Theatres in Lakeland, Fla.

□

Tom Sawyer has been named manager of the Tampa Theatre, Tampa, Fla.

Kingsley Acquires 'Court Martial'

Kingsley International Pictures has concluded a deal for the United States and Canadian distribution rights to Anthony Asquith's latest British production, "Court Martial," starring David Niven and Margaret Leighton, it has been announced by Edward L. Kingsley. The recently completed British picture was produced by Romulus Films from the play "Carlington, V.C." by Dorothy and Campbell Christie.

Review

"Revenge of the Creature"

(Universal Pictures)

A 3-D entry is offered in this Universal release, concerning the horrors of a pre-historic half-man, half-fish, that runs (and swims) amok in civilized Florida. It is the only 3-D entry of any studio this year and smart showmen may capitalize on its uniqueness to revive interest in the medium. Whether the public will be receptive to 3-D again remains to be seen.

This sequel to "The Creature of the Black Lagoon" used 3-D effects sparingly, but, for example, an extra note of horror was felt when scaly hands reached out from the screen, seemingly tipping the nose of the viewer. The theatre owner can decide whether these few moments of novelty justify exhibition in the 3-D medium, for Universal also will release this picture in its conventional form.

While the picture does contain a number of weaknesses, there appear to be sufficient suspense and horror ingredients to register in most situations, especially if its exhibition is geared to a proper exploitation campaign. Shock elements on the screen appeal to many patrons and "the creature," gills and all, is shocking, indeed.

The picture, in regard to the strength of its story line and production values, stacks up at par with the initial offering "The Creature of the Black Lagoon."

Two young scientists capture the creature in a dark lagoon in the Amazon jungle. They bring it back for exhibition at Ocean Harbor, Fla. John Agar, a scientist, leaves his university post, to study the creature. At Ocean Harbor, too, attractive Lori Nelson arrives as an ichthyology student. The two supply the romantic element, for they study the creature by day and find their mutual interest goes beyond the creature. The half-man, half-fish, however, remains the primary source of interest, especially after he escapes his underwater imprisonment. The escape triggers many suspenseful moments, heightened by the creature's capture of the young lady scientist, who finally is rescued.

Others in the cast include John Bromfield, Robert B. Williams, Nestor Paiva, Grandon Rhodes, Dave Willock and Charles Cane. William Alland produced and Jack Arnold directed from a screenplay by Martin Berkeley, based on a story by Alland.

Running time, 82 minutes. General classification. For May release.

MURRAY HOROWITZ

Salesmen's Talks

(Continued from page 1)

stifling their enthusiasm and destroying their efficiency by failing and refusing to accord to them the consideration commensurate with their importance to the industry."

The placing of a \$100 limit on the salary of a salesman would mean the decimation of its sales force and the exodus of high calibre, "hard-hitting" salesmen to other fields of endeavor," Bartell said. He added that the Colosseum did not intend to sit back and let the salesmen be "strangled."

Confirmation to FCC For McConnaughey

WASHINGTON, March 14.—The Senate confirmed the nomination of George McConnaughey as a member of the Federal Communications Commission through July, 1957. The President has designated McConnaughey to serve as FCC chairman. He has been serving in that capacity under a recess appointment.

Anti-Trust Subpoenas

WASHINGTON, March 14.—The House today gave the judiciary committee power to use subpoenas in any anti-trust investigation it carries on. Chairman Celler (D., N. Y.) has said that the motion picture industry might be one of the committee's targets later in the session.

New Liebman Pact

Max Liebman, producer-director of NBC-TV Saturday and Sunday "Spectaculars" has signed a new exclusive five-year contract with the National Broadcasting Co., it was announced by Thomas A. McAvity, vice-president of the NBC television network.

Military Clearance

(Continued from page 1)

atre Owners of America, sent the letter today to Deputy Assistant Secretary of Defense Swan. The letter contains the industry's understanding of the plan which industry and Pentagon officials agreed, at a recent meeting, to try out for a one-year test period.

Swan must clear the letter with the individual armed services before the agreement goes into effect. There's no deadline for doing this.

N. Y. Tax Bill

(Continued from page 1)

and for the City of New York would file a supplemental brief with the Court of Appeals. That tribunal heard arguments on March 3 in the appeal by New York City from a 3-2 Appellate Division decision invalidating collection of major breakage.

Assistant corporation counsel Stanley Buchsbaum suggested to the high court that both sides be given the opportunity to file supplemental briefs dealing with the effect of the bill on the court case.

TV Set Production Down in January

WASHINGTON, March 14.—Television set production in January was down from December but above January, 1954. The Radio-Electronics-Television Manufacturers Association reported.

It said 654,582 sets were produced in January, a four-week reporting period, compared with 833,423 sets in the five-week December period and with 420,571 sets in January a year ago. Of the production this January, 117,095 sets, or almost 18 per cent, had UHF facilities.

'Peter' Bow

(Continued from page 1)

formance for the March of Dimes and many people who knew Peter Marshall as pastor of the "Church of the Presidents" and as chaplain of the U. S. Senate also are expected to attend. Among those due at the premiere will be a group headed by the mayor of Glasgow, representing the city where Peter Marshall was born.

Earl Wingart, 20th-Fox Merchandising manager, meanwhile, stated that the forthcoming series of 60-city previews of the picture to over 100,000 clergymen, lay church leaders and civic opinion-makers constitutes "the greatest sampling of a motion picture in the history of the film business."

Pa. Allied Meet

(Continued from page 1)

president of the American Releasing Corp.; Horace Adams, Allied regional vice president, and Fred J. Schwartz, of the Century Circuit, N. Y.

Among the subjects to be discussed are toll TV, film rentals, product and print shortage, probable increased admission taxes and declining attendance.

The Stearn-Hanna Co-operative Theatre Service Corp. will host a cocktail party in the Variety Club of Hotel William Penn on Monday. A dinner dance at the Ankara night club will close the two-day convention on Tuesday following election of officers and a closed forum with counsel Abram F. Myers earlier that day.

Republic Holders To Meet April 5

Four directors will be up for reelection at Republic Pictures annual stockholders meeting, slated to be held here on April 5, according to a management proxy statement.

Nominated by management were the following directors: John Pet-raukas, Jr., William M. Saal, Edwin Van Pelt and Douglas T. Yates.

The proxy stated that \$387,275 was paid to all directors and officers for the fiscal year ended Oct. 30, 1954. Herbert J. Yates, president and director, was listed as having a remuneration of \$168,886 for the fiscal year. This figure, it was added, includes \$100,000 accrued remuneration for the fiscal year, payment of which is deferred pursuant to the terms of his 1950 employment agreement. Richard W. Altschuler, director and vice-president, was listed as having received a remuneration of \$40,210 for the fiscal year.

Fast 'Eden' Pace In Initial 2 Dates

In its first two special pre-release engagements, Elia Kazan's production of John Steinbeck's "East of Eden," is maintaining the same pace for Warner Bros. as the company's current "Battle Cry," Warners announced.

At the Astor Theatre in New York, where the film was world premed, "East of Eden" grossed \$40,713 in its first four days, with a \$59,000 first week gross anticipated.

At the Michigan Theatre in Detroit, the picture is reported to have rolled up \$26,443 in its first three days, with an estimated \$50,000 for the week.

**THIS
IS IT!**



YOUR GUIDE TO EASTER BOXOFFICE!

Here's everything you need for your Easter Campaign! A stunning, new, studio-produced Easter Greeting Trailer in gorgeous Color Tint...the new *talking* Header for Merchant Screen Ads...exciting, money-making promotions including some terrific merchant tie-in ideas...and three brand new, full color Easter Displays for theatres and outside sales! It's a prize package...so get it now from your N.S.S. Exchange and capitalize on the biggest holiday of the spring season!



40 x 60 EASTER SHOW DISPLAY



30 x 40 EASTER GREETINGS DISPLAY



FLAT — 30 x 40 GREETING DISPLAY

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



Toll-TV Committee To Meet on Merging Of Outside Support

Plans to coordinate the activities of outside industry groups interested in keeping television free may be announced following a meeting of the Committee Against Pay-As-You-See TV in Washington or in New York later this week, it was announced yesterday by Robert S. Taplinger and Associates, public relations counsel for the committee.

The exhibitor group, jointly headed by Alfred Starr and Trueman Rembusch, is also expected to announce the retention of a consultant on engineering advice and services shortly. The exact time and place of the meeting this week is expected to be announced here today, Taplinger said.

Committee Is Active

The group, in preparation for filing a brief with the Federal Communications Commission by May 9 opposing subscription television as an "interested party," has actively begun its program in gathering information and support for the campaign. The program, as announced by Starr in late January following a Hotel Sheraton Astor meeting of the committee here, was the retention of public relations counsel to combat the propaganda of the protagonists of toll-TV; the commissioning of legal counsel to represent the committee pending the proceedings before the FCC; the engagement of expert engineering services and advice and the establishment of a Washington office in case the matters become a legislature future.

Thus far, the joint committee opposing subscription television has retained Taplinger as its public relations counsel, Marcus Cohn of Cohn & Marks, Washington law firm, as legal counsel, and Dr. Dallas Smythe as economist to study the impact and implications of subscription television.

Budget of \$150,000 Set

To finance the committee's work, exhibitor groups and independent theatremen throughout the United States are being asked for contributions equal to the sum which they contributed to COMPO in the form of dues last year. The committee has set a tentative budget of \$150,000 to combat toll-TV.

Goldbeck Elected Charities President

HOLLYWOOD, March 14.—Willis Goldbeck, representing the Screen Directors Guild, was elected president for 1955-56 of the Motion Picture Charities Committee, succeeding Ralph Clare, whose term will expire on June 30.

Other officers elected are: Lawrence A. Weingarten to the vice-presidency vacated by Goldbeck, and serving additional terms as treasurer F. E. Witt and secretary Carl Cooper.

Television--Radio

By RUDY VALLEE

(Guest Columnist for Pinky Herman, who is on vacation)

PINKY, you flatter me when you ask me to "guest" for you. The muse doesn't visit me too often and this may be very dull to your readers, but maybe some of them might be interested in a comparison of TV, radio and entertainment abroad and here in our own U. S. My happy chance to make this comparison came because a United Artists exec agreed that I was still very well preserved. (Whatever that means!) So without any sleep I found myself flying over to Paris for a part in "Gentlemen Marry Brunettes" with luscious Russell and Crain. Our eight weeks in Paris only confirmed what others have said . . . that Paris was no place for Americans in pictures, or just Americans for that matter. Besides the cold rooms in the best hotels, the one cake of soap unless you begged for more, there was the self-absorption of the average Parisian. Nobody seems to care about the visitor. Rudeness is the rule. Bad phone service . . . incredibly bad . . . crazy drivers and a pace of life faster than in New York.



Rudy Vallee

Of course there were excellent restaurants, but not low priced . . . with one exception! This was The Royal St. Germain on the Left Bank. Eight courses of exquisitely delicious food, plus an aperitif and all of three magnums of three different wines that you can drink, and refilled as fast as emptied, for \$3.20 and the tip only 12 per cent. Out of this world! Preston Sturges went into raves about it and we didn't see an American there. It's the best.

The Lido show outdoes anything that Ziegfeld, Carroll, White, the Copa or Lou Walters ever attempted. It's thrilling the way they roll out four grand pianos all playing in perfect synchronization and really playing like four Liberaces. At the Versailles Halls of Mirrors, the girls were breathtaking in their physiques. The floor shows which have two and three-year runs defy anything I've see for staging, lighting and musical background. We found the Folies not too interesting. The Medrano (Circus) was fair with my old harmonica swallower Frank Cook topping the bill in a SAWDUST ring! The most successful vaudeville house is long, hot and badly ventilated.

Tried to have a yachting jacket made in (of all places) a FRENCH shop called OLD ENGLAND. All the shops close from noon until 2:00 P.M. In this shop, nobody came near to wait on us for an hour. Scott Brady and I became enraged at the rank impudence of some of the clerks. And only one man spoke English. It was murderous! TV is nothing in Paris. I don't think they have 10,000 sets in all of France. Radio is still very popular in this backward city which you can have with my compliments.

We were glad to get to London where the rooms are just as cold and the soap almost as scarce, but the people are warm and friendly on the whole. Don't believe reports: There is plenty of good food and it's not black market in London. Although the picture unions gave our producers a bad time, they were friendly otherwise and except for some old sound equipment, which broke down easily, we fared well in our picture work.

TV and radio have a captive audience—40,000,000 listeners to an ordinary Saturday night band show or a variety show is routine. The adulation of the English for their recording personalities is fanatical. TV really keeps millions at home and yet the theatres are packed, especially the legit successes.

Our two weeks in Wiesbaden entertaining the Air Force were the happiest. Two days in Berlin for more shows. A tour into the East Zone was sheer suicide even though we had an army car and telephonic communication with headquarters.

Back home on the glorious S.S. "America." Don't let anyone tell you the cuisine on American ships isn't superb. I've traveled on all of them. The "America" is tops. And our own homeland has so many fabulous things that even Berle can't spoil it. I have no desire to go back over again—ever. This land is IT!

Lichtman

(Continued from page 1)

"are doing themselves as well as our pictures a great disservice by selling CinemaScope to the public in other than its optimum form. It is impossible to present the panorama and sweep of CinemaScope in other than its full-scale proportions, and in reducing the magnitude of the medium by using the so-called 2-D trailers the impact of CinemaScope cannot help but be vitiated," he noted.

"Why should exhibitors whose theatres are equipped for CinemaScope limit themselves and their selling with 2-D trailers when exciting and wonderful CinemaScope trailers are available on each picture?"

"This situation can and should be rectified immediately. Projectionists can easily change lenses during a program of standard films. While they are showing a regular picture on one of their two projection machines, they can set up the CinemaScope trailer on the other one.

"Showmanship in theatre programming all the way down the line should be standard operating procedure. An exhibitor should be as concerned with the type and quality of trailers he throws on his screen as the feature pictures themselves.

Points to Public Acceptance

"The public is quick to appreciate quality. Their acceptance and patronage of CinemaScope pictures has written a dramatic page in our industry's history during the past 18 months. The greatly increased theatre business resulting from the introduction and merchandising of CinemaScope pictures must not be permitted to go by the boards. There is too much at stake.

"Constant vigilance must be maintained to see that the level of theatre entertainment be the highest of all entertainment media. To accomplish this, every and all techniques of showmanship must be utilized. It was showmanship that made the movies great. It can become even greater if we do not forget this truth," he concludes.

Settle Electric, Other K.C. Suits

KANSAS CITY, Kan., March 14.—The Electric Theatre anti-trust suit and nine other anti-trust suits in this area have been settled under a "package" arrangement, it was learned here.

The amount involved was not disclosed, but the settlement makes Kansas City, Kan., a first-run city. The agreement provides that the product of all major companies will be available on a day and date basis with theatres in Kansas City, Mo.

W. D. Fulton, a partner in the Brookside Theatre, Kansas City, Mo., which won a \$1,333,607 verdict about four years ago in an anti-trust case, started six of the suits.

All of the majors were defendants in each of the 10 suits, although Universal and 20th Century-Fox had made a settlement with the Electric Theatre Co. before the first of the suits went to trial. Other suits included in the settlement were those brought by George Baker Enterprises, which operated the Electric Theatre from 1935 to 1938; Dr. Nathan Zoglin, owner of the Ritz Theatre, Kansas City, Mo., and Gilbert Carter of Liberty Theatre, Sedalia, Mo.

SPECIAL TRAILERS
from **FILMACK**

**GET TO YOU QUICKER
ARE ALWAYS BETTER!**

Send Us Your Next Order And
We Will Prove It To You.

1327 So. Wabash Chicago 5, Ill. **FILMACK** Ninth Ave. New York, N.Y. 630

Exposition

(Continued from page 1)

\$1,000,000 worth of debentures, offered for sale in \$100 units bearing 5 percent interest. No funds are to be expended until \$850,000 or more has been subscribed.

The Motion Picture Exposition, to be open to the public every day in the year from 10:00 A.M. to 11:00 P.M. at an undetermined admission price, will be located at the intersection of Sunset Boulevard and Bronson Avenue, site of the original Warner Brothers studio, which will be entirely remodelled for the exposition.

16mm to Highlight SMPTE Meet

The 77th semi-annual convention of the Society of Motion Picture and Television Engineers at The Drake in Chicago, April 18-22 will feature the production and distribution of 16mm non-theatrical motion pictures for educational and industrial use. To date, more than a dozen papers on these questions have been received, with the promise of more to come.

To aid those engaged in the production of commercial and educational motion pictures who do not have access to the know-how and extensive fabricating facilities available on major studio lots for the creation of sets, props and special effects, Herbert Meyer of the Motion Picture Research Council in Hollywood will discuss "Selected Set Construction Techniques."

Warn TV Producers On Film Copyright

By SAMUEL D. BERNES

HOLLYWOOD, March 14.—Producers and distributors of television films have been alerted to the fact that a considerable number of TV films are being produced bearing a notice of copyright, for which the claims to copyright seem not to have been registered with the Library of Congress copyright office, according to letters received here from Richard S. MacCarteney, chief of the Reference Division, in Washington.

Statute Quoted

Under the statute, "copyright in a film reproduced in copies for sale or distribution is secured when it is published for the first time, if at that time it bears the statutory notice of copyright. Once a work has been so published the copyright claimant is obligated to deposit copies and to register his claim to copyright with the copyright office. When copies are not deposited promptly after publication with notice, the Register of Copyrights is authorized to demand such copies, and failure to comply with such demand will not only result in voiding of the copyright, but may also result in the imposition of a substantial fine," it was pointed out in the letter.

Cost of Print a Factor

In questioning a distributor and a producer of TV films with regard to the foregoing practice, it was reported that producers and story departments generally accept a verbal statement of

Production Going Up; 29 in Work

HOLLYWOOD, March 14.—Production continued its upward climb this week for a total of 29 pictures before the cameras. Four new pictures were started and two others were completed.

Started were: "Women's Reformatory," (Allied Artists); "Hell's Horizon," Gravis Productions (Independent); "Guys And Dolls," Goldwyn, CinemaScope, Technicolor (Metro-Goldwyn-Mayer); "A Many-Splendored Thing," CinemaScope, color (20th Century-Fox).

Completed were: "It's Always Fair Weather," CinemaScope, color (Metro-Goldwyn-Mayer); "The Spoilers," Technicolor (Universal-International).

Rhoden to Speak

HOLLYWOOD, March 14. — National Theatres president Elmer C. Rhoden will be the guest speaker at Wednesday's evening meeting of the Motion Picture Industry Council here.

Rhoden will address the group on public relations.

copyright from the author, and that producers are "lax" in supplying the copyright office with prints in the belief that the cost of a print is too great a contribution to make to the archives. The distributor said there is no reason not to offer a print to the Library of Congress providing they agree to make a purchase at cost.

Kalmenson

(Continued from page 1)

to Dec. 31, 1959. The former date was the expiration of his contracted employment under a 1951 agreement.

The SEC was informed that his compensation and weekly allowance shall continue at the same weekly rate so long as he remains general sales manager. His rate under the 1951 contract was listed as \$1,750 per week, plus \$250 per week for entertainment and other expenses. The new agreement also continued and extended the 1951 provision concerning his employment as advisor at a weekly rate of \$500 for five years after ceasing to function in the capacity of general sales manager.

Texas State-Wide Debuts for 'Cover'

"Run For Cover," Paramount's first Western in VistaVision, and starring James Cagney, Viveca Lindfors and John Derek, will have a world premiere on a state-wide basis in Texas, April 5-9. The first opening will be held at the Paramount Theatre, Austin, on April 5.

Cagney will attend the opening at Austin and also at four other key Texas situations. These are: the Majestic Theatre, San Antonio, April 6; Majestic, Houston, April 7; Majestic, Dallas, April 8, and Worth, Fort Worth, April 9. There also will be two additional premiere openings: the Waco Theatre, Waco, April 8, and the Plaza Theatre, El Paso, April 9.

seventeen

names MGM's HIT THE DECK April Picture of the Month—pipes it aboard all movie marquees with a 21 GUN SALUTE



In Color and
CINEMASCOPE

starring

JANE POWELL • TONY MARTIN • DEBBIE REYNOLDS • WALTER PIDGEON • VIC DAMONE • GENE RAYMOND • ANN MILLER • RUSS TAMBLYN

Directed by Roy Rowland Produced by Joe Pasternak
An M-G-M Picture

A GREAT WESTERN

in the tradition of "Red River"
and "High Noon"

The public likes its westerns *BIG*
these days. Here, to satisfy them,
is a *BIG* adventure story—
starring a *BIG* boxoffice
favorite—with the kind
of high pitched excitement
that pays off!

LEONARD GOLDSTEIN
PRODUCTIONS

PRESENTS

JOEL McCREA in STRANGER ON HORSEBACK



THE STRANGER

The town gave him
12 hours to live!



THE WILDCAT

When she couldn't
outshoot a man—she
used other weapons!



THE KILLER

A kid who liked to
play...with lives!



The LAND BARON

He owned the town-
lock, stock and
gun-barrel!



THE COLONEL

He liked his cigars
lit for him—and his
killings done for him!



IN ANSCO COLOR BY PATHE



CO-STARRING **MIROSLAVA** with KEVIN MCCARTHY • JOHN MCINTIRE
EMILE MEYER • NANCY GATES • JOHN CARRADINE Screenplay by HERB MEADOW
and DON MARTIN • Story by LOUIS L'AMOUR • Produced by ROBERT GOLDSTEIN
Directed by JACQUES TOURNEUR

thru
UA

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 52

NEW YORK, U. S. A., WEDNESDAY, MARCH 16, 1955

TEN CENTS

More Than EDC

See Wide Area For Allied's Meet with TOA

Many Aspects of Mutual Interest May Come Up

The joint meeting between committees representing Allied States Association and Theatre Owners of America, proposed originally for the purpose of discussing Allied's Emergency Defense Committee projects, may delve into other aspects of mutual interest.

The meeting, it was reported, may explore all areas in which Allied and TOA are not in disagreement and may even include a preliminary discussion of the often-suggested merger of the two organizations.

The sessions currently are awaiting the return of Ruben Shor, Allied president. (Continued on page 6)

N. J. Allied Pledges Anti-Toll TV Funds

Allied Theatres of New Jersey has subscribed a "substantial" amount of money to the fund to combat subscription television, Wilbur Snaper, president of the unit, said here yesterday following a membership meeting in Trenton on Monday. Snaper declined to name the exact amount of money pledged. He said that the New Jersey unit had advanced the money from its treasury and that the members would reimburse the organization individually.

The Monday meeting was the annual session with state legislative (Continued on page 6)

Kramer Sells Two To Astor Pictures

Stanley Kramer has sold the rights and negatives of "Champion" and "Home of the Brave" to R. M. Savini's Astor Pictures Corp. for an amount reported to have been in excess of \$175,000. The pictures were Kramer's first two for United Artists distribution, both having been released in 1949. It is reported that Kramer is seeking to liquidate completely his older pictures, with "The Men" and "Cyrano de Bergerac" possibly to be offered at a later date.

Exhibitors in Dallas Hear Broidy Outline AA Product Plans

Special to THE DAILY

DALLAS, March 15.—More than 100 exhibitors of this area, whose spokesman for the occasion was Robert J. O'Donnell, general manager of the Interstate Circuit, today heard Steve Broidy, president of Allied Artists, outline the steps by which AA is building what Broidy characterized as "a new source of major product."

The meeting with exhibitors was the first of a cross-country series which Broidy has planned. He is accompanied by Morey R. Goldstein, vice-president, and John C. Flinn, advertising-publicity director.

Broidy told the exhibitors: "I am not asking you to invest your money in our company; I am asking you to invest your playing time. We are building a power house to keep your marquees lit with box-office attractions." (Continued on page 2)

3-City Debut for 'Man Called Peter'

Marking the first international world premiere of any 20th Century-Fox CinemaScope production, "A Man Called Peter" will have simultaneous openings in Glasgow, New York and London on March 31, in debuts highlighting the Easter holiday season, it was announced.

The three-country introduction is designed to rank among the most glittering accorded a motion picture, with government leaders, stars of the entertainment world and prominent (Continued on page 6)

15% Ahead in 1954

'Scope Introduction Builds French Theatre Business

By LESTER DINOFF

Theatre business throughout France has been increasing steadily since 1952 and reached a high when the 1954 fall-to-winter season receipts were about 15 per cent ahead of the 1953 comparable period, according to Jean Thevenot, general manager of Societe Nouvelle Pathe Theatres, and Lucien Nachbaur, managing director of the French Pathe circuit.

Press to Be Briefed At 'Command' Bow

Special to THE DAILY

OMAHA, March 15.—One hundred newspapermen, magazine writers and photographers and radio and television columnists on March 26 will receive special briefings at Offutt Air Force Base here on the structure and plans of the Strategic Air Command of the United States Air Force. General (Continued on page 7)

Progress Report Reveals

90 FROM UA OVER THREE-YEAR SPAN

Company to Release 48 This Year; No Plans to Put Stock on Open Market

By MURRAY HOROWITZ

Ninety pictures over a three-year period already have been lined up by United Artists through the company's deals with independent producing units, it was announced here yesterday by Arthur B. Krim, president of UA.

Bill to Boost N. Y. Film Tax

Special to THE DAILY

ALBANY, March 15.—Characterizing as "indefensible and inequitable" a bill by Senator Frank D. O'Connor, Queens Democrat, to increase the motion picture license fee from \$3 to \$4 per thousand feet on originals, and from \$2 to \$4 on each additional copy, Senator Fred G. Moritt, Brooklyn Democrat, said this afternoon he would oppose it. Moritt believes the measure would be defeated, an opinion expressed in another quarter, too.

The bill was advanced from general orders to third reading on the calendar last night. However, it was "starred," when Senator Moritt requested the introducer to do so. This means the measure can not come to (Continued on page 6)



Arthur Krim

These estimated 90 productions represent a partial production and releasing schedule which will be supplemented by other deals, yet to be announced, Krim added.

The UA president, flanked by other members of the Robert S. Benjamin-Krim management group, made these disclosures in rendering another progress report on UA activities.

Commenting on the many deals recently consummated, Krim declared, "this represents the strongest group (Continued on page 7)

Nat'l Advertising Up For Majors in 1954

Expenditures in 1954 by the nine major film companies for national advertising, exclusive of local, radio and television, increased 15 per cent over the total for 1953, according to figures submitted by the magazine "Coronet." The figures submitted by the publication are based upon a survey by Publishers Information Bureau, Inc.

Expenditures for 1954 totaled \$3,- (Continued on page 7)

Bill Extending D.S.T. In Gotham Passed

New York's City Council yesterday unanimously passed the bill extending daylight saving to the last Sunday in October. Previously, daylight saving time ended in the city on the last Sunday in September.

New York City exhibitors did not oppose the measure, although TV and legitimate stage interests did.

Personal Mention

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Boston from New York.

ROBERT WOLFF, chairman and managing director of RKO Radio Pictures, Ltd., will leave for England from New York today aboard the "Queen Mary."

DR. GOFFREDO LOMBARDO, head of Titanus Films of Rome, is scheduled to arrive here today from Italy. He is planning a film in VistaVision to be made in Spain.

HILARY WATSON, theatre sales representative in London for B.O.A.C., has returned to England from New York via one of the company's Monarchs.

JESSE CHINICH, Buena Vista assistant sales manager, has returned to New York following completion of a cross-country business trip.

ARVIG GRIFFIN, of the M-G-M directorial staff, who arrived in New York from the Coast this week, has left for Pakistan.

FRANK A. UNGRO, financial manager of Westrex Corp., has returned to New York following an extended tour of Europe.

BYRON ADAMS, United Artists branch manager in Atlanta, is the father of a son born there to Mrs. ADAMS last week.

BURRELL SMITH, president of Major Films, Inc., left New York yesterday for London via B.O.A.C. Monarch.

LILLIAN LANG, fashion director of "Photoplay," has returned to New York from Florida.

GIANNI HECHT, head of Documento Film, will arrive here tomorrow from Italy.

PHIL GIRARD, Universal Pictures publicity director, is in Albany from New York.

To Honor Kirsch In Chi. April 19

CHICAGO, March 15. — A testimonial banquet honoring Jack Kirsch, president of Allied Theatres of Illinois and chief barker of the Variety Club here, for "his services to the community and to the state of Israel" will be tendered on April 19.

Sharing honors with Kirsch will be Jack Benny, who will receive the first Israel "Oscar," the Eliezer Kaplan Award, for his support of Israel's program for economic development through the Israel bond program.

Over 650 people are expected to attend and to buy a \$1,000 or more Israel bond. Jack Rose, secretary-treasurer of Indiana-Illinois Theatres, Inc., heads the amusement committee for the testimonial. The goal set for Chicago is \$3,000,000 for the year.

ABPC Adopts Perspecta Sound

Associated British Pictures Corp. has become the fifth major company to adopt Perspecta stereophonic sound, according to cabled news received from London by Perspecta Sound, Inc., in New York. This follows the recent announcement that Universal-International will use Perspecta. The other major companies also using Perspecta are M-G-M, Paramount and Warner Brothers. In addition, the single, optical track system of stereophonic sound is used by other independent producers.

A.B.P.C. will install equipment for recording in Perspecta in its Elstree Studio in the near future. This will make Perspecta available in two of the important studios of Great Britain, the other being M-G-M's British studio, where it is already in operation.

Production Is Heavy

In the British exhibiting field, Perspecta continues with city and suburban installations in theatres in England, Northern Ireland, Eire and Scotland, it was said. Westrex, RCA and GB Kalee companies are in full production of Perspecta units to fill the many current orders.

RKO to Reissue 5 By Mid-Summer

RKO will re-issue five top features—"each with a built-in promotion angle"—during the spring and summer months, it was announced yesterday by Walter Branson, World-Wide Sales Manager.

Immediately following the Academy Awards on March 30 "The Informer," a seven-Oscar winner, will be available for key city dates.

RKO also has decided to re-release "Berlin Express." The film which will go into release in the middle of April, stars Robert Ryan, Merle Oberon and Paul Lukas. The Cary Grant-Katharine Hepburn starrer, "Bringing Up Baby," is set for distribution at the beginning of May.

In mid-May, "I Remember Mama," with Irene Dunne, Oscar Homolka and Barbara Bel Geddes, goes into release. "The Big Street" is scheduled for distribution at the beginning of June.

Brandt Chairman Of Ampa Luncheon

Harry Brandt, president of the Brandt Theatres and the ITOA, has been named chairman and master of ceremonies of AMPA's March 23 luncheon, devoted to the M-G-M "Ticket Selling Workshop" at the Piccadilly Hotel here, it was reported by AMPA's president David A. Bader.

Brandt, Bader said, has championed the merchandising and selling of the theatre to the public for three decades. He will introduce Mike Simons, director of customer relations, to AMPA's audience which will be composed of members and local exhibitors.

The luncheon, the first of many programs on the agenda for 1955, will start promptly at 12:30 p.m.

Allied Artists

(Continued from page 1)

tions, and your support will enable us to build faster and finer."

The AA president took occasion to disarm rumors that AA is considering making distributing deals with other distributing companies for handling its high-budget films such as John Huston, William Wyler and Billy Wilder are to produce for the company, assuring his listeners, "We are going to make these pictures and we are going to distribute them."

Goldstein told the exhibitors, "Your support on this new product will be mutually beneficial, as it will pave the way to even bigger product."

Product Vital, Says O'Donnell

O'Donnell, speaking for the exhibitors, said, "new sources of top box-office product is of concern to all exhibitors. The finest news that could come to the industry is this AA move. You can depend on Texas to be on the right side of the column in this ambitious undertaking."

Urge Quick Signing Of N. Y. Tax Bill

Special to THE DAILY

ALBANY, March 15. — Victor F. Condello, New York City legislative representative, said that he would urge Governor Averell Harriman to sign quickly the bill passed by the legislature validating collection of major breakage on the five per cent amusement tax in New York City, Binghamton and Elmira.

It was learned that transmittal of the measure to the Governor had been expedited. It is expected to receive his approval this week.

Upstate sub-divisions with two per cent sales taxes are also reported to be advocating the bill. The declaration of "legislative intent" states that if major breakage were not collected, that levy would amount to only one per cent.

The bill, which would take effect immediately, is retroactive to June 30, 1954, on the admissions impost.

N. J. Allied Seeking More Children Films

The dearth of suitable product for children shows and remedies to correct the situation were discussed by Allied Theatres of New Jersey at a membership meeting in Trenton, president Wilbur Snaper said here yesterday. This lack of "kid" pictures has reflected considerably in grosses, Snaper said, asserting that the distributors claim that they do not have prints of the desired pictures.

Snaper said that New Jersey Allied members possibly could guarantee a distributor enough playdates for a popular picture to make it profitable for the company to make new prints. He added that he would ask the Council of Motion Picture Organizations to make a check with all distributors in order to determine how many pictures with strictly juvenile appeal would be available.

Charles Moss Accepts Group Chairmanship For UJA Campaign

Charles B. Moss, of the B. S. Moss Corp. and executive director of the Criterion Theatre here, again has accepted the chairmanship of the United Jewish Appeal's amusement division purchasing agents' group, it was announced yesterday by Monroe Goldwater, UJA president.



Charles Moss

Moss was credited with having been largely responsible for guiding the 1954 drive of the purchasing agents which netted UJA a sum in excess of \$60,000, Goldwater said.

The group, consisting of purchasing agents of the various major companies, operates within the framework of the over-all amusement division of the campaign.

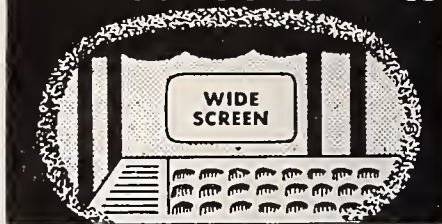
"The financial objective of the city-wide campaign," Moss explained, "is to raise the New York area's share of the national UJA goal of just under \$100,000,000 to sustain the work of the United Israel Appeal, the Joint Distribution Committee (including ORT), and the New York Association for New Americans as well as the local proportion of \$2,289,968 required this year by the National Jewish Welfare Board and \$1,624,350 by the American Jewish Congress."

Name 'SOS' Agent For Vistarama

HOLLYWOOD, March 15. — S.O.S. Cinema Supply Corp. of New York has been granted exclusive agency rights for the Vistarama anamorphic wide screen system of photography throughout the Eastern half of the U. S., with a non-exclusive arrangement in the rest of the country and overseas, it was announced here today by Carl W. Dudley, Vistarama president.

The new distributor has shop facilities for mounting Vistarama on any type of 16mm. or 35mm. professional camera, it was stated.

"SHOWPLACE OF THE EAST" FOR YOUR SCREENINGS



- Three Channel interlock projection
- 16, 17½ & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE

MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St. N. Y. 19, N. Y. • JUdson 6-0367

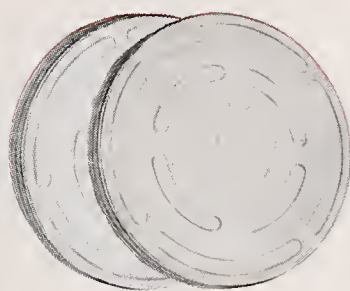
BLACKBOARD BALLYHOO!

Hottest Picture Of The Year! Give It The Works!



SOCK NOVEL!

Tie-up book store windows with displays of stills! Regular edition and Pocketbook!



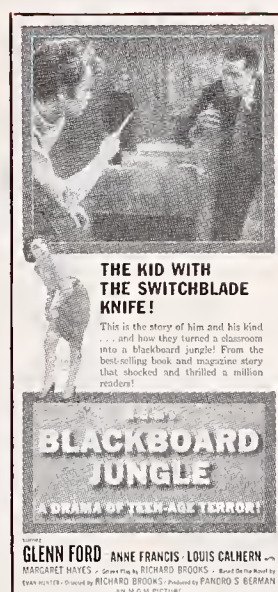
SOCK TRAILERS!

Teaser and regular trailers pack a wallop! Run them far ahead of playdate!



SOCK RECORD!

"Rock Around The Clock" theme song is hot for tie-ups and lobby use!



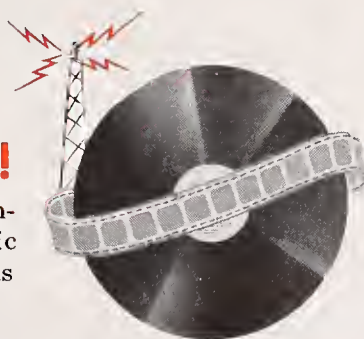
SOCK AD CAMPAIGN!

Use extra space. Here are samples of TNT ad series!



SOCK RADIO! TV!

Plan saturation campaign with terrific radio transcriptions and TV spots!



SOCK POSTERS!

In New York 10 trucks covered the city, especially the school areas. Pictorial 24-sheet also available!



SOCK STANDEE!

40 x 80 lobby flash that's ticket-selling! Use it weeks in advance!

SOCK HERALD!

4-page tabloid sizzling with mass appeal!





Meet fellow passengers in the smartly decorated "Starlight Lounge." As you see new faces and make new friends, relax in the deep-cushioned sofas and order your favorite drink. Choose champagne, bourbon, scotch, cocktails—with TWA's compliments, naturally.

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

DISCOVER A NEW HIGH IN AIR TRAVEL...



TWA's great new SUPER-G CONSTELLATIONS NON-STOP TO LOS ANGELES

LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

- > Created by Lockheed especially for TWA!
- > Powered by Curtiss-Wright's newest Turbo-compound engines!
- > Interior by Henry Dreyfuss, world-famous designer!

First to fly **NON-STOP coast to coast**, TWA now sets new standards of speed and luxury in transcontinental air travel with the great incomparable Super-G Constellation.

Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins...three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks...Teco lounge chairs—

roomiest in transcontinental service, glare-free picture windows—much more.

Your only regret will be the briefness of your stay aboard. For in just a few hours the four mighty Curtiss-Wright Turbo-compound engines bridge the distance between New York and Los Angeles.

Plan to enjoy it all *at no extra fare* on your next trip. Make your reservations today. Daily service begins April 1.

DEPARTS DAILY AT 1 P. M.

from New York International Airport

Other convenient non-stop and one-stop
Super Constellation flights daily to
Los Angeles and San Francisco

For immediate reservations

SEE YOUR TRAVEL AGENT OR CALL TWA:

LExington 2-7100

Or visit one of TWA's conveniently located ticket offices:

East Side Airlines Terminal Building, 1st Ave. and 38th St.
80 East 42nd Street • Sheraton-Astor Hotel Lobby
624 and 630 Fifth Ave. • Hotel Statler • 67 Broad Street
120 Broadway • Brooklyn: 200 Livingston St.
Newark, New Jersey: 15 Commerce St., Mitchell 3-7650
White Plains—35 Mamaroneck Ave.—White Plains 8-7282



Sleep away the miles in a wide, full-length berth that's even roomier than rail berths! In the morning, awoken to a piping-hot breakfast served right in bed by your attentive TWA hostess. It's the only air sleeper service between New York and California.



Finest food in flight! Mealtime finds you lingering over each tempting course of a complete de luxe dinner. And any time at all you can enjoy your favorite drink, delicious snacks or tempting canapés from TWA's galley—all at no extra cost.



Nose that knows the weather! Equipped for radar to see the weather a hundred miles ahead, the nose on TWA's Super-G helps pilots plot a course around and above surface storms. No other plane in coast-to-coast service has this unique feature.

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA

N. Y. Tax

(Continued from page 1)

a vote until the sponsor moves it and a debate, if asked, is held.

Moritt, friend of the industry, commented, "I cannot understand why motion pictures should be picked out for additional taxes. It is not in condition to absorb them. It is unfair to propose payment by the industry of thousands of dollars more. I intend to oppose this bill vigorously. I don't think it will pass."

License System Profitable

Apparently, the proposal did not originate with the State Education Department, whose motion picture division would be affected. The state, which already nets a substantial sum yearly from the film license system, would receive additional income—the reason given for the measure.

A companion bill, introduced by Assemblyman Leo P. Noonan, Republican, was referred to the Assembly education committee. Both acts would take effect July 1.

Allied-TOA

(Continued from page 1)

ident, from an Arizona vacation. Shor had asked that the meeting be held up until after he completed his holiday, which will be in early April.

TOA's recent call by its board of directors that the projected round-table industry conference take up the issue of film rentals was pointed to as one strong area of mutual agreement, although it was acknowledged that this area covers the project of Allied's EDC.

'Man Called Peter'

(Continued from page 1)

religious, social, civic and business personages in attendance.

The Samuel G. Engel production starring Richard Todd and Jean Peters will bow at the La Scala Theatre, Glasgow, amid a citywide celebration honoring the memory of Dr. Peter Marshall, who was born and spent his early years in Glasgow before coming to America to gain international prominence as Chaplain of the United States Senate.

Ala. Theatre Receipts Off 4% in October

ATLANTA, March 15.—Theatre receipts throughout Alabama for October, 1954, dipped four per cent in comparison with September, 1954, according to a University of Alabama Bureau of Business Research survey based on sales tax returns.

The box office totals during October, however, were up 5.8 per cent in comparison with October, 1953, the survey revealed.

Diary of a Country Priest

An Art Theatre Winner

"ONE OF 10 BEST"
—Nat. Board of Rev.

GRAND PRIZE

France, England, Italy

A Brandon Release

For Bookings: UNION FILMS INC.
1501 Broadway, N. Y. BR 9-5793

CinemaScope Aids France

(Continued from page 1)

maScope presentation," the foreign film officials said, speaking through the interpreters, Duncan McGregor, Jr., and Lillian Gerard, president and vice-president, respectively, of the French Pathe American subsidiary organization. "First-run theatres in principal cities which are equipped for CinemaScope and magnetic sound, have amortized their costs after exhibiting the first CinemaScope films, such as 'The Robe,'" Thevenot said in agreement with Nachbaur.

Expect to Start May 16

The French exhibitors have come to the United States in connection with the introduction of Cinerama to France. They are converting a 1,700-seat theatre in Paris, the Empire, to Cinerama and expect to begin exhibition of "This Is Cinerama" on May 16 at admission prices under \$3. Thevenot and Nachbaur revealed plans for the construction of a new 2,000-seat theatre, the Pathe Wegler, costing about 230,000,000 francs, for Cinerama and CinemaScope presentation. "The Pathe Wegler will be completed in about a year with CinemaScope product being exhibited on the same screen as Cinerama," they said.

It was learned here that a theatre needs two separate screens if CinemaScope and Cinerama were to be successfully projected. It is slightly possible to have one screen for both media, providing the Cinerama screen could be successfully bent to the CinemaScope curvature, but then a question of optics injects itself, according to the 20th Century-Fox research department.

Commenting on television and its effect on theatre business, Thevenot and Nachbaur declared that "television is not widely seen throughout France and, therefore, theatres are not affected. However, television is helping theatres by exhibiting trailers about films currently being exhibited."

Pathe, which recently completed its first CinemaScope co-production of "Fortune Carrie," is interested in distributing American product in France,

North Africa and Belgium, Thevenot and Nachbaur said. "Pathe produces about 10 films per year, one-tenth of the over-all 1954 production statistics," the film men said.

The average French production costs about \$300,000 and a producer can recover his costs in France alone, but he mainly depends on the foreign market to make a profit, Thevenot and Nachbaur said. "The most profitable market for French producers now is Germany," they said.

Commenting on exhibition as a whole, Thevenot and Nachbaur said that "there are no double bills in France; a picture is booked for one full week; 20 per cent of the pictures exhibited are restricted by the government for audiences above 16 years old; admission prices range from 50 cents in the provinces to \$1.50 in cities, and the government collects its 33 per cent tax on admissions each day."

U. S. Films Second In French Grosses

American films in France are second best in total box office grosses, according to Jean Thevenot, general manager of Societe Nouvelle Pathe Theatres, and Lucien Nachbaur, managing director of the Pathe circuit, which comprises 30 theatres throughout the country.

While not revealing what the total box office was, the French film officials said that in 1953 French film earnings were 48 per cent of the total, American films 35 per cent, English four per cent, Italian eight per cent, with the balance going to other countries.

U.S. Advantage Maintained

In 1954, French films earned 49 per cent of the total box office, American films 34 per cent, English four per cent, Italian six-and-one-half per cent and the balance to other countries, they said.

The jump during 1954 in French grosses were attributed by Thevenot and Nachbaur to the picture "Versailles" which grossed about \$6,000,000.

50% of Space Sold For SMPTE Meet

CHICAGO, March 15.—Brochures on the seventy-seventh semi-annual convention of the Society of Motion Picture and Television Engineers have been out for only a week and already 50 per cent of the space has been reserved by various manufacturers in the industry. The convention is to be held at the Drake Hotel here on April 18-22. James L. Wassell, regional manager of motion picture film sales for Ansco, who is chairman of the local arrangements committee, said this is the first time exhibit space has so rapidly been reserved.

The indications are that there will be at least 500 registrations. Among the companies to be represented at the convention this year will be Bell & Howell, Precision Laboratory, New York; Westrex, Kling, New York; Camera Equipment Co., New York; Pathe Laboratory, from the East coast; Houston-Fearless, from the West coast; Motion Picture Printing & Equipment Co., Chicago; S.O.S., New York.

Thus far 50 papers have been sub-

Italians Here Today For Museum Honors

Goffredo Lombardo, Jr., and Alberto Lattuada will arrive in New York today to be honored on Monday at the opening of the Museum of Modern Art Film Library's "Fifty Years of Italian Cinema," a retrospective program celebrating the 50th anniversary of Italian film production as well as the Museum's 25th anniversary.

Lombardo was selected as a representative of the Italian industry because he is president of the Italian Film Producers Association and Italy's oldest film studio, Titanus Films of Rome, while Lattuada is the co-founder of Italy's film library, Cineteca, and a leading screen director.

mitted for the program sessions, which Wassell announced is 22 per cent ahead of last year's schedule. The Society last held its convention in Chicago in 1952. Another 1955 fall convention will be held at Lake Placid, New York.

4-Year Statute of Limitations Bill Now Has Full Approval

WASHINGTON, March 15.—The full House Judiciary Committee approved a bill providing a uniform four-year Federal statute of limitations for private treble damage anti-trust suits.

At the same time, a strong movement was revealed in the committee for legislation to give Federal judges authority to award less than treble damages in these suits. Rep. Walter (D., Pa.) led a drive to add such a provision as an amendment to the statute of limitations bill.

Walter later introduced in the House a separate bill to give judges discretion to award less than treble damages in these anti-trust suits.

After much discussion, it was agreed the discretionary damage feature would not be pressed as an amendment to this bill but that there would be separate hearings on the discretionary damages proposition later in the session.

Two Hot Issues

Both the uniform statute of limitations and the discretionary damages issue have been hot ones in the film industry. Exhibitors have urged a five- or six-year Federal statute and mandatory treble damages, as at present, while distributors have urged a two- or three-year statute and discretionary damages.

At present the time limit for treble damage suits is set by state law, ranging from one to 20 years. The average is around four years.

A four-year statute of limitations and discretionary damages are reportedly recommended in the forthcoming report of an anti-trust study committee set up by the Attorney General.

The four-year statute is actually itself an amendment to a bill giving the Government power to sue for actual damages. The new statute would go into effect six months after the bill becomes law.

Second Bill Blocked

Meanwhile, Rep. Patman (D., Tex.) blocked House approval of another bill to boost from \$5,000 to \$50,000 the maximum anti-trust fine. He argued that the fine should be increased even more and that mandatory jail sentences should be added. The bill was being considered under a procedure requiring unanimous consent, so Patman's objection forced postponement of action. Judiciary committee chairman Celler (D., N.Y.) said he would bring the bill up soon under another procedure requiring a House vote on the measure.

N. J. Allied

(Continued from page 1)

leaders who were guests of the New Jersey unit at a luncheon in the Stacy-Trent Hotel. Snaper said that while toll TV was not discussed formally, one Assemblyman expressed the opinion that he was opposed to a practice of charging a fee for "free air."

Hackett VC Guest

Buddy Hackett will be the special guest of the Variety Club of New York at its second luncheon meeting of 1955, to be held at Toots Shor's on March 29.

UA Product

(Continued from page 1)

of picture talent that has ever been assembled under one roof in our industry." He referred to contractual agreements, already announced, with producing units ranging from Harold Hecht-Burt Lancaster to Joseph L. Mankiewicz to Frank Sinatra.

Taking cognizance of exhibitor complaints of a product shortage, Max E. Youngstein, vice-president, interjected that the estimated 90 already lined up, represents 30 pictures per year, which will be augmented. He went on to say that the 90 and others to come not only insure a line-up of product, but a lift in the quality of UA releases as compared to previous years.

Expanding on Youngstein's statement, William J. Heineman, vice-president in charge of distribution, said that exhibitors can look forward to a "consistent" releasing pattern from UA. The company this year will release 48 pictures, a schedule relatively unaffected by the recently announced deals, Krim previously pointed out.

Also attending the trade press conference were Benjamin, chairman of the board, and Arnold M. Picker, vice-president in charge of foreign distribution.

Krim Discusses Finance

Krim, commenting on the three stages UA has gone through since the company's take-over by the Benjamin-Krim management group four years ago, said that "we're now able to offer financing during the developmental stage of production." The first two stages, he explained, were the offering of world-wide distribution facilities to producers followed by the company's ability to offer financing other than the pre-production variety, as well as distribution facilities.

Expressing satisfaction with UA's current ability to engage in pre-production financing, Krim said that this phase allows UA "for the first time" to insure "a long-range flow of product from an impressive group of picture-makers. Exhibitors," he went on, "have something here to count on in the next few years."

In response to a question, Krim said that UA has no plans to enter into production, stressing that engaging in pre-production financing, as well as distribution and regular financing, represents the "objects" of UA's management.

Krim, joined by Benjamin, said they felt that the accent in today's market, as well as in the future, will be on "quality" or higher-budgeted pictures, although the low-budgeted picture of about \$300,000 should not be eliminated. These latter pictures, they added, are sought by exhibitors and should be continued, pointing out that at times there is no correlation between the grossing power of a picture and its cost.

Krim declined any comment on the toll TV issue. In response to a query regarding the stock purchased by the management group from Charles Chaplin, Krim said there are no plans to take it out of the treasury. UA, he went on, answering another question, has no plans at present to make any public issue of its stock.

The UA president said that he plans

UA Has Financed 'Practically All' Of the \$40,000,000 Invested in Films

"Practically all" of the \$40,000,000 invested in the United Artists releasing program for 1955 has been financed by UA, it was disclosed here yesterday by president Arthur B. Krim.

Financing of a similar magnitude was forecast by Krim for future years, in answer to a question, at a trade press conference. Full financing, he went on, has been provided by UA for most of the recently concluded deals with independent production units.

In addition, Krim declared, hundreds of thousands of dollars have been invested in pre-production costs for various units releasing through UA.

The 1955 releasing program, Krim explained, consists of 48 pictures, to be released at the rate of four a month. He said he could not predict the releasing pattern for the next three years, explaining that conditions prevailing then will govern the releases.

to leave for Europe on Friday, returning about the end of April. While abroad, he said, he will look into the German production situation, and visit Spain and France in connection with planned productions there.

UA, he continued, has no plans to enter the financing or distribution of TV productions, explaining management's viewpoint that its energies should be devoted to theatrical films.

UA Producer-Stars On Non-Executive Basis

The "producer-stars" signed up by United Artists as independent production units will turn out "extra pictures which would never have seen the light of day otherwise," it was maintained here yesterday by UA president Arthur B. Krim.

Krim, referring to deals with such stars as Joan Crawford, Kirk Douglas, Henry Fonda, Frank Sinatra and Robert Mitchum, pointed out that these deals are on a non-exclusive basis, allowing these stars to work in other pictures besides those contracted for UA release.

Says Some Will Have Partners

The UA president explained that neither UA nor the stars expect that they will become full-fledged producers "overnight." Some stars, he went on, will have producers as partners in the venture, others will have business associates, others will have directors as partners, while others may carry the business burdens themselves.

Referring to the list of production units already under contract, Krim said they have the "stamp" of "diversity" on them. "We also feel," he said, "that this is a commercially-minded group of picture makers who have proven their ability to relate cost to income." Krim characterized this ability as "healthy" for the industry.

National Advertising

(Continued from page 1)

008,250 as compared with the 1953 figure of \$2,612,594.

Appropriations for national magazine advertising in 1954 by the nine companies increased 21.7 per cent over 1953, while their expenditures for newspaper advertising decreased 18.2 per cent in the same period, the survey revealed.

The nine major companies included in the survey, together with their 1954 appropriations for national magazine advertising are: Loew's, Inc., \$803,251; Universal Pictures, \$561,555; Paramount, \$328,655; Warner Brothers, \$271,005; 20th Century-Fox, \$206,827; RKO Pictures, \$197,828; Columbia, \$176,975; Republic, \$47,025; and United Artists, \$53,425.

'Command' Bow

(Continued from page 1)

eral Curtis E. LeMay, SAC commander, will be in charge of the briefings which will be preceded on the evening of March 25 by a press preview at the Orpheum Theatre of Paramount Pictures' "Strategic Air Command," new VistaVision production, starring James Stewart and June Allyson.

These events will mark the ninth anniversary of the establishment of SAC, the long range atomic striking force of the United States Air Force. SAC has its headquarters at Offutt Air Force Base.

'First' for Double-Frame VV

The preview performance of the motion picture will be the first public showing of Paramount's new horizontal double-frame VistaVision production and screen presentation process. "Strategic Air Command" is the first picture to be made in this new process developed by Paramount, and the Orpheum presentation will mark the first time outside the Paramount Hollywood Studios that a motion picture is projected on a theatre screen via the double-frame horizontal projection system for the presentation of VistaVision. Special equipment and a 50 foot by 27 foot screen will be installed at the Orpheum for the preview.

Name Col. Paolozzi Reade Circuit Aide

The appointment of Lt. Col. Thomas Paolozzi, (U.S. Army Signal Corps, Ret.), as a special administrative executive assistant, has been announced by Walter Reade, Jr., president of Walter Reade Theatres.

Reade said that Colonel Paolozzi's primary duties will be the co-ordination and improvement of administrative procedures within the circuit, and the better co-ordination of various departments. He will also function as a special assistant for administrative purposes to Reade and to Edwin Gage, circuit vice-president.

TV's 'Patterns' to Be UA Release

"Patterns," television drama about big business, will be transformed into a motion picture and produced by Jed Harris and Michael Myerberg for United Artists release, it is announced by Arthur B. Krim, president of United Artists.

Rod Serling, who wrote the original TV play that was given a repeat performance as a result of the reported response to its initial production, will write the screen play for "Patterns."

National Pre-Selling

"BATTLE CRY" is the featured review in the April issue of the "Woman's Home Companion." Attractive photos made on the production sets fill a full page and illustrate the Warner picture, which is recommended to "Companion" readers.

"A Man Called Peter" has been selected as "Redbook's" picture of the month for April by Florence Somers.

"Artists and Models," the Martin and Lewis picture, receives a plug in the current issue of "Life." Shirley MacLaine, who plays the dancing girl lead in the picture, is profiled in the issue. Three pages are devoted to this rising star, who will also be seen in Alfred Hitchcock's "The Trouble With Henry."

In the same issue is an eye-catching color page ad on "A Man Called Peter."

"Underwater" receives a plug in the March issue of "Seventeen." A two-page spread is devoted to Perez Prado, the mambo king, who is featured in the new Howard Hughes picture starring Jane Russell.

The star of UA's "Gentlemen Marry Brunettes," Jane Russell, gave an interesting interview to "Parade" on the adoption of foreign children by American married couples. The article appeared in last Sunday's issue.

A striking color ad on Columbia's "Long Gray Line" appeared in the same issue of "Parade."

The front cover of "Pictorial Review's" March 27 issue will have a Kapralik caricature in full color spotlighting the stars of 20th Century-Fox's "A Man Called Peter." In last week's "Pre-Selling" column the incorrect picture was listed for this "Pictorial Review" front cover.

M-G-M's "Hit the Deck" is advertised on the table of contents page in the issue of "Collier's" appearing on the newsstands tomorrow.

Columbia's "The Long Gray Line" receives notable attention in the March issue of six national magazines. The periodicals are "Family Circle," "Seventeen," "Parents," "Coronet," "Blue Book" and "Vogue." "Family Circle" hails "Gray Line" as being on its way "non-stop to an Academy Award of 1955," while "Parents" selects it as the Medal Picture of the Month for March.

"Seventeen" picks the Tyrone Power-Maureen O'Hara starrer as its picture of the month for march, while "Vogue" hails the production in its "people are talking about..." section. "Blue Book" selected "Gray Line" for its contest movie, while "Coronet" chose the production as the month's best.

"American" magazine reviews and recommends in the March issue: "Hit the Deck," "The Seven Little Foys," "The Long Gray Line," "Marty" and "Smoke Signal."

An attractive ad on UI's "Captain Lightfoot" appears in the March issue of "McCall's."

WALTER HAAS

“Never before in my forty years in the motion picture industry have I been so sure, so excited, so thrilled about a motion picture as I am about Stanley Kramer’s

NOT AS A STRANGER.

I am confident that my reaction will be shared by everyone who sees the film. Because of my confidence, I have asked United Artists to have a special screening of

NOT AS A STRANGER

at its Sales Convention in Los Angeles on Friday, March 18, and in Chicago on Friday, April 1. The film, which will be shown, and the national and local campaigns, which will be presented, will hit new highs in the motion picture industry in size and in results.”



GEORGE J. SCHAEFER



thru
UA

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 53

NEW YORK, U. S. A., THURSDAY, MARCH 17, 1955

TEN CENTS

At First Session

Starr Stresses Speed in Fight On Toll TV

Cites Necessity for Quick Action at Hub Meeting

Special to THE DAILY

BOSTON, March 16.—New England exhibitors appeared to be enthusiastic over the picture of the entire pay-as-you-see-TV situation given them at the New England Joint Committee on Toll TV's initial mass meeting here today by Alfred Starr, co-chairman of the National Committee Against Pay-As-You-See-TV. Nearly 400 attended the meeting in the Bradford Hotel.



Alfred Starr

Need for speed in financing replies by engineering, economic and legal experts to the questions issued by the

(Continued on page 6)

Siegel-Metro Pact Near Finalization

From THE DAILY Bureau

HOLLYWOOD, March 16.—Terms of a contract under which Sol C. Siegel will become the fourth independent producer associated with M-G-M will be announced with the signing of a pact which is in the final stages of negotiation, the studio today confirmed.

Other independents identified with M-G-M are David O. Selznick, Samuel Goldwyn and Desilu.

New Sponsor for 'Peter' Premiere

The March of Dimes has consented to relinquish the March 31 benefit performance of 20th Century-Fox's "A Man Called Peter" at the Roxy Theatre to the newly-organized Highland Fund of North America, and the Caledonian Hospital of Brooklyn. The first group has been formed to raise funds for the rehabilitation of the Scottish Highlands.

The change in sponsorship was made

(Continued on page 7)

Equivalent to \$1.08 Per Share

Universal's 13-Week Net Reported as \$1,136,928

Universal Pictures and subsidiary companies yesterday reported earnings for the 13-week period ending Jan. 29 of \$1,136,928 after providing \$1,015,000 for Federal taxes on income. After dividends on the company's preferred stock, this is equivalent to \$1.08 per share on the 998,349 shares of common stock outstanding in the hands of the public on Jan. 29.

Harriman Signs Bill Giving Municipalities 'Breakage' on Tax

Special to THE DAILY

ALBANY, March 16.—Gov. Averell Harriman today signed the Assembly Rules Committee bill permitting localities to receive the major "breakage" on the five per cent admission tax. The new law, retroactive to June 30, 1954, validates collections on such a basis made by New York, Binghamton and Elmira. A statement issued today in connection with the Governor's approval, said:

"This bill was introduced in the

(Continued on page 7)

To Use Sindlinger Survey in Tax Fight

The report being prepared by market analyst Albert E. Sindlinger on the effect of the New York City five per cent amusement tax on the local industry, which is expected to be completed by next week, will be used by exhibitors in their continued fight to have the State Enabling Act of 1947 or the local "nuisance" levy removed, according to Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association.

Sindlinger reported, Frisch said

(Continued on page 7)

For the 13 weeks ending Jan. 30, 1954, earnings were \$772,979 after providing \$800,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to 70 cents per share on the 1,010,449 shares of common stock outstanding on Jan. 30, 1954.

One Issue Separates Salesmen, Employers

Commissioner J. R. Mandelbaum, of the Federal Mediation and Conciliation Service, said last night that negotiations between the major distributors and the Colosseum of Motion Picture Salesmen which have been under way for the past several weeks were deadlocked yesterday and were declared "on call" by the conciliator, since there were other matters to engage his attention today. There is a likelihood that Mandelbaum will resume the negotiations tomorrow.

Mandelbaum presided at hearings on Tuesday and all day yesterday. He said that despite the streamlining of the issues involved and the submission of a package proposal by the union to management and a counter proposal by management to the union, the talks were deadlocked over the issue of establishing a maximum rate.

Again Weigh Dropping of Trade Shows

Attendance by exhibitors at trade screenings has reached a low point and again distributors are weighing the question of whether to discontinue them completely. Sales executives say that in the exchange cities, the showings sometimes are tied in with the screenings for the branch office staffs and in most cases few exhibitors, especially independents, show up.

Circuit buyers and bookers are the best patrons of the trade shows, sales heads say, but even they don't attend as frequently as it was expected they would when the screenings became a standard practice some years ago.

A checkup by one major distributor revealed that a total of 27 exhibitors attended screenings of a picture recently in 18 exchanges. At the balance of the branches, no exhibitors attended.

It has become the practice, it was said, to set a screening date, announce it and then hold it primarily for the office staff, with exhibitors welcome if they want to come in.

Meanwhile, it is reported that serious consideration is being given to dispense with the exhibitor showings altogether.

New Try

Report Surge Of TV Bids for Short Subjects

WB, Col. Deals Kick-off Deluge of Video Queries

By MURRAY HOROWITZ

Stepped up activity on the part of TV interests to purchase cartoons and short subjects of major film companies was reported here yesterday in both film and TV trade circles.

Offers have been coming in thick and fast, according to one major film executive, since last month's sale by Warner Brothers of 190 cartoon short subjects to Guild Films for TV.

An offer of approximately \$3,000,000 was said to have been made to one major company for about 2,000 shorts, the package including a series of wide popular appeal, it was said.

Film company executives, queried on the reports, were reluctant to comment while the situation is in the "offer" stage. The upsurge of offers, however, since the Warner Brothers deal and the Columbia short subjects deal in November was acknowledged by a Paramount official.

There was no indication that any

(Continued on page 6)

Connolly Resigns Fox Division Post

James M. Connolly, 20th Century-Fox North-East division sales manager, has resigned from the company effective on Saturday, it was announced yesterday. Connolly is joining John Donnelly & Son, Boston advertising firm, where he will occupy the position of executive assistant to the vice-president.

The four offices in the North-East division—Albany, Boston, Buffalo and New Haven—will be temporarily supervised by Glenn Norris, Eastern sales manager.

License Bill Help to Industry, Moritt Told

Special to THE DAILY

ALBANY, March 16.—The O'Connor-Noonan bill proposing an increase from three to four dollars per thousand feet and each fraction thereof for a film license fee does not aim to increase the total cost to the motion picture industry of censorship, but rather to decrease it, by cutting the

(Continued on page 7)

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Phoenix, Ariz., from New York.

MRS. CATHERINE MARSHALL, author of "A Man Called Peter," will arrive in New York by plane on Monday from Richmond, Va.

MARCEL HELLMAN, British producer, and his talent agent, AL PARKER, have arrived here from London via B.O.A.C.

L. D. NETTER, Jr., Altec Service Corp. sales manager, has returned to New York from Detroit and Chicago.

LES McDONNEL, British talent agent, is scheduled to arrive here tomorrow from London via B.O.A.C. Monarch.

BUDD ROGERS has been retained by United Artists as sales representative for "The Tiger and the Flame."

CAROL REED, British director, returned to London last night from New York via B.O.A.C. Monarch.

GEORGE J. SCHAEFER will leave New York today for the Coast.

JOSE FERRER has arrived in London from New York via B.O.A.C.

Toll TV Group in Washington Today

Exhibition's Committee Against Pay-As-You-See TV will meet today at the Washington offices of Cohn & Marks, the group's legal counsel, to discuss further moves in opposing subscription television, according to Robert S. Taplinger & Associates, public relations counsel.

Expected to attend the Washington meeting are: Abram F. Myers, Philip Harling, Wilbur Snaper, Dr. Dallas Smythe, Trueman Rembusch, Taplinger and Don Walsh.

Helen Steinberg Dies

Helen Steinberg, in the legal department of Loew's Theatres here for the last 25 years, died suddenly yesterday. Miss Steinberg lived at the Hotel Ansonia. Max Steinberg, a resident of Frenchtown, N. J., a brother, survives.

Funeral services will be held at the Park West Funeral Chapel on Friday at 2:30 P.M.

Quigley, Jr., Speaker

Martin Quigley, Jr., editor of "Motion Picture Herald," gave a talk last night here to the members of Carta, an organization of Catholics in the metropolitan area employed in the fields of advertising, radio and television.

The subject of the Quigley talk was "Morality in Entertainment."

Cooper Theatres in Oklahoma City Offer New Parking Service; Relieves Problem

OKLAHOMA CITY, March 16.—A discount parking service has been adopted by the downtown Cooper Foundation Theatres, the Criterion and Harber, and the new plan seems to be successful, according to Gordon Leonard, Criterion manager.

He said a patron could park in any station, then go to the theatre and turn in his parking ticket. The cashier, then stamps the ticket and sells him an admission ticket at a discount (teen-age price). The two theatres honor any parking ticket, giving the patron his choice of downtown parking places.

The new system, Leonard explained, requires no bookkeeping. He said it was a minimum of trouble, and that this type of plan eliminated any film rental and tax charges being tied to the parking rebate.

Gordon said the discount is sufficient for the patron to take care of his own parking costs.

13 More Weeks for NT 'Incentive Plan'

HOLLYWOOD, March 16.—Although the 13-week experimental test of National Theatres "incentive plan," introduced by president Elmer C. Rhoden on his taking office, did not yield the expected results, the test will be continued for 13 additional weeks, the management today informed NT personnel in the circuit's weekly publication, "Showman." Explanation given for the disappointing results reads in part:

"In analyzing product played it must be admitted that several most attractive-looking 'hits' turned out to be much less attractive when spread out before the buying public."

The incentive plan installed by Rhoden is an over-all system which enables a successful manager to go into a less productive theatre, without sacrificing his salary level, and to build up business with the knowledge that the increase in grosses will be reflected in his permanent salary rather than on the basis of the single theatre's gain.

Senate Passes 52% Tax Rate Extension

WASHINGTON, March 16.—The Senate has passed a bill extending the 52 per cent corporate tax rate for another year, until April 1, 1956.

The Senators voted down, 50 to 44, a Democratic substitute which would have extended the 52 per cent rate until July 1, 1957, repealed the depreciation, dividend and other key sections of last year's tax law, and cut taxes in the lower income brackets.

The House has already passed a bill extending the corporate rate for a year but also cutting individual income taxes \$20 per person effective next Jan. 1. What happens now is not certain: the House could vote to accept the Senate version or a House-Senate conference could be named to compromise differences on the legislation.

WB Dividend

The board of directors of Warner Brothers Pictures at a special meeting here yesterday declared a dividend of 30 cents per share on WB common stock, payable May 5, 1955 to stockholders of record April 15, 1955.

5 'Oasis' Premieres Set for Germany

Simultaneous world premieres of 20th Century-Fox's "Oasis" tomorrow in five principal cities of Germany will usher the first European motion picture and the first tri-lingual production filmed in CinemaScope into global exhibition, the company announced. The film is being released in German, French and English language versions.

Starring an international cast headed by Cornell Borgeers, Michele Morgan, Pierre Brasseur and Carl Raddatz, the French and German co-production will bow in gala programs at the Delphi Theatre, Berlin; City, Hamburg; Apollo, Dusseldorf; Passage, Frankfurt; and the Metro Schwann, Munich.

Darryl F. Zanuck, 20th Century-Fox vice president in charge of production, is expected to head a delegation of international film executives, government figures and stars of the entertainment world at the Berlin premiere of the romantic adventure drama.

Treas. Department To Cite Gene Autry

WASHINGTON, March 16.—The Treasury Department will cite Gene Autry on Friday for his contributions to the savings bond sales program.

Earl O. Shreve, National Director of the Savings Bond Division, will give Autry the President's Prayer Award for his services. In addition to many past contributions, Autry recently donated a short film, for theatre and television use, encouraging school children to buy savings stamps and bonds.

Thinks Congress Will Grant FCC Power

WASHINGTON, March 16.—Senate commerce committee chairman Magnuson (D., Wash.) predicted Congress would restore the Federal Communications Commission's authority to limit the number of television or radio stations any one firm can control.

The Court of Appeals for the District of Columbia recently ruled that the Commission had exceeded its legal authority by issuing such limits.

See No Hearings on Treble Damages Bill Until After Report

From THE DAILY Bureau

WASHINGTON, March 16.—Rep. Walter (D., Pa.) said he didn't expect hearings on his discretionary damages bill until after the Attorney General's anti-trust study committee reports late this month.

Walter led an unsuccessful fight in the House Judiciary Committee yesterday to add to a pending anti-trust bill a provision giving Federal judges discretion to award less than treble damages in private anti-trust cases. The committee agreed to consider the matter separately later in the session, and Walter then introduced a special bill to accomplish this.

The film distributors are backing such legislation, but exhibitors are expected to oppose it, as they have in the past. The report of Attorney General's committee backs discretionary damages, it is understood. At present treble damages are mandatory whenever the verdict goes against the plaintiff.

Courts Could Still Act

Walter pointed out that even if his bill were enacted, the courts could still award treble damages whenever the violation was deliberate, but would have authority to award less when a firm innocently ran afoul of the anti-trust laws.

The Pennsylvania Democrat also pointed out that he had succeeded yesterday in knocking out of the bill before the committee a provision which would have specifically re-enacted the treble damage provision of present law. Knocking out this section, Walter claimed, leaves the law as it has always been, without any re-enforcing of this principle by new legislation at this time.

Missouri Exhibitors Slate Two Meetings

ST. LOUIS, March 16.—The 1955 annual meeting of the Missouri Illinois Theatre Owners, an affiliate of the Theatre Owners of America, will be held at the Chase Hotel, Nov. 21 and 22. MITO officers and directors made their decision at a meeting at the St. Louis Variety club last week, according to Lester R. Kropp, president of the Missouri-Illinois group.

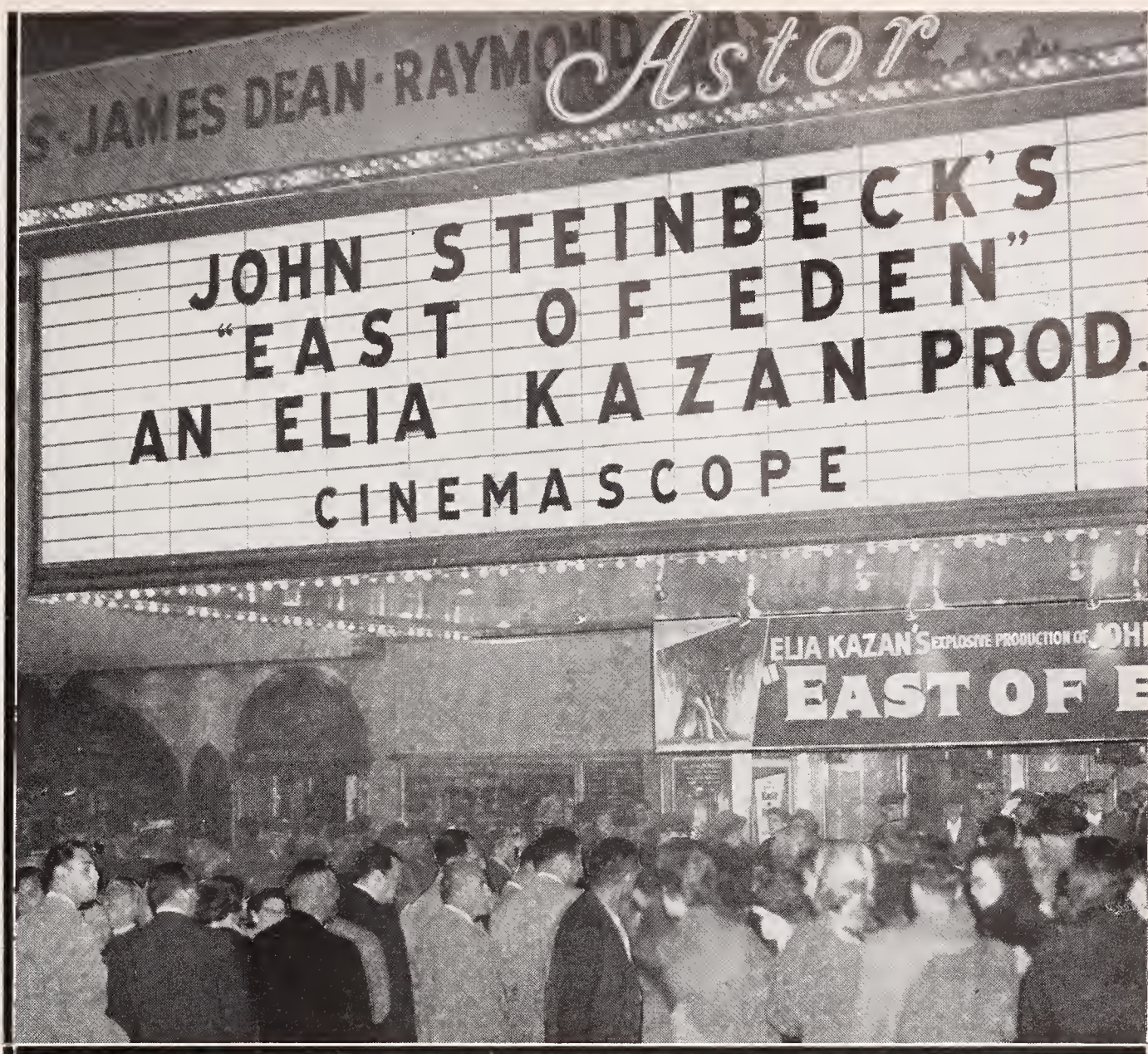
The third annual joint meeting of MITO with the Kansas-Missouri Theatre Association, also an affiliate of TOA, will be held at Arrowhead Lodge, Lake of the Ozarks, May 10, 11, and 12.

Levine Aiding Scout Drive in New York

Martin Levine, general manager of Brandt Theatres, has accepted the position of chairman of the independent and circuit theatre's committee for the 1955 finance campaign of the Greater New York Council, Boy Scouts of America.

Levine is a past president of the Cinema Lodge of B'nai B'rith and currently serves on the board of directors of the Variety Club.

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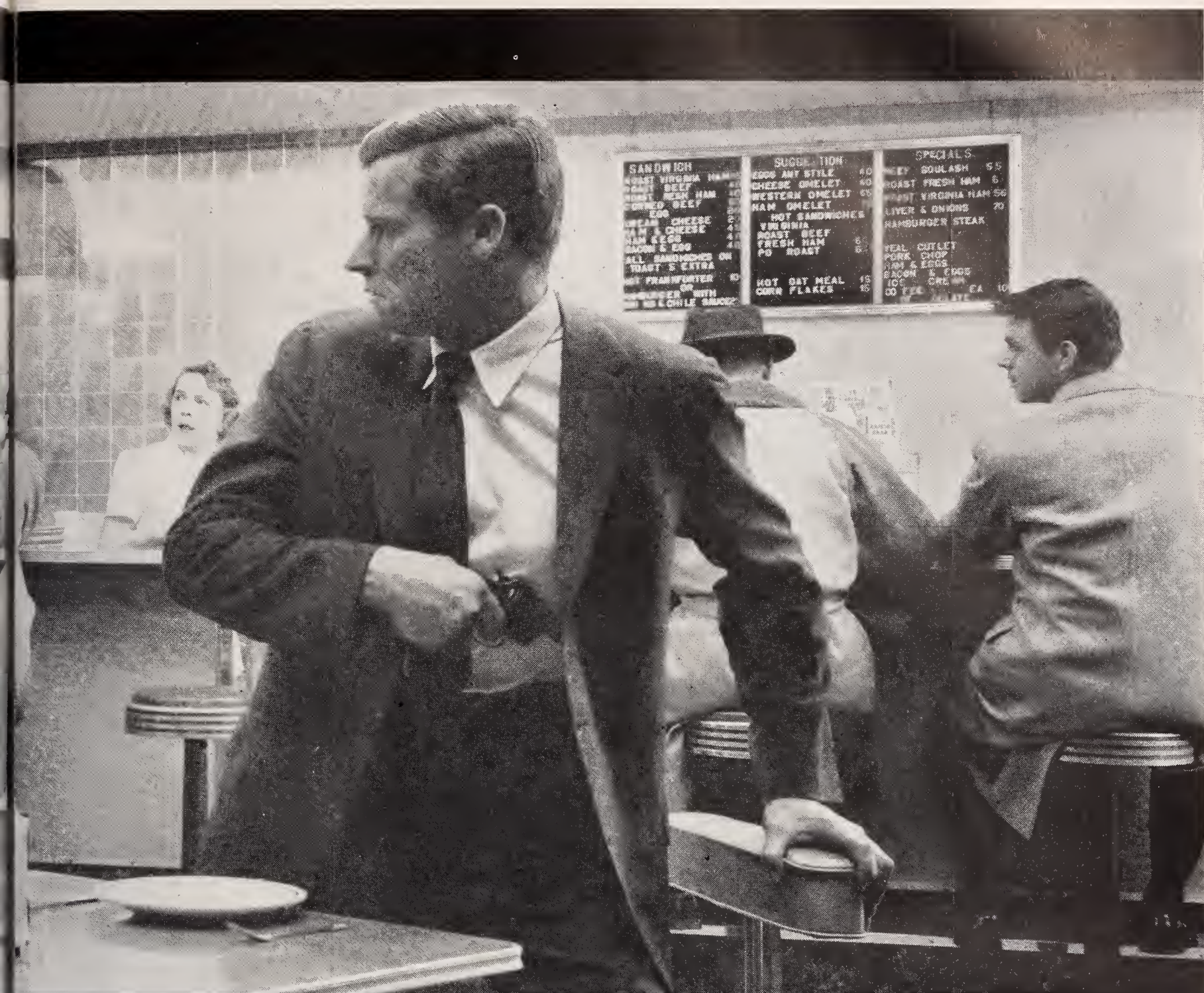




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People

Adolph Zukor will be interviewed by Ralph Edwards on NBC-TV's "Entertainment 1955" on Sunday night, March 27.

Ben Colman has been named Eastern sales manager and S. L. Adler has been appointed senior account executive of Screen Gems, television subsidiary of Columbia Pictures.

W. Parkman Rankin, manager of "This Week" Magazine's motion picture advertising department, has been advanced to the publication's administrative staff.

Don Jacques, film consultant, has opened a film production cost control organization here.

F. H. Hathaway is closing his two indoor theatres, the Ritz at Struthers, and the Bell at Campbell, both in Ohio, to devote his full time to his Midway Drive-in at North Kingsville. He plans to reopen the four-wall houses in the fall.

Edwin Elkins, new president of the Collectors Club of New York and secretary of the Association of Stamp Exhibitions, will be the guest speaker at the Cinema Stamp Collectors' meeting here on March 23.

WCBS-TV Acquires 12 Hygo Pictures

The acquisition by WCBS-TV here of a package of 12 theatrical films from Hygo Television Films, Inc., has been announced here.

The films, released from 1942 to 1951 for theatrical distribution, include "Smash-Up," "Salome, Where She Danced," "Gung-Ho," "Ladies Courageous," "Operation X" and "Eagle Squadron." Distribution rights to all of them were described as having reverted to the original producers, or said to be no longer governed by the distribution rights of the original distributors, which consisted of RKO Radio Pictures, Universal, United Artists and Columbia.

Cunningham Resigns Columbia Ad Post

John Cunningham, for the past three years creative advertising manager for Columbia Pictures, has resigned. Cunningham, whose resignation will become effective on Monday is leaving to form his own advertising and promotion firm and will concentrate on motion picture accounts.



Review

"Treasure of Ruby Hills"

(Allied Artists)

A PART from the presence in the top role of Zachary Scott, who hasn't been generally identified with Westerns, this production by William F. Broidy of a story about Soledad, Calif., in 1877 conforms closely to pattern. It has as much killing as has become fashionable recently, which makes the death rate in Soledad pretty high for the duration of the script, and it has less riding than most prairie pictures, although the male population of the town is designated as engaged in the raising of cattle as a principal pursuit. On the other side, it has more principal characters—no less than three main villains, not counting an elderly outlaw who goes straight just in time to get plugged—than most Westerns, big or little. Whether this is good or bad for it depends on one's skill at remembering faces and ferreting out motives. By and large, the film figures to make its rounds of the exhibition circuit without leaving memorable impress of either kind.

The direction is by Frank McDonald, one of the most dependable craftsmen in his profession, who used a script by Tom Hubbard and Fred Eggers. In it Scott plays the honest son of a dead outlaw whose pal, the belated reformer mentioned above, tries to keep him from riding into Soledad, where another pal's been murdered, and where law hasn't arrived yet in 1877. Scott is somewhat foggily shown in the script to be bent upon running the reigning bad men out of Soledad and taking over control (beneficent) by right of his control of the water supply (the treasure of Ruby Hills as per the title). It takes a lot of shootin', killin', talkin' and explainin' to get it done, but he does it, by cracky, in 71 minutes flat. His cast associates include Carole Mathews, Barton MacLane, Dick Foran, Lola Albright, Gordon Jones, Raymond Hatton, Lee Van Cleef, Steve Darrell and Rick Vallin.

Running time 71 minutes. General classification.

WILLIAM R. WEAVER

B.B.C. Books Eight Disney Promotional Films for Telecast

By PETER BURNUP

LONDON, March 16. — Following negotiations between Roy Disney and Cyril Edgar on one side and Cecil McGivern and Cecil Madden of the BBC on the other, the latter has booked eight of the "Disneyland" TV films which figure in the weekly Disney Hour in the U. S.

Amount of the booking fee has not been disclosed.

First subject — "Photographers on the Vanishing Prairie" — will be put out on April 12 and synchronise with the West End premiere of "The Vanishing Prairie." A second Vanishing Prairie TV film will go out when the picture starts its general release.

Debate Expected

A similar practice will obtain in connection with the TV subsidiaries to "20,000 Leagues" and "Lady and the Tramp." In other words, the Disney Organization here does not propose — at least for the time being — setting up a weekly Disney Hour on the TV service. The deal with the BBC will, nevertheless, inevitably promote much concerned debate among exhibitors here.

At the instance of CEA, the trade's four associations agreed in January, 1954, that televised extracts from films should not exceed five minutes in length. Exhibitors, moreover, have threatened not to trade with producers who make films also for television.

DCA to Distribute 'Animal Farm'

Fred Schwartz, president of distributors Corp. of America, announced that "Animal Farm," the feature film cartoon based on George Orwell's novel, and produced by Louis de Rochemont, will be released nationally through DCA. "Animal Farm" recently had its premiere in New York at the Paris Theatre.

Italy's Film Makers To Help Pakistan Develop Industry

By ARGEO SANTUCCI

ROME, March 16. — A delegation of Italian film technicians has left here for Pakistan to study the possibility of establishing an active film industry and to intensify production in that country.

In the frame of the plan for "industrializing" Pakistan which includes also motor car manufacturing with the cooperation of American companies, and textiles, with Japan closely collaborating, the Pakistanian government had asked the cooperation of the Italian film industry for setting in action its own motion picture production.

Makes About Five Yearly

Pakistan currently produces around five pictures annually and under a five-year plan, the government hopes to raise the native production of full-length feature films to 40 or 50 films per year by building studios, dubbing and other equipment necessary to active production. The five-year plan also includes the building of additional theatres—raising the present 300 houses to 1,000 and 2,000.

The plan to "industrialize" Pakistan's film industry calls for Italian producers to provide technical "know-how" as well as the majority of foreign personnel and equipment required under the project. The co-operation of the Italian industry is not intended on the grounds of a co-production system, though it is likely that Italian film makers will participate with a 50 per cent interest in some productions, it was said.

'Ridge' to Tudor

Moe Kerman, president of Tudor Pictures, Inc., has announced that his company has acquired the United States distributing rights to "Heartbreak Ridge" from Metro-Goldwyn-Mayer.

Starr

(Continued from page 1)

FCC before the May 9 deadline was stressed by Starr. After that, he said, would come the time for intensive public relations work with emphasis on the cost to the average family of buying unscrambling devices and keeping them serviced. He also pointed to the strong possibility that the most popular TV programs might move out of the free class into the subscriber paid group.

Starr stuck closely to the point of view of public interest, with TV channels seen as public property used free by TV transmitters and not to be employed for the benefit of "boxoffice in the home" systems.

After showing the 16mm. film "Zenith Presents Phonovision," Starr carefully refuted each of its arguments, giving his audience useful ammunition for local phases of the battle.

Points to Palm Springs

After describing details of the Telemeter and Skiatron systems, he said, "I'm convinced that only the slot machine system would really work." He explained the Telemeter tests in Palm Springs which were designed to show that televising of features simultaneously with their showing at a first-run theatre could make it possible to work out arrangements profitable, too, to the exhibitor. Telemeter, he added, is now 80 per cent controlled by Paramount.

Starr emphasized the stake of advertising agencies in the fight against toll-TV and stressed the effect of this new inducement to families to stay at home, on transportation systems, restaurants and civic organizations, all of which, he said, should be lined up on the side of exhibitors.

TV Bid Deluge

(Continued from page 1)

of the major film companies were even considering at this stage the sale of old feature films to TV.

WB to Produce TV Show for ABC

Warner Brothers, under the special TV unit to be headed by Jack M. Warner, will produce a weekly hour TV show for the American Broadcasting Co., a subsidiary of American Broadcasting-Paramount Theatres, it was disclosed here yesterday.

The deal, although not yet signed, was said to call for a series of TV film shows, which will be telecast beginning next fall.

Hold Services for George Poli, 58

NEW HAVEN, Mar. 16.—Funeral services were held yesterday here for George Poli, 58, theatrical booking agent, who died Sunday. He was the nephew of the late Sylvester Z. Poli, founder of the large Poli Theatres Circuit.

In the days of vaudeville, George Poli booked acts for his uncle's chain in New England and New York. After his uncle's death in 1939, he went into a partnership booking circuses and other shows around the country. He went into booking on his own in 1945.

Survivors include his widow, Margaret Daphne Poli of Rego Park, N. Y.; his parents, and sister.

△ **TENT TALK** △*News from Variety Clubs*

DES MOINES — The Variety Club of Des Moines initiated its first bulletin for members aiming for a better-informed club and to cement good fellowship among the local industry. Featured in the February issue is the Inaugural Banquet and Ball at which time officers were installed and the Tent's Golden Gloves Tournament, all the proceeds of which went to the Eastern Seal Treatment Center for use in the physical therapy department for crippled children.



NEW YORK—The Variety Club Foundation to Combat Epilepsy will publish a journal for distribution at the Second Annual Heart Award Dinner, which will be held by Tent No. 35 at the Waldorf-Astoria Hotel here on May 2. Recipient of the Heart Award will be Richard F. Walsh, president of IATSE.

A Journal Committee is being organized under the joint chairmen, Edward L. Fabian, former Chief Barker and present first assistant chief barker; Herman Gelber, president of Projectionists Local 306, and Tom Murtha, business agent of Stage Employees Local No. 4.



BOSTON—For the benefit of the Jimmy Fund of the Variety Club, a fashion show is being staged at the Sheraton Plaza Hotel here by Elizabeth Arden. Honorary chairman of the event is Mrs. Christian A. Herter, wife of the Governor of Massachusetts. On the sponsoring committee are the wives of Mayor John B. Hynes, Lt. Gov. Sumner Whittier, Attorney General George Fingold, Motor Vehicle Registrar Rudolph F. King, and Ambassador to Uruguay Thomas Pappas.



ATLANTA—The Atlanta Variety Club Supper Club, a special Tent No. 21 group formed to help finance the club's charities, held its first meeting and presented Cliff Wilson of ABC Theatrical Enterprises with an automobile.



SAN FRANCISCO—Women of Variety Tent No. 32 are sponsoring a home-cooked Chuck Wagon Dinner at the Lakeshore Plaza Auditorium here on April 24. Mrs. J. Early Henning, president, is asking the cooperation of everyone in the industry, as all proceeds will be contributed to the Blind Babies Foundation, a major project of the Variety Clubs of Northern California.



OKLAHOMA CITY—The Variety Tent No. 22 benefit showing of "Long Gray Line" at the Center theatre raised \$2,500. The Will Rogers Memorial hospital will receive 25 per cent of the money (\$625) and the Oklahoma County Council for Mentally Retarded Children will be allocated the balance (\$1,875). Columbia furnished the film, sent Robert Francis, one of the picture's stars, to boost the benefit, and Howard C. Federer donated his theatre and the services of his staff for the event.

License Bill*(Continued from page 1)*

charge on seals for "copies." So Sen. Fred G. Moritt, Brooklyn Democrat, who requested that the measure be "starred" on advancement to third reading in the upper House Monday night, said late this afternoon he had been informed.

Terming the measure "ambiguous, and therefore poorly drafted," Senator Moritt stated he would support it, if convinced the result would be beneficial to the motion picture industry. He warned that "where a bill is badly drawn and legislative intent is cloudy, the courts may do the legislating." The possibility of a clarifying amendment was raised.

Described to Senator Moritt as a measure originating within the motion picture industry, it had been widely interpreted as meaning that the fee for "copies" would be increased from two to four dollars. However, the change in language was said today to mean that the four dollars would be for a total "copy" and not per thousand feet.

Thus the cost for licensing "copies" would be reduced, according to this explanation.

What attitude the State Education Department, whose motion picture division administers censorship and the collection of license fees, would take, if the bill resulted in a decrease of revenue, remained a question.

New Sponsor*(Continued from page 1)*

because of the special interest of the Scottish organizations in the life of Peter Marshall, born in Glasgow and subsequently chaplain of the U. S. Senate, whose life story is told in the CinemaScope production.

Recognizing the need for funds for the March of Dimes, 20th Century-Fox will offer another of its forthcoming pictures to the polio organization for a benefit performance later this year.

Review**"Canyon Crossroads"***(Joyce-United Artists)*

THE search for riches at times does funny things to people and in this William Joyce production, "Canyon Crossroads," uranium is the cause of cold-blooded murder, mixed in with a dash of romance amidst the Colorado countryside. Striking it rich in the black-and-white story about uranium-hunting is Richard Basehart and Phyllis Kirk, who are thrown together in the hunt for wealth and security. Audiences, especially those who love outdoor action films with gunplay, a dash of romance and a happy ending with the pot-of-gold, should enjoy this well-written story which has some fair exploitation angles.

Basehart is staked to a uranium prospecting outfit by Russell Collins, who makes sure of his chances in finding the pay-lode by sending his daughter, Miss Kirk, along on the expedition. Basehart, Miss Kirk and Alan Wells, are unaware that a Navajo Indian guide, a modern-day counterpart of a claim-jumper, Stephen Elliott, has the party trailed into the wilds of Colorado. Luck is with Basehart as they discover uranium in abundance in a territory believed by the Atomic Energy Commission to be devoid of the mineral.

Elliott's partner, Charles Waggenheim, starts the violence rolling in high gear by sealing Basehart and Miss Kirk in the uranium mine and blowing up the entrance with dynamite and then shooting Wells in cold blood. Basehart escapes from the mine through a hidden entrance and while on his way back to town for help is shot at by Elliott who spots him while flying about the countryside in a helicopter. The tables turn in favor of Basehart when Wells' Navajo family comes to the rescue.

Others in the cast are Richard Hale, Tommy Cook and William Pullen who ably support the principals in the original story and screenplay written by Emmett Murphy and Leonard Heideman and directed by Al Werker.

Running time, 83 minutes. General classification. February release.

L. D.

NYC Houses to Hold Breakage Fund Until Court Rules on Issue

The breakage from the five per cent amusement tax, collected but held by New York City exhibitors since last July, will continue to be in abeyance until a ruling in the current suit is handed down in mid-April by the Court of Appeals in Albany, according to Stanley Buchsbaum, Assistant Corporation Counsel for the City of New York.

The New York State Assembly and Senate unanimously passed, without debate, an Assembly Rules Committee bill validating the collection of breakage by New York City, Binghamton and Elmira on the five per cent admissions tax. This bill was signed yesterday by Gov. Averell Harriman.

Buchsbaum revealed this week that he expects to file a supplemental brief in his appeal of a Supreme Court decision with the higher court in Albany, introducing information in respect to the legislation. The exhibitors' attorneys are expected to contend, in a supplemental brief which they will also file, that the passage of the Assembly Rules Committee measure was unconstitutional.

Broidy, in Atlanta, Praised by Martin

ATLANTA, March 16. — E. D. Martin, Georgia circuit operator and president of Theatre Owners of America, responding to addresses by Steve Broidy, president of Allied Artists, and other members of his party making a national tour, said:

"I pledge—and I am sure I speak for all exhibitors in this room—that AA will have our full support now. Many of best consistent-profit pictures have come from AA, which has always had the small-town exhibitor at heart."

Broidy and his party will meet exhibitors in the Charlotte area tomorrow.

Harriman*(Continued from page 1)*

Assembly March 1, and was passed by the Assembly on March 7 and by the Senate on March 14. It was received in the Governor's office March 15 and signed the same day. The bill was sponsored by the City of New York and approved by the State Conference of Mayors, the mayors of Amsterdam, Jamestown, Schenectady and Buffalo; the city manager of Elmira, the State Comptroller and the Department of Taxation and Finance.

'\$3,000 a Day'

"It is estimated that the 'breakage' amounts to about \$3,000 a day in additional revenue to New York City, and to lesser amounts in other communities where the legislation is applicable. Prior to enactment of the law the 'breakage' was retained by theatre owners."

Exhibitors, especially in New York City, made a strong fight against enactment of the legislation.

Sindlinger Survey*(Continued from page 1)*

yesterday, at the COMPO meeting last week that he expects to complete the report by next week or as soon as one group of New York City theatres sends in its questionnaires.

The survey of New York City business by Sindlinger will be based on statistics gathered from theatres from July 1 to Dec. 30, 1954, and will seek to substantiate exhibitor statements that the five per cent admissions tax is harming the industry which has seasonal high spots, especially in the summertime.

Opposition to Continue

Frisch said that New York City theatremen will continue to oppose the recent amendment to the Enabling Act, passed by the State Senate and Assembly unanimously, which validates collection of the major breakage on the five per cent amusement tax on the grounds that the measure is unconstitutional. Also, the exhibitor leader said, efforts will continue in trying to have the New York City impost removed.

FLY B.O.A.C.**The Monarch**

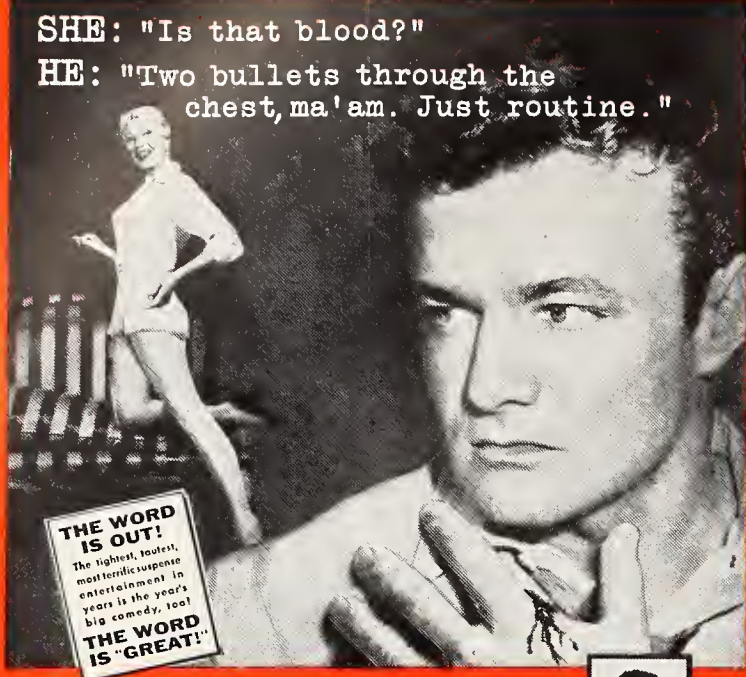
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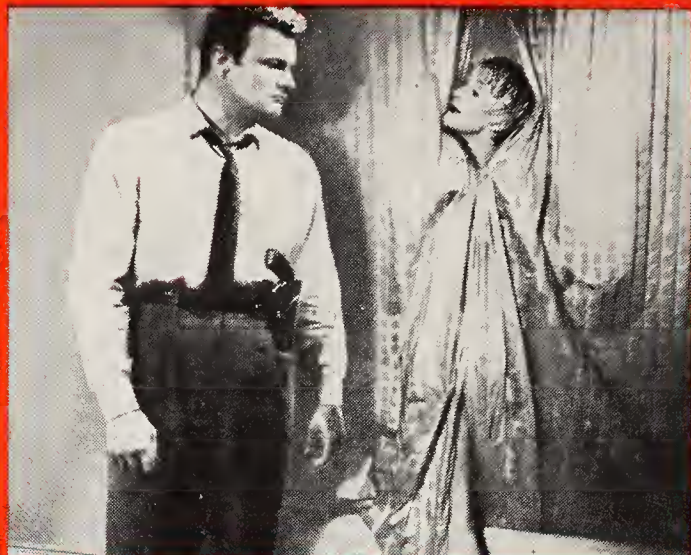
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Screen Play by WILLIAM BOWERS • Produced by LEWIS J. RACHMIL • Directed by PHIL KARLSON



HE: "Get out of that shower!"



SHE: "Lay one fat hand on my person, you cop, and the D.A. will hear about it!"

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Screen Play by WILLIAM BOWERS • Produced by LEWIS J. RACHMIL • Directed by PHIL KARLSON



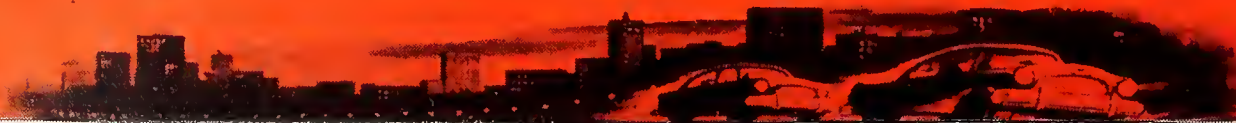
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VOL. 77. NO. 54

NEW YORK, U.S.A., FRIDAY, MARCH 18, 1955

TEN CENTS

Session Next Week

Quebec TOA May Organize Buying Group

Starr to Discuss TOA Affiliation at Meeting

Special to THE DAILY

MONTREAL, March 17. — The formation of a buying and booking office will be one of the main topics for discussion at the first annual meeting of Theatre Owners Association of Quebec on Tuesday and Wednesday at the Mount Royal Hotel here.

Alfred Starr, chairman of the executive committee of the Theatre Owners of America, will deliver a major address during the convention, speaking on mutual industry problems and conditions and possibly subscription television.

Preliminary details may also be worked out between Starr and the Quebec TOA leaders over a proposed

(Continued on page 3)

UA Opens Coast Sales Meet Today

The first of United Artists' 1955 sales convention sessions to map distribution and promotion plans opens today at the Ambassador Hotel in Los Angeles under the leadership of vice-president William J. Heineman and vice-president Max E. Youngstein.

General sales manager B. G. Kranze and Francis M. Winikus, national director of advertising, publicity and exploitation, are also presiding at the

(Continued on page 3)

34,364,000 TV Sets In U.S. on Feb. 1

Television installations in the U.S. increased 548,000 during January to reach a total of 34,364,000 as of Feb. 1, according to an estimate released by Hugh M. Beville, Jr., director of research and planning for the National Broadcasting Co.

Approximately 20 per cent of these TV sets are in post-freeze TV areas as compared with 11 per cent a year ago, Beville said. He pointed out that about 53 per cent of the sets sold in the past year went into post-freeze TV areas.

License Bill Will Die In N. Y. Assembly, Brind Predicts

Special to THE DAILY

ALBANY, March 17.—Dr. Charles A. Brind, Jr., counsel to the State Education Department, said today that the department is not directly concerned with the question of whether the O'Connor-Noonan bill would increase or decrease the revenue from film licensing, but that he believes the budget division would be.

Indicating that he thought the measure is, or will be, dead in the Assembly—it is "starred" on third reading in the Senate—Dr. Brind stated that the Education Department did not originate the proposal, nor was the reaction of that department sought.

Should the bill pass both houses of the legislature, Dr. Brind will file a memorandum in opposition to it with Gov. Averell Harriman. He pointed out that the motion picture licensing

(Continued on page 6)

RCA Says Zenith Delays Patent Suit

Radio Corp. of America yesterday charged Zenith Radio Corp. with deliberately attempting to delay its nine-year-old patent and anti-trust suit against RCA, General Electric and Western Electric in the Delaware District Court.

The charge was contained in a brief

(Continued on page 6)

Preparing FCC Brief

Toll-TV Group Discusses Plans to Oppose Medium

From THE DAILY Bureau

WASHINGTON, March 17.—A general discussion of additional plans for fighting subscription television took place here today at a meeting of key participants in the exhibitors joint committee against toll-TV.

New Firm to Help Solve UHF Problems

W. R. G. Baker, vice-president of General Electric Co., and Ely Landau, president of National Telefilm Associates, will reveal plans here tomorrow of a new corporation formed specifically to assist in the solution of "many of the financial and managerial problems plaguing UHF television broadcasters," it was announced yesterday. Plans will be revealed at a luncheon to be attended by press representatives at the 21 Club.

Who's to Make Next Arbitration Move

Once again it's a case of "Telephone, telephone, who's got a telephone?" in the status quo of the arbitration situation. According to exhibitor members of the joint drafting committee, exhibition is waiting for the distribution side to call a meeting for the purpose of mapping future steps in the establishment of an industry system.

On the other hand, distribution spokesmen say that they are waiting for the exhibitors to make the next move. Meanwhile, Allied leaders are reported to be anxious for the arbitration issue to be settled so that both branches of the industry can set up the proposed industry roundtable on trade practices.

Para. Releasing 4 VistaVision Shorts

Four special two-reel VistaVision Technicolor subjects filmed in various parts of the world will be put into release by Paramount Pictures during the next six months.

These, plus "VistaVision Visits Norway," currently in release as the first in the company's new series of two-reel shorts in the new production and screen presentation process, will continue in release through 1955. They

(Continued on page 6)

For the Big Bout

TNT to Rent 50 Large TV Mobile Units

Equipment Fee for Event To Range from \$100-\$500

By MURRAY HOROWITZ

Fifty large-screen television equipments will be available for rental at "reasonable terms" to exhibitors for the upcoming Rocky Marciano-Don Cockell heavyweight championship fight, it was announced here yesterday by Nathan L. Halpern, TNT president.

Halpern said the rental fee would range from \$100 to \$500, adding that the cost of temporary placements usually does not run high.

The equipment to be rented, Halpern explained, is General Precision large-screen, bought by TNT some time ago and which has been used successfully time and again. He said that TNT expects to service conventional theatres, both large and small,

(Continued on page 6)

Mature to Make 5 For UA Release

Victor Mature has formed an independent motion picture production company that will make six films for United Artists' release over a five-year period, with the actor starring in at least three of them, it was announced by Arthur B. Krim, president of United Artists.

Formation of his own company

(Continued on page 6)

MPAA Annual Meet Re-Set for March 31

The annual meetings of the Motion Picture Association of America and the Motion Picture Export Association, originally scheduled for this week, have been re-scheduled for March 31 due to the absence from New York of a number of the directors of the two organizations. Another postponement may be necessary.

The annual report of Eric Johnston, president, will be presented to the meeting, directors and officers will be re-elected and committees appointed for the ensuing year.

Personal Mention

DONALD A. HENDERSON, 20th Century-Fox treasurer and secretary, and **OTTO KOEGEL**, chief counsel to the film company, will return to New York today from Hollywood.

EDWARD L. WALTON, assistant to **JAMES R. GRAINGER**, RKO Radio president; and **J. MILLER WALKER**, RKO Radio secretary, have returned to New York from the Coast.

E. J. MANNIX, M-G-M studio executive, and **HOWARD STRICKLING**, studio publicity head, left here by plane yesterday for the Coast.

EDMUND GRAINGER, producer, and **GEORGE SHERMAN**, director, returned to Hollywood yesterday from Mexico City.

JAQUELINE MIDDLEMAN, of the United Artists publicity department, will be married here on Sunday to **MORRI SWARTZ**.

ISADORE M. RAPPAPORT, owner of the Hippodrome and Town theatres in Baltimore, has left there for a vacation in Nassau, B.W.I.

JACK WHITTLE, owner of the Avenue Theatre, Baltimore, and chief barker of that city's Variety Club has left there for Florida.

PATRICIA MEDINA will leave here tomorrow for London via B.O.A.C. Monarch.

JOSEPH PASTERNAK, producer, is in Miami from Hollywood, en route to the West Indies.

ROBERT BASSLER, producer, will arrive in New York on Sunday from London.

SPENCER TRACY will leave New York today by plane for England.

Dual Celebration Set At Movielab Mar. 30

Ceremonies celebrating the 25th anniversary of Movielab Film Laboratories, Inc., and at the same time marking the dedication of its expanded technical and office facilities here as "Movielab Building," will be held at the company's headquarters on March 30.

Following the ceremonies, City Council president **Abe Stark** will join other public officials and prominent members of the trade at a luncheon at **Toots Shor's Restaurant** to honor **Saul Jeffee**, Movielab president, for his technical contributions to the industry.

'Stranger' Bow Set

United Artists' "Stranger on Horseback" will have its world premiere at the Liberty Theatre in Portland, Ore., on Wednesday.

Gottschalk Has New 'Ultra Panatar' Lens

From THE DAILY Bureau

HOLLYWOOD, March 17.—Robert Gottschalk, president of the Panavision Corp., has announced the availability of a new "ultra panatar," priced at under \$500 per pair, weighing less than five pounds and designed to be mounted directly on to the prime lens of the projector, eliminating the need for bracket mounts.

Gottschalk said the "ultra panatar" has a single-knob control and does not require focusing, and added, "the new low price on the ultra panatar will make it possible for every theatre in America to take advantage of the benefits of CinemaScope."

Dember Copy Chief For Columbia

Appointment of **Lester Dember** as copy chief for Columbia's advertising department was announced yesterday. In his new post Dember will work directly under the supervision of **Howard R. LeSieur**, director of advertising, publicity and exploitation. He will assume the duties formerly held by **John Cunningham**, who resigned this week.

Dember joins Columbia from the advertising agency of **Buchanan & Co.**, with which he has been associated as copy chief for the past 11 years. Prior to joining **Buchanan** Dember was a member of the advertising department of **Warner Brothers**.

Tells New Exhibitors To Use Trade Papers

That the trade papers are constantly presenting new ticket selling ideas in their news columns and special sections devoted to showmanship and promotion, as well as reporting highlights of M-G-M's "Ticket Selling Workshops," is being brought home to exhibitors attending the Workshops by **Mike Simons**, customer relations head.

Simons, for some time now, has recommended that exhibitors read the trade papers when he discovered newcomers to the industry are not entirely aware of the trade publications available to them.

Art Club Exhibit Of Trotta's Work

A collection of original artwork by **Vincent Trotta**, industry art director, is on exhibit at the Art Directors' Club, 115 East 40th Street, New York City, to March 31.

The work consists of portraits and sketches made in Korea and Tokyo and also includes several industry executives. The exhibit will include some landscapes, for which **Trotta** is well known.

Krim to Europe

Arthur B. Krim, President of United Artists, will sail for Europe tomorrow aboard the "Ile de France" in connection with UA's production activities abroad.

Six-Day-Week Basis For 13 St. L. Houses

Special to THE DAILY

ST. LOUIS, March 17.—At least 13 theatres in the St. Louis area have gone on a six-day basis and more are expected to follow suit as a result of a new contract among theatre operators and the Moving Picture Machine Operators Union, Local 143, which provides for one-man operation in a number of theatres.

Fanchon and Marco - St. Louis Amusement Co. will close the City, Granite City, Ill., the Crest and Richmond, in St. Louis County, and the Lafayette and Shaw in St. Louis, on Mondays; on Tuesdays, the Manchester and Pageant, in St. Louis, and the Wellston in St. Louis County; on Thursdays, the Shady Oak in Clayton, Mo.; LaCose in St. Ann's Village, and the Victory in St. Louis.

The **Wehrenberg Theatres Circuit** will close the Studio in Pine Lawn and the Virginia in St. Louis on Mondays.

'Peter' to Have 350 Easter Engagements

Easter holiday engagements of 20th Century-Fox's "A Man Called Peter" in key cities of the United States and Canada will total 350 in one of the largest across-the-board openings of any CinemaScope production, the company announced.

Meanwhile to facilitate international coverage of the premiere opening of "A Man Called Peter" in Glasgow, Scotland, on March 31, 20th Century-Fox has announced plans to send a delegation of journalists from London for the event.

The press group, to include American and British correspondents, editors and writers and members of the motion picture trade press, will be transported to Scotland's capital city to join with local government and civic dignitaries at the debut of the CinemaScope production.

The opening, to be held at the LaScala Theatre, also will receive full coverage from the Glasgow press and from photographers, radio and newsreels for global reporting.

Albany to Welcome Douglas With Party

Mayor **Erastus Corning** of Albany, N. Y., has officially proclaimed Monday and Tuesday as "Kirk Douglas Days," honoring the New York actor with a homecoming celebration when he visits that city in conjunction with his latest film, "Man Without A Star," it was announced here by Universal-International.

Douglas, a native of Amsterdam, N. Y., will be tendered a Variety Club dinner Monday which will be attended by **Douglas' mother**, sisters, school teachers, home town newspaper editors and other friends as well as Gov. **Averell Harriman** and other state notables.

The following day, he will be honored by the State Legislature and meet with the press. Trade press representatives from here have been invited by Universal to take part in the two-day festivities.

News Roundup

'Waterfront' Back on B'way

Columbia Pictures' "On the Waterfront" today will begin a special return Broadway engagement at the Globe Theatre. Last summer the film played for 20 weeks and five days at the Astor Theatre.

Glee Club to See 'Holiday'

The Dartmouth Glee Club of 52 voices will attend the 5 P.M. performance of "Cinerama Holiday" on March 27 at the Warner Theatre here. In the Louis de Rochemont production, they sing college songs and appear in the New England harvest festival sequence.

De Wilde to Speak at Benefit

Brandon De Wilde, child actor, will deliver the first public reading of "The Children's Bill of Rights" at a tribute to the thousands of children who have died of childhood nephrosis. The tribute, sponsored by the Nephrosis Foundation of New York and New Jersey, will be held at Town Hall here on Thursday evening.

Italian Program at Museum

The Film Library of the Museum of Modern Art will launch its "50 Years of Italian Cinema" retrospect program on Monday with a special invitational preview of a new Italian motion picture, "Valise of Dreams." This film was produced especially for the celebration of the Italian film industry's 50th anniversary by Dr. **Mario Avila**, president of Cineteca Italiana, Italy's film library.

Issue Data Book

A data book on closed circuit television will be issued by **Leonard Spinrad** next month. The publication will list data on projection equipment, producers and rate schedules, as well as other information on the new medium.

Account to Brandt

Leon L. Brandt Associates has been retained to handle the promotion and supervise distribution of **Jose Kohn's** "Rebellion of the Hanged" in the United States.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"HIT THE DECK"

In CinemaScope and Color starring

Jane Powell Tony Martin Debbie Reynolds Walter

Powell Gene Raymond Ann Russ

Damone Raymond Miller Tambllyn

An M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

Quebec

(Continued from page 1)

affiliation between both organizations an international exhibitor alliance for which Starr has pressed for some time.

Other agenda subjects at the Canadian exhibitor meet will be the election of officers and directors and a discussion of ways and means to have age groups lowered at theatres for certain shows.

E. N. Tabeh, president, and J. H. Strauss, member of the executive committee of the Quebec TOA, attended the mid-winter board meeting of TOA in Washington in February and, it was reported then, instituted initial discussion on an affiliation of both groups. An alliance between Quebec TOA and the U. S. exhibitor group would enable the Canadian association to benefit from TOA's help, legal advice, research activities and exchange of ideas and problems.

Long a Starr Objective

Starr has long advocated the need for all exhibitor groups throughout the world to merge into one large international organization. In late January, he reported that progress was being made along those lines. He reported at that time that he had been in communication with John Davis, managing director of the J. Arthur Rank Organization, on the proposed world-wide organization.

Starr also recommended to the TOA convention last October that a world-wide exhibition framework be formed by which mutual industry problems and needs could be discussed.

Review

"Run for Cover"

(Paramount)
(VistaVision)

Hollywood, March 17

A STORY filled with human interest, intrigue and suspense, set against a highly impressive, eye-filling backgrounds, with James Cagney in the kind of role that has established him as an all-time favorite add up to a worthwhile box office attraction.

Winston Miller's screenplay, from a story by Harriet Frank, Jr., and Irving Ravetch, receives every possible advantage through Nicholas Ray's direction, in spite of its anti-climactic construction, to effect a Western of stature and quality. William Pine and William Thomas can list this one among the more important credits in their prolific career of producing "commercial" pictures. It is in VistaVision, with color by Technicolor.

A change of type-casting for the supporting leads makes the film all the more interesting. John Derek plays a weak-minded youth, streaked with selfish desires which establish the connotation of the film's title. Viveca Lindfors and her father, Jean Hersholt, are charming in their old world costumes as they portray Swedish immigrant settlers in New Mexico.

The story gets off to an intriguing start as Cagney, looking for a town in which to settle, meets Derek and both are mistaken for train robbers. They are almost killed when ambushed by a ruthless sheriff and a posse. Derek, suffering a permanent leg injury, and bullet-bruised Cagney are given a chance to recuperate at the Hersholt farm. Cagney and Miss Lindfors are attracted to each other during this period as she learns of his divorce and the loss of a young son. Cagney, whose son would have been the parentless Derek's age by now, takes a personal interest in the youth and tries to set him on the right path by making him his deputy when he accepts the town's offer of becoming sheriff.

Cagney's efforts fail as Derek on several occasions places him in the position of covering up for the youth's mistake of working with a band of outlaws. During a Sunday morning church service, the Gentry gang rides into town for a daring bank robbery. Gentry (Grant Withers) exposes Cagney as a former cell-mate, then makes off with the loot. Cagney admits serving a jail sentence for a crime of which he was later absolved. Cagney and Derek set out to retrieve the stolen money after riding into dangerous Comanche territory. They find the outlaws massacred by the Indians but the money is in one of the saddle packs untouched. Cagney starts his life anew with Miss Lindfors as he returns the money to the town.

Scenic wonders of New Mexico are impressively reproduced by VistaVision and Technicolor to become an important asset of the film.

Running time, 93 minutes. General classification. Release in March.

SAMUEL D. BERNIS

UA Meeting

(Continued from page 1)

three-day series of meetings bringing together Western division sales personnel from 10 branches, headed by division manager James R. Velde.

Other key distribution officials participating in the product forum are West Coast district manager Ralph Clark, Midwest district manager F. J. Lee, branch operations supervisor J. K. Chapman and Arthur Reiman, Western and Canadian contract manager.

Ten Branch Heads Attend

Branch managers on hand for the conferences, which will detail the company's distribution activities for the coming year, are R. Amacher of Kansas City, Bud Austin of Denver, Richard Carnegie of Los Angeles, D. J. Edele of St. Louis, C. Frank Harris of San Francisco, Joe Imhof of Milwaukee, W. W. McKendrick of Salt Lake City, D. V. McLucas of Omaha, A. J. Sullivan of Seattle and Abbott Swartz of Minneapolis.

The Los Angeles conclave, which winds up March 20, will be followed by a convention at the Blackstone Hotel in Chicago, April 1-3. The get-togethers are United Artists' first nation-wide sales conventions since the 35th Anniversary conferences held last April and May.

Two Groups Hit 'Blackboard' Scene

Two organizations have lodged complaints with M-G-M over the forthcoming release of "Blackboard Jungle," citing one sequence as objectionable and stating that the film as a whole is "anti-public schools," an M-G-M representative disclosed here yesterday.

The Legion of Decency in Philadelphia has notified M-G-M of its objection to a scene in "Blackboard Jungle" in which a girl's dress is ripped off, the film company official said. This sequence, used in trailers, has received objections also from a number of television stations, he said.

The Institute of Public Opinion has told film reviewers by post card, it was stated, that "Blackboard Jungle" is regarded as an "anti-public school" production and has asked them to so state in their reviews of the film.

"Blackboard Jungle" has a Production Code seal and has been given a "B" classification by the National Legion of Decency.

'Cinerama Holiday' Gross Report Due

A summary of the first month's boxoffice performance of "Cinerama Holiday," second release in the new medium, and probable future trends, together with an interpretation of the Cinerama kind of show for the present and the future, will be given to trade press representatives on Monday by Harry Goldberg, Stanley Warner advertising and publicity director.

The conference will be held at the office of Lynn Farnol, Cinerama publicity representative.

Joins Travel Firm

Seymour Moses, who spent eight years in various managerial assignments for M-G-M in Europe, has joined the staff of the international travel firm of Paul Taussig & Son.

M-G-M WORKSHOP AT AMPA LUNCHEON

HARRY BRANDT

Chairman and Master of Ceremonies

The feature attraction at AMPA'S meeting scheduled for noon Wednesday, March 23, in the Georgian Room of the Piccadilly Hotel will be a facsimile of M-G-M's Ticket Selling Workshop, under the direction of Mike Simons.

We've been told that you've got to see a Workshop to know what it is, and since we can't go out of town to the Workshop, M-G-M has graciously agreed to bring the Workshop, in capsule form to the AMPA meeting.

Tables may be obtained from

CY EICHMAN or HANS BARNSTYN

Phone

Judson 2-1288

Phone

PLaza 3-2434

Seating capacity limited to 200 — come early

Tickets for members are \$2.50 and for non-members \$4

Broidy Asks Playing Time for AA Films

CHARLOTTE, March 17.—Urging that theatres give "playing time instead of lip service," Steve Broidy, president of Allied Artists, told 60 Carolina exhibitors here today that the "future of his company depends on your theatre screens."

"We can only made progress on your screens and not through lip service," Broidy said.

Broidy was introduced at the meeting by Roy L. Smart, executive of the Kinney theatre circuit.

The 60 exhibitors, representing 300 theatres, heard the film executive say: "We are going to make big pictures as we think the market is right for them."

Morey Goldstein, vice-president and general manager of Allied Artists, also spoke at the meeting.

A similar conclave will be held in Philadelphia tomorrow.

WB West Field Post To Robert Quinn

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, yesterday announced the appointment of Robert L. Quinn as Western field representative, with headquarters in Denver.

Quinn goes to the Denver assignment from the position of Western division manager and advertising director for Stanley Warner Theatres, which he has held for the past two years.

Quinn headquartered for six years in Denver as field representative for Paramount. Prior to that, he was a theatre executive in Colorado.

Universal-International presents

KIRK DOUGLAS
JEANNE CRAIN
CLAIRE TREVOR



MAN WITHOUT

co-starring WILLIAM CAMPBELL with RICHARD BOONE • MARA CORDAY • MYRNA HANSEN

Directed by KING VIDOR • Screenplay by BORDEN CHASE and D. D. BEAUCHAMP • Produced by AARON ROSENBERG

PRE-SOLD
NATIONAL MAGAZINES
BIG COLOR ADS

including
LIFE and **LOOK**
readership over
33,000,000!

PRE-SOLD
NATIONAL **TV** SELLING!
KIRK DOUGLAS guest star on
NBC's GEORGE GOBEL SHOW
(March 5th) reached into more than
13,000,000 homes!

His home was his saddle, his
only friend a six-gun and his
country the wild, free range...

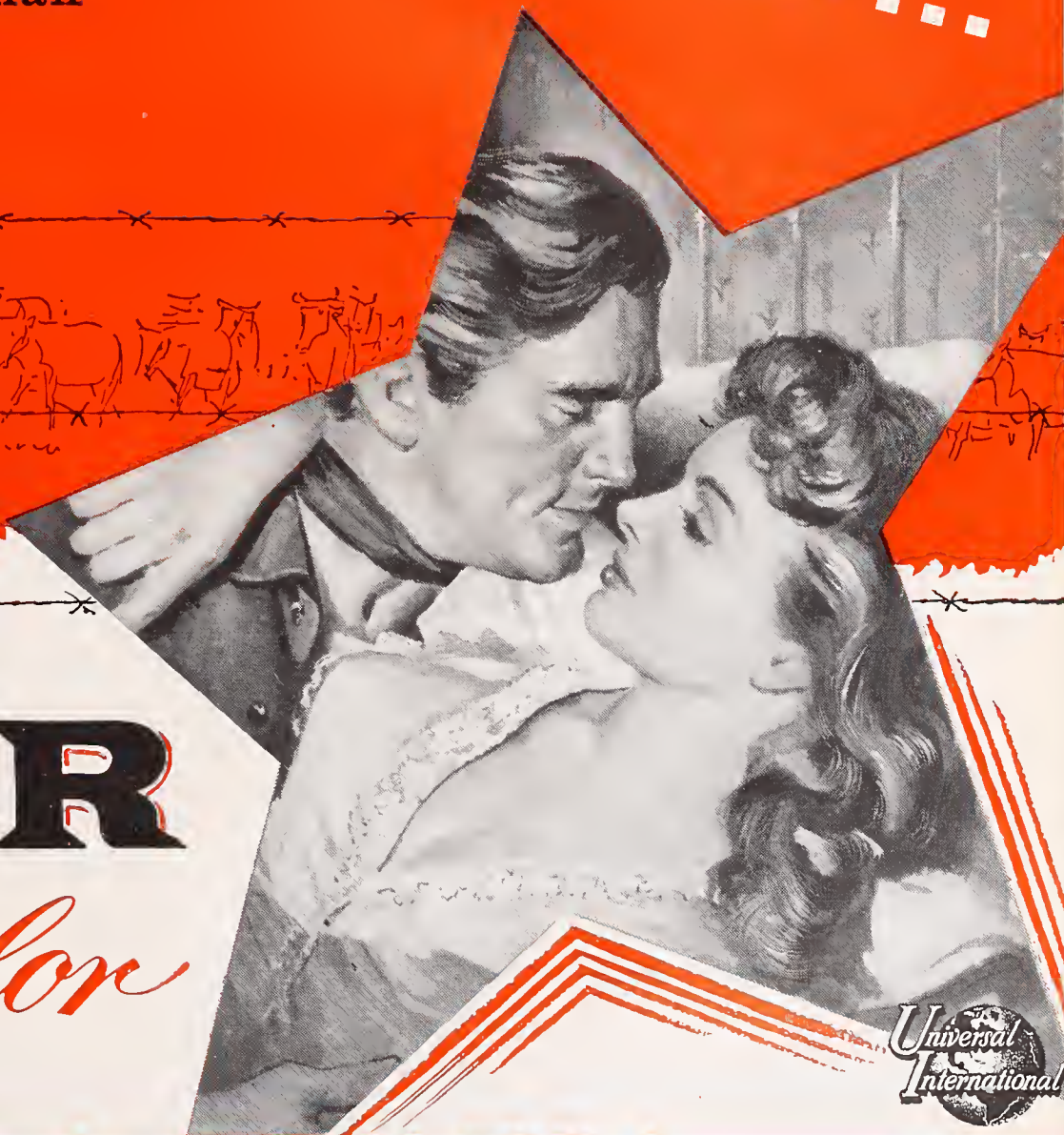
until the night he met her...

kissed her wanton lips
and sold himself in the
strangest bargain a woman
ever made with a man!

A STAR

COLOR BY

Technicolor



Universal
International

... and **PRE-SOLD** locally through extensive radio,
newspaper and exploitation campaigns in all these first engagements:

NEW YORK, VICTORIA; ... CHICAGO, WOODS; ... PHILADELPHIA, GOLDMAN
WASHINGTON, CAPITOL; ... PITTSBURGH, FULTON; ... BUFFALO, LAFAYETTE
DETROIT, PALMS; ... ALBANY, STRAND; ... INDIANAPOLIS, INDIANA
BOSTON, MEMORIAL; ... DALLAS, MAJESTIC; ... ATLANTA, LOEW'S

Paramount

(Continued from page 1)

will be followed next year by an additional release lineup of similar special subjects filmed by VistaVision cameras.

The VistaVision two-reeler release schedule was announced yesterday by Oscar A. Morgan, Paramount short subjects and special features sales manager, who listed the titles and order of release as follows:

'Norway' the First

"VistaVision Visits Norway" (now in release), produced by James A. Fitzpatrick; "VistaVision Visits Mexico" (April release), produced by Fitzpatrick; "VistaVision Visits the Sun Trail" (May release), produced by Jack Eaton; "VistaVision Visits Hawaii" (June release), produced by Carl Dudley, and "VistaVision Visits Japan" (July or August release), produced by Fitzpatrick.

Toll-TV Committee

(Continued from page 1)

that all TV will eventually be on a pay-as-you-see basis as toll-TV drives free TV out of existence. The study will go into installation costs, program costs and other items.

Smythe will also study the possible effect on Federal, state and local revenues from decreased theatre admission tax receipts if theatre attendance slumps after pay-as-you-see TV starts, and the possibility that the government units will have to levy a tax on toll-TV programs.

The Smythe study will be incorporated in the brief to be submitted to the Commission by May 9 and will also be given wide independent circulation.

Marcus Cohn, attorney for the joint committee, at whose office the meeting was held, discussed the possible answers to give to the various questions asked by the FCC, and the meeting pretty well worked out these items. Cohn is to prepare a rough draft of the brief, which will be gone over at another meeting of the group here, in about two weeks.

The meeting also discussed plans for getting the cooperation of still other groups, working through the newly organized "Organizations For Free TV." It was indicated that a special effort would be made to get the aid of veterans' groups, on the

Review

"Tight Spot"

(Columbia)

Hollywood, March 17

THE screen is very much alive with this fast-paced, crispy-dialogued suspense action thriller. There's no question about this one coming in for a big payoff, with a powerful story that measures up to the calibre of its stars.

Ginger Rogers has a field day in delivering a sparkling concept of a hep smart-cracking gal, hardened to the ways of life; while Edward G. Robinson and Brian Keith furnish surprise performances in coping with roles as U.S. government attorney and detective lieutenant respectively.

The screenplay by William Bowers, based on the stage play, "Dead Pigeon," by Leonard Kantor, has a tendency to get talky in spots, but Miss Rogers plays each line to the hilt for the desired effect, relieving any concern in that direction.

Much of the film's success can be attributed to Phil Karlson's direction. There are moments when the audience will howl with laughter, such as Brian Keith's satirical reports, "Dragnet" style; and other spots where Karlson's bid for climactic punch can result in a situation that should freeze the roots of your hair.

Most of the action takes place in a heavily guarded hotel suite where Edward G. Robinson tries to get Miss Rogers to trade the balance of a prison term for her freedom if she will supply certain evidence which would help deport an undesirable underworld character. Keith argues with Robinson's approach and is left in charge with a prison matron, Katherine Anderson, to try to win her over.

Miss Rogers is warily softening for Keith, who had charge of bringing her from prison to the hotel suite after several other important government witnesses were killed. One of mobster Lorne Greene's henchmen tries to get rid of Miss Rogers from an outside window-ledge, but is killed in an exchange of bullets from Keith's gun. Miss Rogers suffers an arm wound but the matron is seriously wounded and dies later in the hospital. Keith leaves the hotel to go home and change his blood-stained shirt, and we learn he is on the payroll of the mobster, with instructions that he keep Miss Rogers from testifying or suffer the consequences.

The heroic sacrifice by the matron in keeping her fatal wounds secret so that Miss Rogers could be treated stirs her to dispel any fears of giving Robinson the assistance he needs at Greene's trial. While waiting to be moved to the court house, she becomes a target again for another of Greene's henchmen when Keith unlocks a bathroom window to allow the hood to enter.

Keith suffers the realization that he loves Miss Rogers more than himself and is killed as he prevents the hood from carrying out Greene's order.

When Miss Rogers is questioned on the witness stand regarding the nature of her profession, she puts an end to Greene's crime career with the reply, "Gangbuster!"

Producer Lewis J. Rachmil earns a gold stripe for developing this choice bit of screen fare, which Columbia can consider a proud entry among this year's important playdates.

Running time, 96 minutes. Adult classification. For release in March.

S. D. B.

ground that toll-TV would cut into the free entertainment available for hospitalized veterans. Several veterans organizations have already shown interest, it is understood. Downtown business booster groups will also be lined up for the drive against toll-TV.

Attending the meeting were Alfred Starr and Trueman Rembusch, co-

chairmen of the joint committee; Philip F. Harling, committee treasurer; Abram F. Myers, general counsel of Allied States Association, and Wilbur Snaper, committee member; Robert S. Taplinger and Donald Walsh of Robert S. Taplinger and Associates, publicity consultants; Smythe, and Cohn.

TNT to Rent

(Continued from page 1)

in addition to drive-ins with the equipment.

Halpern, at the same time, expressed confidence that the May 17 event, to be telecast exclusively into theatres from Kezar Stadium, San Francisco, will draw the largest network in the history of the medium. The previous record was set last September by the Marciano-Charles bout which was telecast to 71 cities.

Potential Outlets at 150

Halpern pointed out that TNT's 50 mobile units will boost the potential theatre TV outlets to approximately 150. He also stressed that for the first time both the New York and New England territory will be free to accept a major fight telecast, adding that previously New England at least had been blacked out.

The TNT president, stating that he had received a large number of inquiries from exhibitors regarding the bout, added that he has just begun distribution. He declined to state TNT terms for the bout at this time.

RCA-Zenith

(Continued from page 1)

filed with the United States Supreme Court by Adlai E. Stevenson and John T. Cahill, counsel for RCA, in support of an appeal to that court to compel Zenith to submit the issue to trial in accordance with the Delaware court's "blueprint" for the orderly disposition of the case.

The brief asserted that Zenith was using a later suit in Chicago to obtain this delay, and to avoid the decisions of the Delaware court in which Zenith first brought suit.

"The public interest in minimizing competing, conflicting and duplicative litigation far transcends this case, these facts and parties," the RCA brief said. "Too many litigants are finding it difficult to get one trial without burdening the Federal judicial system with two long sprawling proceedings in the same controversy."

RCA stated that simply because Zenith found the Delaware court's decisions distasteful, it "should not be permitted to shop around with successive versions of the same controversy in order to obtain a more agreeable result. The Federal judicial system cannot function if a litigant can scurry from one District Court to another to argue incessantly the same points over and over again."

License Bill

(Continued from page 1)

system nets the state much revenue, and would continue to do so, if the pending measure were enacted.

Dr. Brind suggested that the question of whether the bill would yield more or less money should be directed to Dr. Hugh M. Flick, director of the department's motion picture division—at the New York office.

Mature-UA

(Continued from page 1)

marks Mature's entry into the production side of the film industry. On the screen, his most recent starring appearances have been in "Violent Saturday," "Chief Crazy Horse," "Demetrius and the Gladiators" and "The Egyptian."

STEREOPHONIC SOUND

BY

ALTEC LANSING



"Specialists in Motion
Picture Sound"

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161 SIXTH AVENUE, NEW YORK 13, N. Y.

Today more theatres use Altec Lansing stereophonic speakers and amplifiers than all other makes combined. Proof enough that Altec "Voice of the Theatre" speaker systems and Altec amplifiers and controls are the best for quality, dependability and economical operation.

More films than ever have stereo sound. See your theatre supply dealer now for early delivery of the finest stereophonic equipment, Altec Lansing.



All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

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NEW YORK, U. S. A., MONDAY, MARCH 21, 1955

TEN CENTS

EDITORIAL

U. A. Policies and Product Supply

By Sherwin Kane

THE most recent in the series of "progress reports" to the trade press by United Artists' top executives provided an opportunity last week for pointing up the considerable contribution this company has made to an increased product supply at a time when exhibitors of all classifications are complaining of product scarcity.

In reporting that U. A. has made deals which will insure the delivery of a minimum of 90 pictures to it in the next three years (additional deals are in work and more will be made in the future), Arthur Krim, U. A.'s president, pointed out that deals made with top-ranking stars are a plus contribution to the industry's product supply. They call for pictures that would not otherwise have been made. The same stars will, in addition, be making the pictures regularly scheduled for them by major studios and/or other producers.

United Artists expects to release 48 pictures this year. As distribution chief William J. Heineman told the press conference, many of the pictures on the release list are of the "program" type—"Because exhibitors have shown there is a need for that kind of picture."

However, aware that in today's market the "big" pictures command the biggest rewards, the U. A. policy is to continue "lifting" the quality within its sizable schedule (and, thereby, the potential gross of its product for exhibitors), without abandoning the "program" pictures.

Krim made the claim, and from all indications he would not have too much difficulty substantiating it, that United Artists today represents as strong a group of film talent as ever has been found in a single organization in the industry.

With resources on that scale, together with the policy mentioned

(Continued on page 2)

See Newsreel Censor-free

Va., Md., Take Active Steps

Freeing newsreels from state censorship took another step forward at the weekend as Virginia voluntarily dropped the need for a state seal on newsreels and Maryland moved to consider a bill to exempt newsreels from censorship.

'U' Adding 2 More Releases

Universal-International will increase its feature releases during the current calendar year by at least two pictures to help meet the demands of the present market, it was indicated on Friday as Charles J. Feldman, vice-president and general sales manager announced the company's releases for May through August.

Last December, Feldman announced that U-I would increase the number

(Continued on page 5)

Levy Fox Hub Mgr. Replacing Feloney

Special to THE DAILY

BOSTON, March 20. — John A. Feloney, branch manager of 20th Century-Fox, has resigned, to establish a buying and booking organization. Details will be completed following a month's vacation, he said.

Feloney's resignation followed that of James M. Connolly, Northeast division manager, who has joined John Donnelly & Sons, advertising firm. Both men have been with Fox in New England for 20 years. Feloney's replacement is Al Levy, who comes in from the Pittsburgh exchange as branch manager here.

"Marty"

(Hecht-Lancaster—United Artists)

PADDY CHAYEFSKY'S prize-winning television play, "Marty," is a motion picture of distinction, produced by Hecht-Lancaster Productions, which everyone will thoroughly enjoy because of its warm, human, family-life appeal. This is a picture to gratify all types of people in all kinds of theatres, and likely will run in most of them as this United Artists release combines the finest in story telling, just plain experiences which occur in every-day life. Because of its tender story, which will draw sympathy and chuckles from audiences, "Marty" has been selected to represent the United States achievements in motion picture production in competition at the Cannes Film Festival in France next month.

Absorbing throughout its entirety, Chayefsky's creation is heart-warming and sensitive in presenting the story of a mild-mannered man who has neither the handsomeness nor the zing which more shallow fellows use to impress representatives of the opposite sex and who, at times, finds it hard to maintain his good nature. "Marty" will command the attention of theatre-goers as the quality of the performances turned in by Ernest Borgnine, who will be recognized as the sadistic sergeant of

(Continued on page 5)

U. A. Goal: Date in Every Theatre

From THE DAILY Bureau

HOLLYWOOD, March 20. — United Artists' "Blueprint for Tomorrow," a new selling program aimed at placing UA releases in every theatre in the United States and Canada this year, was outlined here today by distribution vice-president William J. Heineman at the closing session of the company's three-day sales convention.

In setting the goal with UA's division, district and branch personnel in attendance at the Ambassador Hotel here, Heineman cited the progress made by the company in the past 12 months and described the product to

(Continued on page 5)

Called 'Astonishing'

VistaVision Refinements To Be Shown

Curved-Aperture System Key to Illusion of Depth

By WILLIAM R. WEAVER

HOLLYWOOD, March 20.—Foremost among the VistaVision refinements that Paramount "probably" will include in its press demonstration in New York on Tuesday, although originally scheduled for its first New York disclosure April 20th, is Loren L. Ryder's so far un-named and un-announced curved-aperture method for attaining optimum depth-dimension perception with the present double-frame VistaVision projection prints and projectors, lenses and screens.

The method, which will be used publicly for the first time on the principal first-run engagements of "Strategic Air Command," achieves, in astonishingly simple fashion an im-

(Continued on page 4)

Delay Opening Of 'Oklahoma!'

"Oklahoma!," the first production in the Todd-AO process, will have its world premiere in July at the Rivoli here, instead of in May as originally planned, it was learned here at the weekend.

The reason for the delay was explained to be two-fold; one, that the picture took longer to complete than foreseen, and two, that it was considered smarter to open in the summer than late May or June.

The Rivoli, meanwhile, has closed

(Continued on page 4)

Five Minn. Drive-ins Sign Union Pact

Special to THE DAILY

MINNEAPOLIS, March 20.—Independent owners of five Minneapolis drive-in theatres and representatives of Projectionists Local No. 219, IATSE, reached a quick agreement on a new three-year contract here at the weekend.

The new pact provides for a year of old contract status quo followed by increases of five cents an hour for

(Continued on page 4)

Personal Mention

FRANK H. RICKETSON, Jr., president of Fox Intermountain Theatres, has returned to Denver from here.

MARTIN DAVIS, Eastern publicity director for Samuel Goldwyn Prod., left here for the Coast yesterday for a week of conferences on "Guys and Dolls."

DOMINICK J. CAPANO, S.O.S. Cinema Supply Corp. vice-president, will leave New York this week for Kansas City.

SIDNEY JOHNSON, director for Mole-Richardson, equipment manufacturers, is scheduled to arrive here from London tomorrow via B.O.A.C. Monarch.

A. S. PRATT, engineer for the J. Arthur Rank Organization, will return to London from New York today via B.O.A.C.

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave here today on a trip to the Midwest.

NAT FELLMAN, Stanley Warner executive, has left New York for a Florida vacation.

ARTHUR L. MAYER is scheduled to leave here today for Europe.

Scottish Group Plans 'Peter' Premiere

Plans for the New York premiere of 20th Century-Fox's "A Man Called Peter" and a national campaign for the CinemaScope production among American citizens of Scottish descent were formulated at a meeting held at the 20th Century-Fox home office with executives of the Highland Fund of North American and the Caledonian Hospital of New York. The picture will open March 31 at the Roxy Theatre in a benefit performance for the two organizations.

Participating in the discussions were Lord Malcolm Douglas-Hamilton, who with Lady Hamilton, is helping to direct a two-year fundraising campaign for the rehabilitation of the Scottish Highlands; James J. Whyte and Col. William Walsh of the Highland Fund and representatives of the hospital.

Meanwhile, exhibitors representing over 7,300 domestic theatres attended 20th Century-Fox's national magazine merchandising meetings for "A Man Called Peter" in nine key cities. Plans were set for grass-roots promotional drives.

The conferences, held at 20th Century-Fox exchange offices in Chicago, Boston, Philadelphia, Cleveland, Detroit, Atlanta, Washington, San Francisco and Los Angeles, were initiated by the film company with "Life," "Saturday Evening Post," "This Week," "Parade," "Seventeen" and "Pictorial Review" to implement a \$500,000 national advertising campaign on the CinemaScope production.

Editorial

(Continued from page 1)

above, U.A. would appear to be in a position to demonstrate during the next three years whether "quality with quantity" can be made as commercially rewarding as has been the policy of "fewer but bigger" for some other companies.

Should that prove to be the case, U.A. will have earned the gratitude of the exhibition branch of the industry, which is so earnestly concerned with enlarging its sources of supply.

With no intention whatever of disparaging exhibitor efforts, U.A. has contributed far more to expansion of supply in the past year than has all of exhibition's projects combined.

It would appear from this that the quickest and surest way for exhibitors to attain their desired increase in product supply is to fairly support the existing sources capable of providing it for them.

Color Production Rises, Walcott Says

At least 55 per cent of the total number of motion pictures releases in the United States during 1955 thus far have been produced in color, according to James L. Walcott, executive vice-president of Pathe Laboratories, a subsidiary of Chesapeake Industries.

Commenting on the over-all production of black-and-white and color films, Walcott said that "1954 figures reveal that black-and-white production was about 100 pictures less than the number turned out in 1953."

The Pathe official last October revealed statistics on film production. The statistics showed that in 1946, 341 black-and-white films were made as compared to 30 color productions, using only eight per cent of all films footage manufactured; in 1947, 314 black-and-white, 41 color, 12 per cent; 1948, 321 black-and-white, 63 color, 16 per cent; 1949, 309 black-and-white, 52 color, 14 per cent; 1950, 308 black-and-white, 75 color, 19 per cent; 1951, 371 black-and-white, 103 color, 22 per cent; 1953, 304 black-and-white, 124 color, 30 per cent.

In 1954, 213 black-and-white films and 173 color films were produced.

WB Divisional Meet Opens Today in N.O.

NEW ORLEANS, March 20.—The two-day sales meeting of Warner Brothers Southeast and Southwest districts will open here tomorrow at the Roosevelt Hotel under the direction of John F. Kirby, Southern division sales manager. Discussions of the company's forthcoming spring and summer releases will highlight the conference.

Broidy Addresses 110 in Philadelphia

PHILADELPHIA, March 20.—Proof that brotherly love can thrive in the buyer-seller relationship of the film industry as well as in Philadelphia, was provided on Friday by 110 exhibitors, representing 425 theatres, who attended a trade luncheon for Steve Broidy, president of Allied Artists, and his party, now on a nationwide tour.

Declaring that John Huston's next three productions will be made exclusively for AA, Broidy declared, "If you were to name the top 10 creative talents of the industry, you would have to include John Huston, William Wyler and Billy Wilder. We got them because we believe that in the making of truly top pictures, the most important ingredients are the story and the creative talent."

Rodgers a Speaker

William F. Rodgers, who attended from New York, said, "Allied Artists is the most progressive company in the industry, and its plans and accomplishments bear me out on this."

The AA party spent the weekend in New York and will leave there tomorrow for Pittsburgh.

N. Y. Senate Passes Noonan License Bill

Special to THE DAILY

ALBANY, March 20.—The State Senate late last week passed the Noonan bill changing the fees for originals and copies of films licensed by the motion picture division, State Education Department. The Lower House had previously advanced it to third reading.

The companion O'Connor measure is "starred" on the third-reading calendar in the Senate. The state budget division, it is reported, was apparently unaware that such a bill had been introduced. The division would file a memorandum with the Governor, should the Senate also adopt the legislation, whose effective date is fixed at July 1.

'Butterfly' in Tokyo

The world premiere of "Madame Butterfly," Carmine Gallone's Technicolor film-opera, will climax Tokyo's first Italian Film Week on April 13. "Butterfly," the initial Italo-Japanese co-production, is scheduled for general release in Italy on April 22 and is expected for American release later this year.

British Showman Dead

LONDON, March 20.—Herbert C. Fontaine, assistant managing director of Granada Theatres, Ltd., died in Westminster Hospital here March 12 following a brief illness. He had been with Granada for 33 years and had become one of the British industry's best known and best liked characters.

Mrs. Mary Heidt, 87

Mrs. Mary Heidt, mother of Horace Heidt, died yesterday of a stroke at Alameda California Hospital, Alameda, Calif. She was 87 years old.

Urges Intense Probe of the TV Industry

By J. A. OTTEN

WASHINGTON, March 20.—The Federal Communications Commission urged Congress to authorize it to make a comprehensive study of the television industry.

It said the study should include the role of firms producing and distributing films for television, as well as the role of the networks, advertisers, talent and other parts of the industry. No comprehensive study of broadcasting has been made since the early 1940's, the commission said.

It suggested that such a study would take well over a year and would require a large and special staff. The commission has suggested this before to the Budget Bureau, the FCC stated, but the bureau has always vetoed the suggestion.

The commission made these comments in its report to the Senate Commerce Committee on the reports previously issued by two committee staff members, Harry Plotkin and Robert Jones. Those reports concerned themselves mainly with the problem of UHF broadcasters and the possible need for Federal regulation of TV networks.

Favors Status Quo

In the FCC report to the Commerce Committee, Chairman McConaughy said the commission felt that the best hope for the UHF stations and for better TV coverage of the nation was to continue to carry out the present channel allocation plan utilizing both VHF and UHF channels. Any other course—such as moving all stations to the UHF—would make more problems than it would solve, he said.

A major problem, McConaughy said, is the fact TV set producers are not turning out enough sets capable of getting UHF broadcasts. He repeated an earlier commission recommendation for ending the Federal excise tax on such sets.

Commerce committee chairman Magnuson (D., Wash.) said he had invited TV manufacturers to meet with him here on April 25 to discuss the possibility of manufacturing far more sets capable of getting UHF broadcasts. Magnuson generally criticized the FCC report as failing to outline measures to improve TV broadcasting and helping set owners.

No Mention of Toll TV

Magnuson said he realized the general nature of some of the FCC comments, and declared he would expect the commission to spell out its views in greater detail in hearings which the committee would begin on UHF and TV network problems. Neither the commission statement nor Magnuson made any mention of toll television, which from time to time has been mentioned as a possible solution to the problem of UHF broadcasters.

Nothing succeeds like **CINERAMA**

N. Y. Critics Acclaim

CINERAMA HOLIDAY

"Cinerama is able to take a sensational event and give it to you in terms that absolutely knock you for a loop! It is something the movies as we know them have never before shown. It is an overwhelming sensory reality!"

—Winsten, N. Y. Post

"A unique display of spectacle. A Dandy Show!"

—Crowther, N. Y. Times

"The best photographic process since Edison gave pictures movement!"

—Quinn, Daily Mirror

★★★★
(HIGHEST RATING)

—Cameron, Daily News

"Practically lifts audience out of seats. Terrific. Don't miss it!"

—Pelswick, Journal American

**The
fabulous
record of
"THIS IS
CINERAMA"**

On Sept. 30, 1952 when "This Is Cinerama" pioneered the motion picture revolution and gave the screen a new dimension inspiring the many technical improvements that have contributed to the re-birth of prosperity at the nation's box-offices, Cinerama assumed the well-known penalty of leadership. When a motion picture grosses \$20,000,000 in only 14 theatres (9 runs continue) . . . when one engagement in New York plays to a gross of \$4,500,000—*what can you do for an encore!*

Now that critics reports (see opposite column) and the early S.R.O. box office returns are in . . . this second Cinerama presentation: Louis deRochemont's "Cinerama Holiday"—provides proof it will be even more fabulous than the first.

With Cinerama's unique power to "put you in the picture"—to impart extraordinary emotional impact and the sense of actual physical participation by the audience—it is a writer's, director's, producer's dream.

Standard motion pictures in all aspect ratios come and go . . . but month after month in the great cities of our land . . . and in every world metropolis where we have opened . . . Cinerama defies all box-office experience; creating new patrons and reviving the interest in motion pictures of the "lost" audience. Thus Cinerama is not in competition with the established industry . . . but a new entertainment power . . . a once or twice a year deluxe show for the entertainment-loving millions of the globe.

S. H. Fabian

S. H. FABIAN President,
Stanley Warner Corporation

New York 122 weeks • Detroit 96 weeks • Philadelphia 68 weeks
Pittsburgh 59 weeks • St. Louis 51 weeks (These theatres now playing
"Cinerama Holiday") Continued Runs "This Is Cinerama" • Hollywood
92 weeks • Chicago 80 weeks • Washington 67 weeks • San Francisco
60 weeks • Boston 59 weeks • Minneapolis 43 weeks • Cincinnati 36
weeks • Dallas 35 weeks • Montreal 10 weeks. Buffalo (Opened March 16.)
Now playing in London, Osaka, Tokyo • Coming to Milan (April 9)
Rome (May 1) Paris (May 17).

People

James McNamara, manager of the Center Theatre, Fall River, Mass., operated by Nathan Yamins, has been shifted to the Westport Drive-in. The Center has been closed.

□

Jules Perlmutter of Albany has leased the Spa Drive-in on the Saratoga-Corinth Road. Perlmutter also operates the Fort George Drive-in, Lake George, and the Cobleskill, Richmondville.

□

Leo Greenfield, Buena Vista district manager in Cleveland, has announced the appointment of two sales representatives. Ted Levy, formerly with Universal in Detroit, has been named representative in the Michigan city. Bill Garner will represent Buena Vista in Cincinnati where he formerly was with 20th Century-Fox.

□

Jim Levitt has been elected president of the Cleveland Salesmen's Club. Other officers are Sol Gordon, Allied Artists, first vice-president; Irving Marcus, National Screen, second vice-president; Robert Blitz, Warner Brothers, secretary, and Sam Lichter, 20th-Fox, treasurer. Manning Glick was the former president.

□

Bill Powell, former division manager of Midwest Drive-in Theatres, St. Louis, has been transferred to the Boston headquarters of the Phil Smith theatre interests. Sid Syetta, resident manager of Midwest, has been named to fill Powell's place on the MITO board of directors.

□

Ben J. Dargush has been appointed manager of the Center Theatre in Buffalo, succeeding Leon Serin who has gone to Philadelphia as city manager for Paramount Theatres there. Dargush started in the industry 10 years ago as manager of the Auburn Theatre in Auburn, N. Y. From Auburn he went to Mt. Vernon, O., as city manager for Schine.

□

Walter Powell has been appointed sales representative for 20th Century-Fox in Jacksonville.

RKO Theatres Sets Meet on April 8

The retirement of 583,977 shares of RKO Theatres common stock will be up for approval of stockholders at the company's annual stockholders meeting, to be held in Wilmington, Del., on April 8.

This was disclosed by the management proxy statement, which explained that the stock had been acquired by the corporation. Management, at the same time, nominated for reelection the following directors: Theodore R. Colborn, David J. Greene, Dudley G. Layman, Albert A. List, A. Louis Oresman, Edward C. Raftery, Sol A. Schwartz.

VistaVision Refinements

(Continued from page 1)

pression of stereoscopy and envelopment comparable only (save with 3-D equipment) to that accomplished in Cinerama by its use of a deeply curved screen and three projectors.

The Ryder method utilizes the basic laws of perspective to create an equivalently convincing auditorium illusion with one projector, on existing screens and without sacrifice of seating capacity.

Aperture Re-Shaped

Like the motion picture itself, which relies on persistence of vision for illusion of continuous movement, Ryder's method for attaining depth-dimension relies, in the same way stereoscopic vision relies at distances beyond 60 feet, on memory-of-vision. In simplest terms, he reshapes the VistaVision aperture, by curving its top edge downward and its bottom edge upward in optically correct degree, while leaving the vertical edges unaltered, in such a way that to the viewer in the auditorium the picture on the screen appears to be the usual formally oblong rectangle projected on a deeply curved screen. In effect, by use of his curved aperture, Ryder "draws the shape of a deeply curved screen" and projects his picture on

that "shape," with the result that the beholder, falling victim to the illusion of extreme curvature, experiences all the visual illusions that a genuinely extreme curvature would convey.

The degree in which the Ryder method achieves its purpose astounds, even after its causes and effects are known, and unlike most optical systems and devices brought out in recent years, this one can be put to a clinching test at any place or time. Thus, last Thursday, on Paramount studio's now-famed Stage 17, where all VistaVision experimentation has been conducted since the beginning, these eyes viewed through Ryder's curved-aperture the same scenes from VistaVision pictures they had viewed previously through normal aperture, and found them as much better to look at as, months before, VistaVision had proved better than standard. This is conservative reporting.

Will Be Extended

The Ryder method will be used first in theatres where projectors capable of projecting double-frame VistaVision prints by lateral feed are available but eventually the method will be extended to the company's 35mm. prints also.

'Oklahoma!'

(Continued from page 1)

and is not expected to reopen until the "Oklahoma!" run. Lack of proper first-run product was blamed partially for the closing of the Broadway showcase, operated by George Skouras' United Artists Theatre Circuit.

Meanwhile, it was learned that UATC is negotiating for a long-term lease for the Rivoli, the landlord of which is Louis B. Mayer. The present lease, it was explained, expires in two years and a lease of about 15 years is being sought, it was added. Prospects are good that negotiations will be consummated shortly, a spokesman close to the negotiations declared.

Sales Drive of I.F.E. Will Start Thursday

The IFE Releasing Corp. "3-24-55 Sales-Playdate-Collection Drive," with \$25,000 in prize money, will open on Thursday, it has been announced by Bernard Jacon, vice-president in charge of sales. The drive is being held as a tribute to the company's three new division managers: Seymour Schussel, Eastern division; Glenn Fannin, Central division, and Alex Cooperman, Western division.

Pointing out the drive's features Jacon said, "The title indicates more than the opening date. All the figures have additional significance. The '3' refers not only to the three new division managers, but also indicates the three eight-week heats encompassed by the drive. Also, it stands for the three prizes that will be awarded within each of the three heats. This gives every sales representative and sales office an equal opportunity to take the big money not once but three times."

"The '24,' of course," he went on, "is the opening day of the first heat and also the total number of weeks that the drive will last. And '55' refers to 1955, IFE's banner year."

Minn. Drive-ins

(Continued from page 1)

each of the final two years of the contract. This is three cents an hour below the increases specified in the contract signed a week ago with owners of approximately 50 independent four-wall houses.

The union projectionists also granted several other exhibitor requests, including straight time for spring and fall conditioning of the booths and for the removal of speakers and the playing of recorded music without additional compensation.

The drive-in agreement was reached quickly in contrast to the four-wall negotiations which took almost four months and nearly resulted in a walk-out by the projectionists. Drive-in owners, who had hoped to break through union insistence on a two-man booth, decided against attempting to force the issue after William Donnelly, IATSE vice-president, who brought warring factions together in the four-wall negotiations, assured Local No. 219 that he would not agree to a cut in personnel or wage scale below the old contract.

Its 'Air Command' Week in Omaha

OMAHA, March 20.—Mayor John Rosenblatt has proclaimed this week as "Strategic Air Command Week," marking the ninth anniversary of the formation of U.S. Air Force's Strategic Air Command, which is headquartered at Offutt Air Force Base here.

On Saturday, 100 newspapermen, magazine writers and photographers and radio and television commentators will receive special briefings at Offutt Base on the structure and plans of the SAC, with Gen. Curtis E. LeMay, SAC commander, in charge of the briefings. Friday evening the writers and commentators will preview "Strategic Air Command," starring James Stewart and June Allyson, at Omaha's Orpheum Theatre.

See New Problems On Trade Program Of Administration

From THE DAILY Bureau

WASHINGTON, March 20.—The State Department is scheduled to make public tomorrow two documents that will make even rougher the problems currently faced in Congress by the Administration's reciprocal trade program.

One of the documents is the proposal for the U.S. to join an international organization for permanent tariff-cutting negotiations. The other document is a new series of agreements on tariffs and quotas. Both were recently negotiated at a Geneva meeting of the countries participating in the general agreement on tariffs and trade. The first requires Congressional action and the second doesn't, but both are expected to give fresh ammunition to protectionist-minded lawmakers.

Senate Opposition Expected

Extension of the trade program, strongly endorsed by the Motion Picture Export Association, narrowly passed the House. It faces very hot water in the Senate. The Finance Committee is scheduled to wind up its hearings on the program this week, with further testimony from members of Congress and State Secretary Dulles. The committee heard industry witnesses Friday.

Among items on the tariff agreement recently negotiated at Geneva are a two-and-a-half-year extension of tariff concessions negotiated since 1947—extension until the end of 1957—and an agreement that "underdeveloped" countries can "temporarily" use quotas to protect infant industries or industries going through difficult times.

Form New Firm to Aid UHF, VHF, TV

The formation of a new corporation, National Affiliated Television Stations, Inc., to assist UHF and VHF television stations in obtaining a more profitable operation, was announced here at the weekend by Ely A. Landau, president of National Telefilm Associates; Joseph Justman, president of Motion Picture Center Studios, and Dr. W. R. G. Baker, General Electric vice-president and general manager.

Operating on a national basis, NATS will furnish member stations with financial assistance where required, management counsel, an experienced sales organization and a basic film library.

Four Officers Named

At present, only four of the officers of NATS have been named. They are: Justman, chairman of the board of directors; Landau, executive vice-president; Berman Swartz, motion picture producer and West Coast attorney, secretary-treasurer, and Oliver Unger, vice-president. The president's position and other openings on the official slate will be announced here shortly.

NATS will operate as a sales and service organization and film network to the stations associated with it and will make a survey of both UHF and VHF television broadcasting stations to determine the stations which might find membership in the association valuable.

U. A. Goal

(Continued from page 1)

be released during the remainder of the year at the rate of four features a month.

Heinemann, who addressed the meeting jointly with vice-president Max E. Youngstein and general sales manager B. G. Kranze, declared that with the record year of 1954, in which United Artists grossed an all-time company high of \$43,100,000, it ranked as one of the industry's top suppliers of quality product.

Set \$1,000,000 Campaign Budget for "Stranger"

HOLLYWOOD, March 20. — A \$1,000,000 budget has been set for the advertising, publicity, exploitation and promotion campaign on Stanley Kramer's "Not As A Stranger." According to Max Youngstein, vice-president of United Artists, and George J. Schaefer, Kramer's sales representative, this is the largest budget ever appropriated for a UA picture. The joint announcement was made at the three-day meeting of UA sales executives which ended here today.

The campaign will be launched next month and will cover all general magazines, billboards and a wide range of newspapers, using full page ads. A crew of exploiters already is in the field.

State Censorship

(Continued from page 1)

chambers of the General Assembly, both with Democratic sponsorship.

In Maryland, Chief Judge Emory Niles, in Baltimore City Court, ruled that the film "Game of Love" is not "substantially to arouse sexual desires," thereby reversing the ban imposed by the state censors.

Judge Niles' decision is probably the last to grow out of the state board's actions, the board headed by Sydney R. Traub whose term in office has been marked by numerous court decisions reversing board rulings. Traub, who was not reappointed by Maryland's Governor Theodore McKeldin, is to be replaced May 1 by Baltimore lawyer Morton Goldstein.

Measure Passes House

On the legislative front in Maryland, a bill to exempt newsreels from censorship has been passed in the House and a similar measure is due to come up in the Senate this week, with the outlook for passage very good.

In Virginia, the state board has decided that starting April 1, it will not require the state seal to be attached to "current event films" such as newsreels. Despite the current requirement for state seals on newsreels, the Virginia board for a number of years has not censored newsreels or "current event" films.

'Wakamba' to RKO

HOLLYWOOD, March 20. — "Wakamba," a full-length film in Technicolor produced by Edgar M. Queeny with the cooperation of the American Museum of Natural History, will be distributed by RKO Radio Pictures, it has been announced by J. R. Grainger, president. "Wakamba" tells the story of the primitive customs and witchery of the tribe of the Wakamba, who live in Central East Africa.

'Marty'

(Continued from page 1)

"From Here to Eternity," and Betsy Blair, a plain girl who has almost given up on romance, are sure to set one wondering if they ever will be matched or surpassed.

Marty's mother, superbly portrayed by Esther Minciotti, is anxious for her son to marry, but her enthusiasm is somewhat dampened by the difficulties her sister, Augusta Ciolli, is having with her son's wife, who resents the presence of her mother-in-law. Marty is constantly nagged by his family, customer's in the butcher shop, and friends, to get a girl and settle down. He finally explodes and forces himself to admit that he is an ugly, fat man with no appeal. This situation also prevails with Miss Blair, a school teacher who has almost given up on love, until she meets Marty at a dance hall.

Borgnine, whose performance is stellar, takes Miss Blair home after the dance and in the ensuing magic hours pours out his heart. Before long it seems that both have known each other for years. All their frustrations, their personal problems, get an airing and a sympathetic hearing. Now that Marty has a girl, his mother feels her position is being challenged and works her son over. Marty drinks in all of his mother's opinions about Miss Blair and dejectedly listens to his friends who run down his girl, also. Time passes slowly for Marty, bothered and bewildered, but while standing with the boys on the corner, he suddenly comes alive and listens to his heart.

Able supporting the principals and all turning in deft performances are Joe Mantell, Karen Steele, Jerry Paris, Frank Sutton, Walter Kelley and Robin Morse. "Marty" was produced by Harold Hecht in association with Chayefsky, who wrote the story and screenplay which was directed capably and realistically by Delbert Mann.

Running time, 93 minutes. General audience classification. Release in March.

LESTER DINOFF

'U' Adding

(Continued from page 1)

of its feature releases from the 28 of 1953-54 to 32 for the current calendar year. Indications now are that the company will put a total of 34 features into release in the current 12-month period.

In announcing U-I's releasing plans starting in May, Feldman pointed out that 12 pictures will be released in the four-month period, half in color, one in 3-D, two in CinemaScope.

Nolte Now President Of Maryland Allied

BALTIMORE, March 20.—Allied Motion Picture Theatre Owners of Maryland, has held its annual election of officers. Those voted into office were C. Elmer Nolte, Jr., president; Meyer Leventhal, vice-president; Jack L. Whittle, treasurer; board of directors, Leon B. Back, Jacob Levin, J. Stanley Baker, J. Robert Gruber, Milton Schwaber, H. R. Worman, Dom M. DeLauney, George Walker, Russell Hildebrand and Eddie F. Perotka.



UNITED'S DC-7 NONSTOPS to LOS ANGELES

Deluxe "red carpet" service on the nation's fastest airliners!

Just imagine! The red carpet is rolled out to welcome you aboard your DC-7 Mainliner and a friendly stewardess is waiting to take your coat. Enroute you're served delicious meals by European-trained chefs, plus tasty

snacks and cocktails. The cabin is specially soundproofed for your added comfort and there's also a spacious rear lounge. On arrival, you'll receive extra-fast luggage delivery from a cabin-level baggage compartment.



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Call your nearest United Air Lines ticket office or an authorized travel agent

HOT TIP FROM THE INDUSTRY GRAPEVINE...

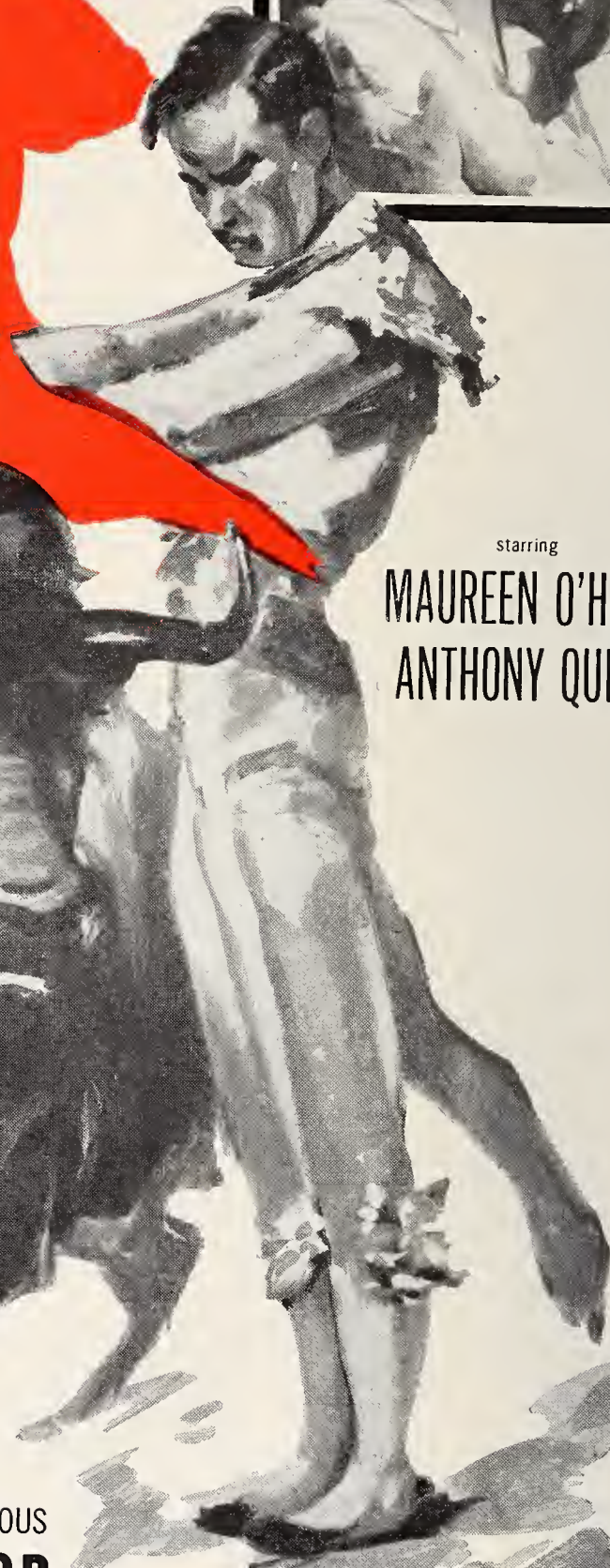
THE PICTURE
TO WATCH FOR

IS

EDWARD L. ALPERSON'S

THE Magnificent Matador

starring
MAUREEN O'HARA
ANTHONY QUINN



"It's a pleasure
to do business
with 20th!"

IN GLORIOUS
COLOR

CINEMASCOPE

An Edward L. Alperson Production • Released by 20th Century-Fox

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 56

NEW YORK, U. S. A., TUESDAY, MARCH 22, 1955

TEN CENTS

Beats 1st Cinerama

Finds 'Holiday' Gross Nearing \$1,000,000

SW Spokesman Tells of Business in Five Cities

By MURRAY HOROWITZ

The gross of "Cinerama Holiday," which was kicked off in New York on Feb. 8 and now playing in five cities, is approaching the \$1,000,000 mark, it was revealed here yesterday by a Stanley Warner spokesman.

By the end of next week, the SW spokesman added, "Cinerama Holiday" will have grossed \$1,000,000 in five situations, thereby outgrossing the initial Cinerama production, "This Is (Continued on page 8)

Previews of 'Peter' Were Seen by 20,000

The special theatre previews of 20th Century-Fox's "A Man Called Peter," which were held Friday in 11 key cities from Coast to Coast, were attended by 20,000 clergymen, lay church leaders and civic opinion makers, according to figures compiled yesterday at the distributors' offices here.

The company estimates that by Friday of this week more than 100,000 clergymen and community leaders will have seen the CinemaScope feature.

Programs were held Friday at the Memorial Theatre, Boston; Palace, Albany; Fox, Philadelphia; Fox Detroit; Oriental, Chicago; St. Louis. (Continued on page 6)

Bill Goes to Governor

Maryland Senate Votes for Censor-Free Newsreels

Special to THE DAILY

ANNAPOLIS, March 21.—The Senate of the State of Maryland tonight passed a bill which would exempt newsreels from state censorship. The vote on the measure was unanimous and it now goes to the Governor for his signature. Action on the bill by the chief executive is expected quickly.

Affirmative action on the bill today follows by about a month a similar approval by the House, which voted in favor of the measure by a margin of two votes.

Virginia's action of last week in voluntarily dropping the requirement for a state seal on newsreels left Maryland as the last state in the Union clinging to this requirement. Tonight's unanimous action by the Senate is felt to make the outlook for approval by the Governor extremely favorable.

UA's Ad Budget For 12 Months Set At \$6,000,000

From THE DAILY Bureau

HOLLYWOOD, March 21.—An ad - publicity - exploitation budget for the coming 12 months of \$6,000,000 — reported to be the highest ever set by United Artists — was announced in Los Angeles today by vice-president Max E. Youngstein at the conclusion of the company's three-day sales convention there.



Max Youngstein

The outlay, he said, tops UA's biggest previous promotional budget by \$1,200,000. In 1954, the company allocated \$4,800,000 for drumbeating the year's product roster.

In detailing the \$6,000,000 program, Youngstein stated that during the coming year advertising in every medium would be intensified, with special emphasis on national magazine. (Continued on page 3)

Censorship Debated At Cleveland Council

Special to THE DAILY

CLEVELAND, March 21.—A censorship statute drawn up in conformance with the law should be enacted in Ohio, said Joseph A. Thiel, local attorney, in a discussion here with Irwin S. Haiman, also an attorney, on the topic, "Should We Have Motion Picture Censorship in Ohio," at the monthly meeting of the Motion Picture Council of Greater Cleveland.

Thiel, advocating pre-censorship, asserted that censorship, as such, is constitutional. Haiman, taking the opposite side, stated as his opinion that motion picture censorship is an abridgement of the first and 14th (Continued on page 8)

At Allied Meet

Rembusch Sees Chaos a Result Of Toll TV

Will Carry Fight to FCC And Congress, He Says

Special to THE DAILY

PITTSBURGH, March 21. — If toll-TV should acquire a firm grasp in America, the resultant chaos would make Hollywood anti-trust suits seem mild, according to Truman T. Rembusch of national Allied.



T. T. Rembusch

In a recorded message to more than 200 persons attending the 33rd annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania today in the Hotel Roosevelt, Rembusch predicted that subscription-TV will not work out either economically or engineering-wise.

He refuted all the claims carried in (Continued on page 6)

Senate Cuts Funds For Two Probes

From THE DAILY Bureau

WASHINGTON, March 21.—The Senate voted to trim funds requested for two Judiciary Committee investigations of interest to the film industry.

It voted to give \$125,000—rather than the \$154,000 requested to a subcommittee studying juvenile delinquency. During the debate, subcommittee chairman Kefauver (D., Tenn.) repeated his earlier statement that the subcommittee hopes to study the effect of motion pictures on teen-agers. However, the Senate voted to cut the (Continued on page 8)

Could Cause Industry Trouble Overseas in Future

Fail to Win Trade Pact Changes

From THE DAILY Bureau

WASHINGTON, March 21.—The motion picture industry failed to win two changes it was seeking in the quota provisions of the multi-lateral General Agreement on Tariffs and Trade, State Department officials said today.

What's more, one change was made in GATT which might conceivably cause the industry some trouble overseas in future years.

The department today made public revisions in GATT agreed to at an international negotiating session just concluded at Geneva. The revisions are being treated as an executive agreement. Such an agreement does

not require Congressional approval.

The Motion Picture Export Association had asked the U. S. negotiators at Geneva to try to get two changes made in GATT. It had sought a change in Article IV, which permits screen quotas to protect domestic industries, to provide that screen quotas should be permitted only to protect an "infant industry" and should not be permitted any longer when the domestic industry has attained a "viable status."

The industry said it had reluctantly agreed to the provision in 1947, but that many countries had gone beyond the bounds of necessity in using this provision, and that it should now be

changed. State Department experts said, however, that the agreement released today indicated only very minor and technical changes in this section, and that the industry request was not granted.

MPEA had also asked that Article XII, which permits a country to use import quotas to protect its balance of payments position, be changed to prohibit use of this article in connection with films. MPEA argued that many countries were putting import quotas on films not so much to protect their balance of payments as to protect their own film industries. State Department officials said this industry (Continued on page 8)

New Post for Selig At Intermountain

DENVER, March 21. — Robert W. Selig, assistant to the president of Fox Intermountain Theatres, has been named division manager of the company's 65 theatres by Frank H. Ricketson, Jr., president.

Personal Mention

AL LICHMAN, 20th Century-Fox director of distribution, is in Hollywood from New York.

WILLIAM TUTTLE, head of the M-G-M studio make-up department, and **CLARENCE BULL**, portrait photographer, have returned to Hollywood following a tour of the East.

LOU BROWN, advertising and publicity director of Loew's Poli-New England Theatres, New Haven, has returned there with **MRS. BROWN** from Texas.

MARSHALL FINE, of Associated Theatres, Cleveland, and son of **MEYER FINE**, president, will be married on May 29 to **PATRICIA CROW** of McKeesport, Pa.

JOSEPH A. McCONVILLE, president of Columbia Pictures International Corp., is scheduled to return here tomorrow from London via B.O.A.C. Monarch.

MICKEY ALPERIN, general manager of the Hartford Theatres circuit, Hartford, has returned there with **MRS. ALPERIN** from Florida.

A. A. WARD, Altec Lansing Corp. executive vice-president, and **JOHN K. HILLIARD**, chief engineer, are in New York from Beverly Hills.

LEO F. SAMUELS, president of Buena Vista, and **CHARLES LEVY**, advertising-publicity director, have left here for Memphis and Dallas.

MORI KRUSHEN, United Artists exploitation manager, will return to New York today following a swing through the Midwest.

FRED LOEWE and **ALAN JAY LERNER**, film lyricists, are scheduled to arrive here from London tomorrow via B.O.A.C.

ROBERT A. WILE, executive secretary of Independent Theatre Owners of Ohio, was in Cleveland from Columbus.

CHET FRIEDMAN, M-G-M Canadian field representative, returned to Toronto yesterday from New York.

MRS. CATHERINE MARSHALL, author of "A Man Called Peter," has arrived in New York from Washington.

C. S. PERKINS, operating manager of Altec Service Corp., has returned to New York from Chicago.

MORGAN HUDGINS, M-G-M studio publicist, has arrived in New York from the Coast.

DAVID B. WALLERSTEIN, vice-president of Balaban & Katz, was in Miami from Chicago.

HENRY FONDA and **MRS. FONDA** have arrived in New York from Europe.

ARTHUR L. MAYER will leave here today for Israel, Turkey and Greece.

Calling Exhibitors Greedy, Zenith Tells Its Stockholders of Phonevision Rewards

From THE DAILY Bureau

CHICAGO, March 21.—Zenith Radio Corp.'s annual report informs stockholders of the company of the various ways in which Zenith expects to profit from subscription television in the event it is authorized by the F.C.C.

"It is expected," the report says, "that Zenith will benefit through increased receiver sales, the additional business that will come from building the decoders, and also from its share of the profits in Teco, Inc., which would serve as an agency to correlate the broadcasting and related interests which may participate in commercial operation of Phonevision, and act as a booking agency for Phonevision programs."

And on the other hand, Zenith's annual report charges that motion picture exhibitors organized in the Committee Against Pay-As-You-See TV "do not want broadcasters to share the nation's billion dollar boxoffice for motion pictures, and they want to retain the boxoffice events (heavyweight championships, grand opera, etc.) that they have taken away from television broadcasting to show exclusively on theatre TV."

Then the report hastens to add that "numerous farsighted motion picture exhibitors are applying to Zenith for franchises to operate Phonevision in their local areas."

Zenith, incidentally, has declined, when queried, to identify any of the exhibitors who purportedly have made such applications.

Albany Turns Out For Kirk Douglas

ALBANY, March 21.—The two-day homecoming celebration for Kirk Douglas, star of Universal-International's Technicolor film production "Man Without A Star," will reach its climax here tomorrow when he meets with Gov. Averell Harriman and is introduced before the New York State Legislature at noon and then makes a series of personal appearances on the stages of the Strand Theatre here and the Troy Theatre in neighboring Troy where the picture will open simultaneously.

Tonight, Douglas was a guest of honor at a "Welcome Home" dinner at the Hotel Sheraton-Ten Eyck, sponsored by the Variety Club of Albany, with the guests including Governor Harriman, members of the state legislature, members of Douglas' family from nearby Amsterdam where he was born and reared, his high school and university teachers and Albany Civic leaders. Mayor Erastus Corning of Albany had proclaimed today and tomorrow as "Kirk Douglas Days" in a special proclamation.

At noon today Douglas was a participant in the luncheon sponsored by the Variety Club of Albany and the Albany "Times Union" for the benefit of Albany's Big Brother Fund.

Cooper Foundation Plans New Projects

DENVER, March 21.—The trustees of the Cooper Foundation Theatres have authorized the building of a 1,200-seat theatre in Greeley, Colo. The architect is Dietz Lusk of Colorado Springs, who has begun preparation of the plans.

The ground was purchased two years ago, and the theatre itself is expected to cost in the neighborhood of \$300,000. Pat McGee, general manager, stated that he expected the theatre to be in operation on or about Oct. 1.

The trustees also have under consideration two other theatre properties.

Launch Museum's Italian Film Cycle

More than 500 film, press and political figures of the United States and Italy attended the premiere of the Film Library of the Museum of Modern Art's "50 Years of Italian Cinema" retrospect program here last night at the museum's auditorium. Dr. Goffredo Lombardo Jr., president of the Italian Producers Association, and president of Titanus Films, and the director, Alberto Lattuada, co-founder of Cineteca Italiana, were the honored guests at the premiere and were introduced to the audience by Richard Griffith, curator of the Film Library.

The "50 Years of Italian Cinema" program will continue for two months, celebrating the 50th anniversary of the Italian motion picture industry and the 25th anniversary of the Museum of Modern Art. It will cover historically important Italian motion pictures from the industry's beginning, 1905, to the present. This is the first time that the Film Library, has ever presented a retrospective of foreign films, Griffith said.

See Heavy Turnout For Ampa Workshop

Reservations are reported to be heavy for the AMPA-sponsored M-G-M Ticket Selling Workshop luncheon tomorrow at the Piccadilly Hotel, according to David A. Bader, AMPA president.

Harry Brandt will function as chairman and master of ceremonies for the event.

Mike Simons, director of customer relations for M-G-M, will be the main speaker and will present a brief version of the nationwide Workshop meetings. M-G-M is bringing the scenery and props to New York from out-of-town meetings, and the Piccadilly's Georgian Room will be decorated exactly as one of the key city meetings. Emery Austin, M-G-M director of exploitation will be one of the featured panelists.

News Roundup

Sets Coast Office

Times Television Corp. of New York has opened a Hollywood office, with Sam Liggett as manager. Nat Liebeskind is general manager of the company.

Acquires Drive-in

The ABC outdoor theatre in Posen, Ill., has been purchased by the Essaness circuit of Chicago. Essaness now owns and operates four drive-ins.

Oppose Daylight Saving

Drive-in operators in the Kansas City area are opposing a publicity campaign being staged by local television stations to obtain public support for daylight saving. A counter-campaign is being planned.

Buys Schulberg Novel

Columbia Pictures has purchased Budd Schulberg's prize fight novel, "The Harder They Fall," as a starring vehicle for Humphrey Bogart. The property was purchased from RKO Pictures.

Asks Drive-in Permit

An application for a permit to build a drive-in on a 31-acre tract at Timonium, near Baltimore, has been filed by Industrial Estates, Inc., of which Christian H. Kahl is president.

Build Cleveland Drive-ins

There is an upswing of drive-in construction in the Cleveland area this year. Last season no new ones were built. Builders include John Dempsey in Toledo, Herbert Ochs and associates in Cleveland, Jack Armstrong in Napoleon, Joseph Binder in Fremont and George Manos in Coshocton.

Reopen 3 Seattle Drive-ins

Three Seattle drive-in theatres, The Midway, Duwamish and Aurora, have reopened for the season. All are now equipped for CinemaScope, and will show features in that medium.

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UA Budget

(Continued from page 1)

newspaper and TV advertising co-ordinated with banner publicity coverage blanketing mass-circulation publications.

Field promotion by UA's recently expanded exploitation staff will also be stepped up, Youngstein said.

Referring to the gains of the past year, the UA executive declared, "We have more money to spend and exhibitors can be sure that we're going to spend it. Every single feature will be backed by a tailor-made campaign that will guarantee the strongest possible long-range penetration both in key runs and smaller situations."

"In the past two years our world-wide publicity and promotional organization has expanded from an idea to an effective tool that has proved its ability to extract the boxoffice potential from each release."

"This new budget is a clear guarantee to exhibitors that every United Artists feature will be supported by the strongest advertising-publicity-exploitation campaigns in our 36-year history."

Following the completion of the Los Angeles sales convention, Youngstein will return to the New York home office today.

Award to 'Slipper'

M-G-M's "The Glass Slipper" has been chosen the "picture-of-the-month" for June by "The Christian Herald" and the Protestant Motion Picture Council. The picture will open at Radio City Music Hall here on Thursday.

New Camera Shoots TV, Film Together

HOLLYWOOD, March 21. — A new dual-purpose motion picture camera which reportedly will simultaneously photograph a show for live television and record it on 35mm. film at the same time was announced here by Al Simon, the inventor, who is production supervisor of Burns and Allen's McCadden's Productions.

Developed with the cooperation of RCA, the new camera transmits a live image via TV and simultaneously photographs the image on film, Simon said. The images are identical because they are picked up by the same lens, he said.

In its present stages, the camera, Simon said, picks up only black-and-white images, but with some slight modifications, the camera may be employed to transmit a live television show in color and recording, at the same time, the show on film in full color.

Book Tie-up

Universal and the Victoria Theatre here will award a library of 500 Bantam Books as first prize in a contest in connection with "Man Without a Star." The winner will be judged on the best answer to the question, "The most exciting western I ever saw and why."

To Carry Album

Balaban & Katz's Uptown Theatre will be the only Chicago house to carry the closed circuit "ANTA Album" on March 28.

British Football On Theatre TV

LONDON, March 21. — The Football Cup Final, biggest sporting event of the year here, will be seen on big-screen TV in a "limited number" of theatres, which must be licensed by the Postmaster General. Tickets for the May 7 game were sold out long ago and theatres taking the telecast are assured of capacity houses despite the fact that it will also be a free B.B.C. telecast available to homes.

Drop in Canadian Expenditures Seen

By M. L. SCHWARTZ

OTTAWA, March 21. — Investments for capital and repair expenditures on theatres across the nation will be down to \$7,300,000 during the 12-months of 1955 in contrast to \$10,100,000 in 1954 and \$9,700,000 in 1953, according to a Canadian Government source here.

Capital and repair expenditures for construction of theatres throughout Canada will be down only to \$4,200,000 in 1955 as against \$4,600,000 in 1954 but spending on machinery and equipment for theatres will drop sharply to \$3,100,000 in contrast to \$5,500,000. In 1953, report points out, construction expenditures for theatres totalled \$5,800,000 and machinery and equipment spending reached \$3,900,000.

Capital Expenditures Off

In capital expenditures on theatres in 1955, the total will be \$6,100,000 as against \$8,500,000 in 1954 and \$8,300,000 in 1953. This year it is estimated construction will take up \$3,700,000 as against \$4,000,000 in 1954 and \$5,000,000 in 1953, while machinery and equipment this year will account for only \$2,400,000 as against \$4,500,000 last year and \$3,300,000 in 1953.

Theatre repair expenditures will decline again in 1955 to \$1,200,000 as against \$1,600,000 last year and \$1,400,000 in 1953. Repair spending on construction work will be down to \$500,000 in 1955 as against \$600,000 in 1954 and \$800,000 in 1953, while repair of machinery and equipment will account for \$700,000 in 1955 as against \$1,000,000 in 1954 and \$600,000 in 1953.

This estimate of investment plans for Canada's theatres in 1955 is on a national basis and may vary considerably between areas, though it is a fairly accurate indication of capital spending this year.

3 Start, 4 Finished; 28 Films in Work

HOLLYWOOD, March 21. — Three new pictures were started and four other pictures were completed last week, for a total of 28 pictures now in work.

Started were: "Last Frontier," (Columbia); "Charge of The Rurales," Montezuma Prods., AnscoColor (Independent); "Lay That Rifle Down" (Republic).

Completed were: "Hell's Horizon," Gravis Prod. (Independent); "The Crooked Ring" (Republic); "Illegal," and "Blood Alley," Batjac Prods., CinemaScope, WarnerColor (Warner Brothers).

People

Robert J. O'Donnell, general manager of Texas Interstate, will present Doris Day with the first annual "Golden Script" award here on April 2. The award for "outstanding screen portrayals" and subsequent box office achievement, will be a yearly selection to be made by the Interstate theatre managers and executives.

Ernest Grecula, who has been in the industry for 20 years with the Hartford Theatre Circuit and Walter Reade Theatres, has joined the sales staff of Coppola Auto Sales, Westport, Conn.

Norman S. Livingston has been appointed executive vice-president of Telenews Film Corp.

Bosley Crowther, motion picture critic of the New York "Times," will be one of the major speakers at the second annual American Film Assembly, sponsored by the Film Council of America, at the Hotel Waldorf Astoria here on April 4-8.

Loyal T. Zell, formerly Pacific Northwest representative for United Film Service, has been appointed district manager for Equitable Savings & Loan Association with headquarters in Seattle.

Dick Young is a new booker at the 20th Century-Fox exchange in Albany. He formerly was a student booker in Boston. Harold Ironfeld, Jr., former head booker for 20th-Fox in Albany, is now a salesman for Columbia, assigned the Syracuse area.

WB Reports 'Eden' Setting Fast Pace

In its initial special openings to date, Elia Kazan's production of John Steinbeck's "East of Eden" for Warner Brothers presentation, is pulling grosses matching the performance of the company's "Battle Cry," according to the company.

WB said that grosses to date on "East of Eden" are: Three Miami theatres and Gables, Coral Gables, are matching "Battle Cry," which played in the height of the season, for a combined gross of \$37,946 for three days, with between \$55,000 and \$60,000 expected for the week; the Paramount, downtown Los Angeles, five days \$24,197, with \$36,000 anticipated for the week; Egyptian, Hollywood, is running neck-and-neck with the latter theatre with \$24,857 for five days and \$36,000 expected for the week; St. Francis, San Francisco, four days \$20,177, with \$38,000 expected for the week.

At the Astor, New York, "East of Eden" drew \$35,080 for the first four days of the second week, with \$52,000 expected for the week; at the Michigan Theatre, Detroit, first four days of second week was within a few hundred dollars for similar period for "Battle Cry," with \$45,000 anticipated for week, Warners said.

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the
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just
the
beginning?



In May from Columbia!

Rembusch

(Continued from page 1)

a special sound film devoted to the possibilities of toll-TV, and said that national Allied would carry its case against it to the Federal Communications Commission, Congress and the public.

Fred J. Schwartz, president of the Distributors Corp. of America, told the exhibitors that his firm was organized to meet the increased shortage of product.

Terry Turner stressed the importance of radio and TV coverage in selling pictures, citing his success with "Hitler's Children" in Cincinnati and later with "Hong Kong" in Boston. He disclosed that "Kong" made \$750,000 in its initial release, and more than \$3,000,000 on its re-issue, using TV saturation coverage.

Other speakers were Arthur R. Greenblatt of Allied Artists, speaking for his president, Steve Brody, who will speak tomorrow; Mrs. Clarence Armstrong, motion picture chairman of the Pennsylvania Federation of Women's Clubs, and Horace Adams, regional vice president of Allied and owner of the Ascot race track in Akron.

Fabian to Build 1,200-Car Drive-in

ALBANY, March 21.—Fabian Theatres, which now operates two area drive-ins, will build a 1,200-car in Latham, at a cost of \$300,000. The theatre, said to be one of the largest outdoor upstate, will be constructed on a 24½-acre plot on the west side of Route 9, Albany-Saratoga Rd., about a mile north of the Latham Traffic circle.

Fabian currently has the 475-car Saratoga, located several miles beyond the Circle. Neil Hellman built it in 1941, the second in the exchange district.

Leon M. Einhorn, of Albany, has been retained as architect. He designed the Saratoga and many other drive-ins.

Construction is scheduled to start in the spring and will be ready in the fall. The theatre will have a 120-foot-wide screen and cafeteria-type concession buildings, with glassed-in terraces.

The 1,000-car Mohawk, on Albany-Schenectady Rd., is the other present Fabian operation.

Corkery to Report To MPEA Today

A report on South America will be rendered at today's scheduled meeting of the Motion Picture Export Association here by Robert J. Corkery, MPEA vice-president, who recently returned from a two- and a-half months tour of South America.

In addition, the MPEA meeting will take up the question of dividing up Italian permits for the next film calendar year, which begins Sept. 1.

Television -- Radio

with Pinky Herman

THE vacation and cruise to S. America and the West Indies on the Home Lines' fine ship, the Homeric, was a delightful experience. Now back to work but not without first a grateful acknowledgement of the fine guest columns contributed by my friends Dave Garroway and Rudy Vallee.

Remember when the "64 dollar question" thrilled the radio public, only to fade when far larger prizes including refrigerators, cars, fur coats, trips to Paris, TV sets and even vice-presidents (ah, there, Fred Allen) were offered? Well, Revlon Products will CBSponsor a new teleseries, "\$64,000 Dollar Question" a Louis G. Cowan package which will replace "Danger," starting Tues. June 7, from 10:00-10:30 P.M. It'll be an enlarged version of "Take It Or Leave It." Emcee not yet selected. . . . Plenty of smiling ABCountnances due to the 52.3 Nielsen rating of "Disneyland," highest attained by Walt's brain child since hitting the ozone last October 27. . . . Philip Clarke, ace CBSleuth of the "Mr. Keen, Tracer of Lost Persons" series, again navigating without the need of a cane. . . . Ted Edwards, just back in town from Hollywood, has signed Margo Hayes, formerly with Richard Himber and featured in several Robert Montgomery TV's, to star in a new teleseries to be produced by Cambridge Productions. . . . Art director Joe Wright, whose talents are responsible for the colorful settings in the forthcoming Hollywood productions, "Oklahoma" and "Guys and Dolls," has collabbed with TV producer Jerry Franks on a new teleseries, "Your Home Interiors," which present home decor problems and suggestions in interesting and entertaining fashion.

Bill Stern will be moderator of a new series of "after the Pabst Blue Ribbon bouts" featuring discussions on all sports between well-known newspapermen, sports editors and athletes when the popular fisticuff program moves June 1 from CBS to ABC-TV. . . . While standing with his chaming wife, Carolyn, in the cocktail lounge of the Brown Derby in Hollywood, Bert Lown, new CBStation relations (Western) head, was approached by a young man who stuck out his hand and said, "Hi, pal, I've been waiting for you." Then sensing his having mistaken Bert for someone else, he apologized and was about to make an embarrassed exit when Lown said, "Might as well introduce ourselves anyhow—I'm Bert Lown." With this, the other did a double-take and said, "I should know you because years ago I used to make arrangements for your band in New York—my name is Gordon Jenkins."

. . . Harry Snow succeeds Bill Hayes as warbler on the "Norman Brokenshire Show," seen daily TVia WRCA (1:05-1:30 P.M.). . . . Rated one of Gotham's better sound engineers, V. Thomas Nola has been named executive vice-president of Nola Studios, founded 25 years ago by his dad, Vincent J. Nola.

An all-star spectacular, "Entertainment 1955," starring Dinah Shore, Bob Hope, Helen Hayes, Judy Holliday, Fred Allen, Ralph Edwards and Leontyne Price, will celebrate the opening of the new NBCColor City Studios in Burbank, California, Sunday from 7:30-9:00 P.M., EST. Jack Rayel will produce the New York-Burbank program with Dick McDonough, the director. . . . Sales veeep Wynn Nathan has added five additional salesmen to the MCA-TV film syndication staff making it the largest sales staff in the telefilm industry. . . . The MBSaturday afternoon "Country Jamboree" series, deejayed by Mark Hamilton and sponsored by the U. S. Army Recruiting Service has proven so successful that the program will be increased to a full hour starting April 2.

CBS-Columbia, makers of radio and TV sets has signed to sponsor a half-hour of Arthur Godfrey's "Talent CBScouts" beginning June 27 and also "Godfrey & His Friends" starting with the March 30 show. . . . Les Harris, CBS-TV film veeep, became the daddy of his third child, a girl, Myra, born Friday at the North County Community Hospital at Glen Head, L. I. . . . Glad to hear from Art Freeman that Dick Reynolds' platter series for Benart Distributing Co. of Cleveland, heard daily over WHKK in Akron, is one of the "most listened to" programs in Ohio. We recently guested on Dick's all-nite (he subbed for Carl Reese) program at WERE, Cleveland, and tabbed him as one of the "best-informed DISCiples of popular music."

'Peter'

(Continued from page 1)

St. Louis; Radio City, Minneapolis; Fox, Atlanta; Majestic, Houston; Majestic, San Antonio, and the Fifth Avenue, Seattle.

Showings scheduled for today are as follows: Majestic, Providence; Paramount, Syracuse; State, Harrisburg; RKO Palace, Cleveland; Des Moines, Des Moines; Wisconsin, Milwaukee; Paramount, St. Paul; Bell, New Orleans; Alabama, Birmingham; Majestic, Dallas, and the Fox, Portland.

Members of the Military Chaplains Association of the United States, headed by the organization's president Rev. Dr. Henry Darlington, attended a special screening of the film at the company's home offices last night. Col. Charles P. Malumphy, First Army Chaplain, and Capt. Joshua Goldberg, District Chaplain of the U. S. Navy, were among the chaplains of all denominations from the various armed services present.

Meanwhile, plans for the New York premiere of the picture and a national campaign for the production among an estimated 22 million American citizens of Scottish descent have been formulated by Fox home office executives and officials of the Highland Fund of North America and the Caledonia Hospital of New York. The picture will open at the Roxy Theatre here on March 31 in a benefit performance for the two organizations.

TV Highlights IRE Annual Convention

Television broadcasting equipment and improvements in production techniques take up many of the exhibits and technical symposiums at the 1955 I.R.E. national convention and radio engineering show which got under way yesterday at the Kingsbridge Armory and Waldorf Astoria Hotel here.

Some 40,000 engineers and scientists from all parts of the globe are expected to attend the four-day annual meeting which features an estimated \$12,000,000 worth of radio, television and electronic equipment displayed in over 704 exhibits.

Also prominently displayed throughout the convention hall are exhibits which deal with acoustics, audio, high fidelity sound, stereophonic sound, magnetic tape recorders, color TV, closed circuit TV, radar equipment and medical electronics.

Disney Plans 4 More TV Crockett Shows

HOLLYWOOD, March 21.—Walt Disney will produce four more full-hour shows, "The Legends of Davy Crockett," to be featured on next season's "Disneyland" series on the television network of the American Broadcasting Co., beginning Sept. 14, it was announced.

The three TV shows on the life of Crockett, which were seen this past season on ABC-TV, are being combined by Disney into a feature length picture.

"The Legends of Davy Crockett," which star Fess Parker and Buddy Ebsen, will depict fictional exploits rather than Crockett's factual encounters as presented in Disney's recent programs about the American pioneer-patriot.



Bill Stern

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112 Film Houses Have Theatre-TV

At the latest count, there are 112 theatres throughout the United States which have installed permanent closed circuit television equipment, according to Nathan L. Halpern, president of Theatre Network Television.

The cost of installing permanent equipment for the presentation of closed circuit shows, such as the May 17 heavyweight championship boxing bout from San Francisco which TNT is presenting, varies according to the "size and shape" of the house, Halpern said.

Workshop Panelists Set for Milwaukee

Exhibitor panelists for M-G-M's "Ticket Selling Workshop" to be held at the Schroeder Hotel in Milwaukee on March 28 have been set by Mike Simons, customer relations director and moderator at the meetings. Heading the list will be J. P. Harrison, manager of Interstate's Campus Theatre at Denton, Tex., who is celebrating his 50th anniversary in show business.

The Milwaukee Workshop will kick off a two-day meeting of Allied Independent Theatre Owners of Wisconsin. Sig Goldberg of Wausau, Wis., president, and Harold Pearson, executive secretary of the Allied unit, are cooperating with M-G-M in an effort to enlist members, as well as non-members, to attend the Workshop.

Austin to Conduct Panel

Emery Austin, M-G-M exploitation director, will lead off the panel discussion with a detailed exposition of M-G-M's 33 exhibitor aids.

Ralph Batschelet, representing Television Theatres of Colorado, will be the drive-in theatre panelist.

Ivan D. Anderson of the Liberty Theatre, No. Wilkesboro, N. C., who served previously as a panelist at Jackson, Miss., Memphis and Columbus, will participate for the fourth time at the Milwaukee Workshop.

Rounding out the panel of showmen will be Ted Irwin, Electric Theatre, Larned, Kan. Coca-Cola will again be luncheon host at Milwaukee.

Kemptgen, Bishop Hosts

Co-hosts at Milwaukee will be branch manager John G. Kemptgen and mid-west division manager Burtus Bishop, Jr. Chicago branch manager William J. Devaney has invited Northern Illinois exhibitors to attend the Workshop at nearby Milwaukee.

Gulf States Allied to Hear RKO Officials

NEW ORLEANS, March 21.—David Prince, Southern division manager for RKO Radio, and Herbert Greenblatt, sales manager, will be speakers at the eighth annual convention of the Allied Theatre Owners of Gulf States, it has been disclosed by Abe Berenson, president of the exhibitor group. The meeting will be held April 3, 4 and 5 at the Edgewater Gulf Hotel, Edgewater Park, Miss.

Ruben Shor, president of Allied States, heads a list of several industry leaders who will attend the convention.

Reviews

"Cult of the Cobra"

(Universal)

THIS is an out-and-out horror story of the non-science-fiction type. It belongs in the Wolf Man-Dracula category and tells the story of an Asian cult, the Lamians, who believe that snakes can be transformed into humans and vice versa. The picture, however, is overloaded with dialogue and the thrills are too few and far between. The result is a mildly diverting picture.

The trouble begins when a group of G.I.'s in Asia are permitted to enter the cultists' temple and witness their strange rites. When one of the soldiers suddenly takes a picture, chaos reigns and the boys run for their lives. They had been warned that if trouble began, vengeance would be taken on them one by one.

They are all scheduled to go home, but the camera bug dies from snake bite before leaving. Back in the states, the remaining five are still friendly, especially Richard Long and Marshall Thompson, who share an apartment and the same girl. When she chooses Long, the other finds solace with the next-door neighbor, Faith Domergue, a strange woman, indeed.

One by one, as predicted, the other three die until Long is certain that the curse put upon them has appeared in the form of the mysterious Miss Domergue. She, meanwhile, has fallen genuinely in love with Thompson, something her animal instincts cannot comprehend. However, it is Thompson, trying to save the life of his ex-sweetheart from the deadly cobra, who finally kills it as it transforms into the lifeless figure of Miss Domergue.

In the role of a man unwilling to believe the worst Thompson gives the best performance in the picture. Kathleen Hughes is seen briefly as the good girl. One interesting departure in the film is the various murders being seen through the eyes of the cobra. It adds a needed eerie quality to the proceedings.

The picture was produced by Howard Pine and directed by Francis D. Lyon with the screenplay by Jerry Davis (who wrote the story), Cecil Maiden and Richard Collins.

Running time, 82 minutes. General classification. For release in May.

"Gang Busters"

(Turner-Visual Drama)

THE first feature-length production of "Gang Busters," represented to be a factual story created by Phillips H. Lord and presented by Visual Drama, Inc., in association with Terry Turner, is a hard-hitting, smashing film about the sensational exploits of John Omar Pinson, Public Enemy No. 4, who is now serving a life sentence in Oregon State Penitentiary. This is a realistic story which features big-time crime and violence shockingly presented. Exhibitors may find this drama highly explosive as well as exploitable. The story may not be a pretty one, but it is based on the exploits of a man with a brilliant but twisted criminal mind. The principal players in "Gang Busters" are Myron Healey, who portrays the criminal; Don C. Harvey, Frank Gerstle and Sam Edwards.

Based entirely on material gathered from the files of law enforcement agencies in five states, this picture should please action fans and some adult audiences as Lord's story sears across the screen telling a grim tale of mayhem and murder, the shocking life history of a killer. Theatre patrons might also recall that "Gang Busters" won the public's attention in its 21 years of radio broadcasting.

With a record as long as your arm and with a reputation which declares that prisons couldn't hold him, Pinson is presented as a mature person in opposition to law, order and cops. He is sent to prison, but escapes in a burlap bag. Picked up again by police, Pinson escapes the penitentiary again with a cohort, who later reveals that Pinson was dead of wounds received during the "break." However, Pinson's mastery of his trade allows him to escape the grave, only to be brought into the limelight again and to his ultimate downfall by a paroled convict who had set the "master criminal" up on a pedestal.

Others in the cast are Frank Richards, Kate MacKenna, Joyce Jameson, Rusty Wescoatt and William Fawcett. This film was produced by William J. Faris and William H. Clothier and directed by Bill Karn from a screenplay by Karn and Lord.

Running time, 77 minutes. Adult classification. For release in March.

LESTER DINOFF

Arkansas ITO Meet May 3 in Little Rock

LITTLE ROCK, March 21.—The 36th annual convention of Independent Theatre Owners of Arkansas will be held at the Marion Hotel here May 3-4. Among the subjects scheduled for discussion are subscription television, the Exhibitor Film Finance Group and film rentals.

The convention will open with the reading of a proclamation signed by the Governor and stressing the theme, "May Is Movie Month in Arkansas."

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

CANADA DRY has adopted a new approach to advertising, promotion and merchandising of its line of beverages, according to W. S. Brown, vice-president and director of advertising. He explains that the company will now promote its entire line almost as a unit, instead of advertising individual products. Copy will stress this idea: "No matter what your flavor preference may be, you can get the drink you like under the famous Canada Dry label."

Flourescent light fixtures with thin shielding have been introduced in a new line by Lighting Products, Inc., Highland Park, Ill. They are designed for installations where surface mounting with a minimum depth is desired. Four different fixtures are available, including two 49 inches in length and two 97 inches long. The fixtures may be mounted end to end or side by side to form a large variety of light patterns.

Hernard Mfg. Co., Inc., Yonkers, N. Y., has a new sign-making kit composed of display letters of plastic-ceramic and a permanent storage cabinet. Called the "3-D Sign Kit," the package has several assorted fonts of letters and numerals of the "pin-back" type which can be attached firmly to any soft background with slight pressure by means of hardened steel pins molded in the back of each character.

The "Glenray Hot Dog Machine," made by Green Enterprises, Inc., Columbus, O., is a counter display steamer with a spit holding 42 franks. A bun warmer on top of the machine has a capacity of three dozen buns. Made of stainless steel, the unit is 14 inches wide and deep and 25 inches high. It comes in two parts for easy cleaning.

Helmco, Inc., Chicago, announces development of new plastic fruit well bowls for its line of ice cream cabinet fountainettes. Made of polystyrene plastic in white, the bowls increase the capacity of each well by ½ pint (from 40 oz. to 48).



The First Cartoon Serial!

The ADVENTURES of
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TEN 15 MINUTE EPISODES each consisting of two
hilarious adventures

All new with sparkling music and sound effects

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Phone
LA 4-1490

Censorship

(Continued from page 1)

amendments guaranteeing freedom of speech, and that films are thereby guaranteed the same freedom of expression as newspapers, books, radio and television. Actual obscenity, said Haiman, can be halted by police action.

A question-and-answer period following the panel discussion revealed diversified council membership opinion on the subject of censorship. Loel Lamb of the Ohio censor board was present in a listening capacity. E. J. Stutz of the Circle Theatre was the only representative of the film industry present. He spoke briefly of the exhibitor's difficulties in getting foreign films passed by the censor board.

Two to Represent UA

Del Handel and I. H. Prinzmetal have been retained as producer's representatives for United Artists' "Kiss Me Deadly."

BEST SELLER!

Income Tax Time is the
**TIME TO
READ—**

EUGENE W. CASTLE

**Billions
Blunders
and
Baloney**

The Fantastic Story of
how **UNCLE SAM**
Squanders
YOUR Money Overseas

WINCHELL

"Timely book—Terrific
debunker..."

ROBERT J. LANDRY

Variety

"... will undoubtedly
have considerable im-
pact upon the spending
climate in Congress."

\$3.50
AT ALL BOOKSELLERS

DEVIN-ADAIR

'Cinerama Holiday' Gross

(Continued from page 1)

Cinerama." The five cities now playing "Cinerama Holiday," in addition to New York, are Pittsburgh, Philadelphia, St. Louis and Detroit.

The SW spokesman, asked for comparative figures on "Cinerama Holiday" and "This Is Cinerama," maintained that none could be drawn up, pointing out that "This Is Cinerama" played to a smaller house than the present Stanley Warner Theatre here on Broadway, now featuring "Cinerama Holiday." He also pointed out that "This Is Cinerama" played in New York a year before it opened elsewhere.

He did say, however, that the advance sale of "Cinerama Holiday" is running ahead of the advance sale on "This Is Cinerama." In New York, now playing to capacity business, the advance sale was said to be \$132,000 while the advance sale in Detroit and Philadelphia was put at \$40,000 and \$35,000 respectively.

The comparative boost in advance sales was attributed to the experience garnered by the SW organization in selling tickets to groups, to children and by mail order, experience said to be sorely needed when Cinerama made its initial bow.

"This Is Cinerama," the initial production, is still playing in nine cities. Dallas, according to the SW spokesman, may be the next city for "Cinerama Holiday" replacing the initial production. He went on to explain, however, that public announcement of "This Is Cinerama" closing in Dallas has resulted in a flurry of activity at the box-office, a phenomenon, he added, which was experienced in every city upon the closing notice of "This Is Cinerama." He did not know when "Cinerama Holiday" would open in Dallas.

Denies WB Deal Is 'Dead'

Production on the next Cinerama attraction, Lowell Thomas' "Seven Wonders of the World," is continuing, he went on. The SW spokesman denied that the Warner Brothers deal with SW to make "Lewis and Clark" in Cinerama is "dead." He would not venture an opinion, however, as to when shooting on the picture would begin. Negotiations with producers

Senate Cuts Funds

(Continued from page 1)

life of the subcommittee off July 31, 1955, rather than on Jan. 31, 1956, as originally planned, so it's possible that the film study may have to be junked.

The Senate voted \$200,000—instead of the \$250,000 requested—for the so-called monopoly subcommittee. Chairman Kilgore (D., W. Va.) has said this group might study subscription television.

In the debate, Kefauver pointed out the juvenile delinquency subcommittee last year had started a study on the effects of television programs on teenagers, and said this study would be continued this year.

Georgia House Burns

SUMMERVILLE, Ga., March 21.—The Park Theatre, in nearby Dickeyville, was destroyed by fire and Summerville volunteer firemen estimated the loss of the building and contents at about \$50,000.

interested in the Cinerama medium are continuing all the time, he added.

The Cinerama medium was held to be a "new means of communication," said to be non-competitive with motion pictures and described as a stimulant to films in general, attracting many people who have not seen films in many months and years.

Calls Ticket Plan 'Unique'

The SW spokesman maintained that the merchandising of tickets for Cinerama also represents a "unique" technique, pointing out that Cinerama theatres draw from an approximately 150-mile radius, thereby entailing special train-group shows. Another factor in this regard, the spokesman said, is the development of special children morning performances, when prices are cut to \$1 per child. Cinerama theatres, unlike conventional film houses, he continued, price tickets as high as from \$2.40 to \$2.80 and have runs longer than a year.

He commented on the wide public support for the medium, claiming that "Cinerama Holiday" is drawing on two general audiences, one which wants to see the sequel to "This Is Cinerama" and the other that missed the initial production.

In addition to the 14 U.S. Cinerama situations, five of which are playing "Cinerama Holiday" and nine, "This Is Cinerama," the latter production is playing in Montreal, Tokyo and Osaka, Japan, London, and will open April 9 in Milan, and in May in Rome and Paris.

Trade Pact

(Continued from page 1)

request was also vetoed, and the article still applies to films.

One new provision might eventually prove troublesome for the industry, State Department and industry officials agree. This is a provision to allow underdeveloped countries to use import quotas to protect infant industries or industries going through a difficult financial period. This language is slightly broader than the previous language, and just how troublesome it could be for the industry would depend on just how "underdeveloped" is interpreted and applied in specific cases.

State Department and MPEA officials were inclined to the view that if a strict interpretation is put on what constitutes an "underdeveloped" country, the provision might not be too troublesome, since most such countries either don't have a domestic film industry or already have the use of quotas to protect their balance of payments. However, if a very "lax" interpretation were put on the phrase, the provision might result in new film import quotas in some countries.

At the same time that it released the revisions of GATT, the State Department released a proposal for the U. S. to join a new organization for trade cooperation (O.T.C.) to administer GATT and sponsor new tariff-cutting conferences. This proposal will require Congressional approval.

Warner Bros. Trade Showings March 30

"JUMP INTO HELL"

(The Gallant Stand at Dienbienphu)

Starring **JACK SERNAS • KURT KASZNAR • ARNOLD MOSS**
PETER VAN EYCK Written by **IRVING WALLACE** • Produced by **DAVID WEISBART**
Directed by **DAVID BUTLER**

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
105 Bway. • 2:00 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 8:00 P.M.

NEW YORK
Hame Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Oaenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'enco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.



All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 57

NEW YORK, U. S. A., WEDNESDAY, MARCH 23, 1955

TEN CENTS

Progress Report

Para. Tells of VistaVision's Innovations

*Medium's Improvements
Listed by Schwalberg*

A constant evolution of improvements in Paramount's VistaVision process was forecast here yesterday by A. W. Schwalberg, retiring president of Paramount Film Distributing Corp.

Schwalberg made the forecast in conjunction with a progress report of alterations at the New York Paramount Theatre in preparation for the world premiere of Paramount's "Strategic Air Command" on April 20. The alterations include the installation of what is claimed to be the largest screen in the world for a conventional theatre.

Schwalberg, aided by Frank La-
(Continued on page 3)

Hirschhorn, Fox's N. Haven Head, Dies

Special to THE DAILY

NEW HAVEN, March 22.—Herman Hirschhorn, 20th Century-Fox branch manager here, passed away on Sunday and funeral services were held today from the Henninger Funeral Home, Reading, Pa.

Hirschhorn joined 20th Century-Fox in 1949 as a salesman in the Phil-
(Continued on page 6)

Mass. Extends DST Through October

Special to THE DAILY

BOSTON, March 22. — The Commonwealth of Massachusetts will again extend daylight saving time into October and most of New England will undoubtedly go along with the Bay State this year, according to a statement from Governor Herter's office. Daylight saving will start on Sunday, April 24, and continue through the last Saturday in October, the 29th. Earlier this year the New England Governors' Council agreed to duplicate any action approved by the New York City Council, which means that Massachusetts has approved the October extension.

N. Y. Daylight Bill Goes to Governor

Special to THE DAILY

ALBANY, N. Y., March 22.—The Assembly today passed the Williamson Bill amending several laws to make it mandatory instead of permissive that daylight saving time in New York be in effect from the last Sunday in April to the last Sunday in October. The Senate had previously adopted the measure which now goes to the governor for action.

Report TNT Terms For Upcoming Bout Same as in Sept.

Theatre Network Television's terms for the May 17 telecast of the Rocky Marciano-Don Cockell heavyweight championship fight were reported here yesterday to be the same as the sliding scale terms of last September's Marciano-Charles bout.

The scale to theatres for the previous bout was as follows: Tickets of \$3 and under called for a 50 per cent division with TNT; tickets from \$3 to \$3.30 provided a revenue of \$1.50 to TNT; from \$3.31 to \$3.50, \$1.60
(Continued on page 6)

To Cite Paramount For 'Air Command'

OMAHA, March 22. — The Air Force Association will award its annual Citation of Honor to Paramount Pictures for the film company's "distinguished public service" in producing "Strategic Air Command," starring James Stewart, June Allyson and Frank Lovejoy.

The presentation will be made at the anniversary invitational preview
(Continued on page 6)

Eckman Reports Status

UK COMMERCIAL TV EFFECT EYED

*Feels There Is No Cause for 'Alarm'; Says
Improved Pace in Britain Will Continue*

BY MURRAY HOROWITZ

The improved pace of film business in Britain should continue through 1955 and perhaps be even bigger, barring any major dip caused by the scheduled bow there of commercial television, Sam Eckman, Loew's International foreign chairman of Great Britain, declared here.

Eckman, in New York for home office conferences, explained that he had no way of measuring the box-office impact of commercial TV, slated to bow in Britain in August or September.

The Loew's International executive, considered the dean of U. S. film representatives in Britain, acknowledged that at the beginning the motion picture industry there expects some adverse affect at the box-office. But no one feels any cause for "alarm," he added, pointing out that the government-operated British Broadcasting Corp. already blankets 90 per cent of the country with TV.

Other mitigating circumstances,
(Continued on page 3)

Warns Theatres Will Be Hurt As State Senate OKs Bingo

Special to THE DAILY

ALBANY, March 22.—The adverse effect on motion picture theatres of legalization of bingo was cited by Sen. Harry K. Morton, Hornell Republican, in a lengthy debate this afternoon preceding approval by the Senate by a vote of 48 to 8, of the McGahan bill proposing a constitutional amendment, with local option, on a specific "control-of-the-game" basis.

Senator Morton said that film houses in his county were "among the first to offer congratulations when the ban on bingo was enforced." He prophesied that enactment of the constitutional amendment would be "harmful to neighborhood and small town theatres," and would cause some of them to close.

"This would be felt across the country, under present conditions," Morton added.

He wondered whether Governor Averell Harriman (who is on record
(Continued on page 6)

20th-Fox Announces Managerial Shifts

Clayton G. Pantages, a 20th Century-Fox salesman in Albany, has been named branch manager there, succeeding Nat Rosen who has been appointed branch manager in Pittsburgh.

Rosen steps into the post formerly held by Al Levy who has been transferred to Boston as branch manager, replacing John Feloney whose resignation will become effective on Monday.

Seek to Clarify N. Y. Noonan Bill

Special to THE DAILY

ALBANY, N. Y., March 22.—The Noonan film license fees bill, unanimously passed by the Assembly at the weekend, has been amended, for purposes of clarification in the Senate. It probably will not reach a vote there until next week.

If adopted in the Senate, it will be returned for concurrence in the amendment to the Assembly.

"A Man Called Peter"

(20th Century-Fox)

TWENTIETH CENTURY-FOX in its film transcript of Catherine Marshall's book has brought to the screen a finely etched delineation of a man who was a great religionist and a great human being. For the purpose of duplicating the technique of Mrs. Marshall's book, the picture blends the story-telling with a semi-documentary treatment, thus enhancing the drama and the romance of the narrative.

While basically a religious theme—Protestant in viewpoint—it has not overlooked the necessary ingredients of good screen material. The story is handled with authority and integrity and points up the record of one man's dedication to his religion. In this way, it becomes an inspired and moving document of Peter Marshall's career as a personality and simple person, yet a two-fisted fighter for what he believed to be right, and at the same time offering the viewer an interesting, exciting canvas of contemporary life.

The world today can benefit from the example of a man who felt called
(Continued on page 6)

Personal Mention

RAY HEINDORF, Warner Brothers music department head, has arrived here from Hollywood.

MIKE SIMONS, M-G-M director of customer relations, and **EMERY AUSTIN**, exploitation head, will leave here Friday, the former for Milwaukee, the latter for Chicago.

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., will leave here this week with **MRS. TANNEY** and their daughter for a vacation in Miami.

NORMAN KATZ, in charge of foreign theatrical and TV distribution for Associated Artists, left here yesterday for Tokyo on the first leg of a world tour.

SUSAN KAUFMAN, of New York, has announced her engagement to **CLAUD BARUCH**, of the 20th Century-Fox radio and TV department.

ANATOLE DE GRUNWALD, director, will arrive here from London tomorrow via B.O.A.C. Monarch.

JACK BYRNE, M-G-M Eastern sales manager, will return to New York tomorrow from Buffalo.

N. E. SAVINI, special representative for Astor Pictures in Atlanta, has returned there from New Orleans.

GLORIA DE HAVEN will leave here Saturday for Nassau via B.O.A.C. Bahamian.

JOE PASTERNAK, producer, has left Hollywood on the first leg of a Coast-to-Coast tour.

ALLAN STEWART, of the Parsons Theatre, Hartford, has returned there with **MRS. STEWART** from Chicago.

TERRY MOORE has arrived in New York from the Coast.

E. M. Loew to Open 5th Conn. Drive-in

HARTFORD, March 22.—E. M. Loew Theatres' latest drive-in venture, the 500-car capacity Bridgeport Drive-In, being built on the site of the former Candlelight Stadium, Bridgeport, Conn., will be open around June 1, according to George E. Landers, the circuit's Hartford division manager.

The project will cost over \$250,000. Opening of the theatre will bring to five the number of E. M. Loew drive-in theatres situated in Connecticut at this time.

George Blair, 84

George A. Blair, 84, former sales manager of Eastman Kodak Co.'s motion picture film department, died at his home in Santa Monica, Calif.

Blair retired from EKC in 1941 and made his home in Santa Monica since that time.

More Church People At 'Peter' Showings

Despite inclement weather in many parts of the country more than 23,500 ministers, Sunday-school teachers and supervisors, United Church Women delegations and civic opinion makers turned out yesterday to attend theatre screenings of 20th Century-Fox's "A Man Called Peter" in 11 key cities, the company announced.

The turnout yesterday of religious and community leaders to see advance showings of the CinemaScope production indicates that more than 100,000 opinion makers in 60 key cities across the country will attend programs of the romantic drama continuing through Friday of this week.

Pickford vs. Goldwyn Opens in Coast Court

HOLLYWOOD, March 22.—The Pickford-Goldwyn suit, in which Mary Pickford seeks approximately \$500,000 from Samuel Goldwyn on the grounds he used and rented their jointly held studio for six years without making an accounting, and in which he seeks a like amount on the grounds she did not contribute her share to maintenance of the studio, went to trial today in Superior Court here with four witnesses testifying the first day.

Richard Polimer, Pickford vice-president, and Edward Stotsenberg, CPA, were the principal witnesses.

The trial is expected to run for 15 days.

Imports in Canadian Market Up in 1954

OTTAWA, March 22.—Imports of films into Canadian market rose to \$8,851,000 during the 12 months of 1954 in contrast to \$7,498,000 in the preceding 12-months period, Canadian Government announces, adding that such film imports have shown a steady upward trend in recent months.

Such film imports increased to \$890,000 in December last compared with \$730,000 in November, \$706,000 in October and \$553,000 in December a year earlier.

One Called 'C,' 7 'B' In Latest Legion List

"Karamoja" has been placed in Class C in the current listing of the National Legion of Decency. At the same time, the Legion reviewed 14 other pictures, rating seven as 'B' and seven as 'A.'

In Class B are "Big House, U.S.A.," "Cell 2455," "Death Row," "Hell's Island," "Hit the Deck," "Love in the City," "Too Young for Love" and "Untamed."

Five films were placed in Class A, Section 2. They are "Creature With the Atom Brain," "Escape to Burma," "Green Magic," "Leonardo da Vinci," "The Last Supper" and "The Looters." The two remaining productions, both in Class A, Section 1, are "Rage at Dawn" and "Stranger on Horseback."

House Group Votes to Repeal Tax Provision

WASHINGTON, March 22.—The House Ways and Means Committee voted to repeal retroactively two important accounting provisions of last year's tax law.

The provisions, dealing with deferred income and reserve funds for estimated future expenses, have been widely used by business. The Treasury asked for the retroactive repeal—despite business protests. It claimed the provisions would cost the Treasury far more than originally anticipated.

The Ways and Means Committee said firms which have extra tax liability as a result of the repeal of these two provisions would have until Sept. 15 to make the extra tax payment without being charged interest or penalties. It also directed the Treasury and Congressional tax staffs to try to find out some way of accomplishing the aim of these two provisions without causing the Treasury undue revenue loss.

Chairman Cooper (D., Tenn.) said he hoped to bring the bill up on the House floor late this week or early next, under a procedure allowing only one possible amendment.

Cinema Lodge Elects Officers Tomorrow

New York's Cinema Lodge of B'nai B'rith will hold a "Sports Smoker Night" at the Hotel Sheraton-Astor here tomorrow evening, featuring a showing of the official World Series films of 1954 and Jack Lavelle, scout of the New York Giants, it was announced yesterday by Burton E. Robbins, president.

Highlight of the meeting, which is open to all members and prospective members, will be the election of Cinema Lodge's officers for the coming year.

Binnard Named SW Zone Ad Director

PHILADELPHIA, March 22.—Ted Schlanger, Philadelphia zone manager of Stanley Warner Theatres, has announced the appointment of Birk Binnard as director of the publicity and advertising department for the zone. He succeeds Irving Blumberg, who resigned recently.

Binnard, who has been with the company for more than 20 years, was manager of the Warner Theatre in Reading for the last 10 years. Roy Robbins will continue as assistant director to Binnard.

George J. Schaefer Building in Miami

MIAMI, March 22.—George J. Schaefer, distribution executive and president of Sun-Red, Inc., will be lessee of the Riviera Theatre which will be constructed at the corner of South Dixie Highway and Red Road. The theatre will have 1,300 seats and be equipped to handle CinemaScope, stereophonic sound, closed circuit TV and other modern improvements. Building is scheduled for completion in August.

Broidy Says AA To Release Two 'Majors' a Month

Special to THE DAILY

PITTSBURGH, March 22.—Calling on tri-state exhibitors to give Allied Artists pictures a better break in the future, Steve Broidy, president of the company, told some 200 guests at a luncheon meeting in Pittsburgh's Hotel Roosevelt that his company plans to release two major pictures per month in addition to "our rank and file product, which won't be so rank in the future."

Denying reports that Allied Artists plans to distribute these pictures through major outlets, Broidy insisted that "contrary to all rumors, we will distribute these pictures in this country."

Addressed Convention Delegates

Broidy spoke at the 33rd annual convention of Allied Motion Picture Theatre owners of Western Pennsylvania which closed its two-day convention here tonight with a dinner dance.

He paid tribute to such new Allied Artists talent as directors William Wyler, Billy Wilder and John Huston, who will launch their first AA productions this summer and fall, utilizing such stars as Humphrey Bogart, Gary Cooper and Jose Ferrer.

Morey (Razz) Goldstein, vice-president and sales manager of Allied Artists, also urged exhibitors to furnish better playing time for his company's product, which he said is "just what you all need to fill in the void and the shortage of good product."

Earlier today, two new Allied Artists films, "Shotgun" and "The Annapolis Story" were screened in the Fulton Theatre.

Myers Reports on EDC

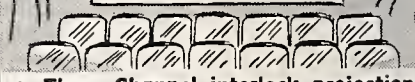
Following the luncheon, a closed session for exhibitors only featured a report of the Emergency Defense Committee by Abram F. Myers, chairman of the board and general counsel of national Allied.

The association passed three resolutions: (1) opposing use of the free airwaves for toll-TV; (2) opposing a provision in the State Enabling Act about taxing admission to theatres, and (3) promising not to show on any Allied screens subjects used on TV such as the Disney shows.

Charles R. Blatt was re-elected president, with Ray Woodward as vice-president and Harry Hendel treasurer.

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VistaVision

(Continued from page 1)

Grande, Eastern technical head of Paramount Pictures, listed the following recent VistaVision innovations:

1. The introduction of a curved aperture plate and a corresponding curvature at the top and bottom of the large-size screen. (The depth effect created by this addition was exclusively reported from Hollywood in Monday's edition of MOTION PICTURE DAILY.)

2. The adaptation of the curved aperture plate and the screen curvature to accommodate screens of any size, whether horizontal projection is or is not utilized.

The morning trade press conference, held at the Paramount, was opened by Robert K. Shapiro, managing director of the theatre. He said that upon completion of alterations, the screen picture will measure 64 feet by 34 feet. LaGrande, in response to a question, said that the Radio City Music Hall screen picture, measured in comparison, 58 feet wide and 25 feet high for the "White Christmas" run.

The Paramount, like Radio City Music Hall, will utilize horizontal VistaVision projection, it was explained. LaGrande, added, however, that the Paramount also will feature the curved-aperture and curved-screen innovation, recently seen and reviewed by MOTION PICTURE DAILY's Hollywood office. The new innovations were said to offer a feeling of participation never attained before by the VistaVision process.

For Special Use, Says Pickman

Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, who also attended the press conference, pointed out that horizontal projection is recommended only for the relatively few larger theatres, the "de-luxe" houses. Single-frame VistaVision, with all its advantages, remains the company's "general system," he declared.

The cost of alterations at the Paramount was estimated at over \$100,000 by Shapiro, who said he hoped to have work completed about April 2, explaining that work crews must labor from midnight until the opening morning hours.

Schwalberg, referring to the new innovations, said that they take care of one of the most important problems of the theatreman, making virtually every seat in the house good for viewing.

The Raytone Screen Co. will make the screen at the Paramount, Shapiro added. LaGrande said the depth of the curve on the Paramount screen will be from 6 to 8 feet.

The horizontal double-frame VistaVision presentation of "Strategic Air Command" will not include Perspecta directional sound, LaGrande stated, explaining there had been insufficient time to accomplish this. However, all single-frame VistaVision prints will contain Perspecta sound.

Will Be Seen Friday

The innovations will be unveiled to the press in general this Friday in Omaha where the U. S. Air Force is sponsoring a press preview at the Orpheum Theatre of "Strategic Air Command."

LaGrande put the cost of "horizontal heads" needed for double-frame

Commercial TV in UK

(Continued from page 1)

Eckman pointed out, is the general impression there that the "novelty" aspect of TV is over and that people, when faced with a choice of an inferior TV show and a superior motion picture, will patronize the motion picture theatre. Big films in Britain, he went on, gross as much or more than they ever did before, despite the fact that there are now close to 4,000,000 set owners there.

Sees Less On-Time Buying

Installment buying, he continued, which took its toll at the box-office when TV first made its debut in Britain will not be as much of a factor when commercial TV makes its bow. Eckman explained that British set owners, in order to convert for the additional commercial TV station, will have to buy another aerial and an attachment, the cost of which is comparatively nominal.

Eckman, in his forecast of Britain sustaining its improved business pace in 1955, referred to the five percent increase at the box-office experienced in the last quarter of 1954.

The Loew's International executive saw no imminent change looking toward the free exchange of sterling into dollars. He cited the recent increase of one per cent on bank loans, adding that the British economy is faced with a marked increase in imports and installment buying.

Regarding another problem, the consequence of 20th Century-Fox's break-away from the J. Arthur Rank Organization, Eckman noted an "altered pattern" of first-run distribution and exhibition. He said on one hand a circuit, composed of independent theatres playing Fox CinemaScope product first-run, has been built up. On the other hand, he said, the two Rank circuits, Gaumont and Odeon, play as much of the Rank product and other British product as possible to fill the gap caused by the 20th-Fox break-away.

Problem to Americans

This has resulted in problems, Eckman explained, especially to American distributors who have not been constant suppliers of the Rank circuits and Associated British Cinemas. Loew's International, he noted, has been such a constant supplier and remains one. But some American companies which heretofore have not been constant suppliers to the above situations find themselves in a more competitive market, he continued.

Eckman pointed out that Fox prod-

projection at from \$5,000 to \$6,000 each. He pointed out, however, that the Century Projector Corp., which has been making these "heads," has based the price on the few that have been ordered. Century, he added, is "partially tooled up for mass production."

In a prepared statement on "Facts About Horizontal VistaVision Projection," it was stated that "for optimum effectiveness on large screens of from 50 to 60 feet in width, the large image of the double-frame print with double-frame projection is recommended." This larger area of print is not necessary for smaller screens. "Thus, the Paramount recommendation is standard VistaVision prints for all medium to small theatres," the statement added.

uct playing first-run in independent theatres now enjoys longer runs than pictures playing those situations heretofore when the same houses were subsequent runs or did not enjoy "first choice" status. This "independent" theatre market, he went on, does not offer the same outlet for other than Fox product as it did before the break-away. The Rank circuits, attempting to play as much of the Rank and British product as possible, do not materially compensate for the change in the "independent" first-run market, he added.

Says Independents Benefit

From an exhibition point of view, Eckman continued, the altered pattern has principally benefited the "independent" circuit.

Regarding British production, Eckman said that it is maintaining its pace to justify the 30 per cent screen playing time quota. However, he saw no justification for increasing quota.

Eckman, questioned on whether he thought British product is receiving a "fair shake" in the American market, said that he was not in a position to answer that question, being headquartered in London. He expressed his opinion, however, that "a broader play of British films in the American market would aid British-American film relations."

No 'Antipathy' to U.S. Films

Asked whether American product is well received in Britain, — the top foreign market for American films — Eckman responded that there never has been an "antipathy" to American product and there "certainly" is not one now.

Turning to this year's Edinburgh Film Festival, slated to open on Aug. 21, Eckman said that the festival has become more important and all companies, including American, are taking a keener interest in it.

Set 'Line' Hearing

BOSTON, March 22. — A hearing on the merits in the RKO "French Line" censorship case is set for April 18 in Federal Court here before a three-judge court. Joseph Welch and George Foley of Hale & Dorr are the attorneys for the plaintiff, RKO Radio, involving three suits against the Commissioner of Public Safety, the mayors of Boston and Lynn and several other law enforcement officials.

Phoenix Lineup

The Phoenix Corp., independent production company newly organized by producer Julian Blaustein and Academy Award-winning writer Daniel Taradash, has announced the Broadway hit play, "Bell, Book and Candle," by John Van Druten, and "Guard of Honor," Pulitzer Prize novel by James Gould Cozzens, as its first productions for Columbia release.

Raze E. St. Louis House

ST. LOUIS, March 22. — The Avenue Theatre Building on Collinsville Avenue in East St. Louis is being torn down to make way for a new F. W. Woolworth Company store. The old theatre was built for vaudeville. What is said to have been the double bill shown west of New York, featuring a film and vaudeville, was exhibited at the Avenue in 1917.

People

Stanley Kramer, N.Y.U. Class of '33, will be honored by his alma mater on April 11 at the Washington Square Auditorium where he will be presented with a certificate of achievement for his outstanding film productions. A cocktail party and reception for invited guests will follow.

□

Eric Johnston, Motion Picture Association president, is the author of an article on "Japan—Partner or Problem" in the current issue of Look magazine.

□

George Hoover, international chief barker of Variety Clubs, has announced plans for the construction of two drive-ins, each with a 1,000-car capacity, on the outer fringe of Dade County, Florida. Hoover has indicated that the \$500,000 project will have the backing of an out-of-state theatre organization.

□

John Sullivan, for several years with Modern Theatre Supply in Seattle, has resigned to join the staff of Western Theatrical Equipment in San Francisco.

□

Stanley L. Groshong is the new owner of the Olympic Theatre, Arlington, Wash., having purchased the house from Jack Sisk.

□

Seymour Poe has been retained as producer's representative for Edward Small's production of "The Brass Ring," which will be distributed by United Artists.

□

Ray Lorenzo will be manager of the Skyline Drive-in at Richland, Wash., which recently was taken over by Mid-State Amusement Corp.

□

Harry F. Harding, former assistant at Boston's Beacon Hill Theatre, has been promoted to general manager, replacing Anthony Zinn, who resigned. He has appointed Sebastian D'Angeli as assistant manager. Harding, who is 25, is said to be the youngest manager of a Boston first run house.

□

Quentin Brown has been appointed head of the new television division in Toronto of Crawley Films, Ltd., with Donald F. Carter, formerly executive producer of Gaumont British Specialist Films, being named director of production, directing the work of six production crews.

Crawford Film to Col.

William Goetz has concluded an arrangement with Robert Aldrich whereby the Joan Crawford starrer, "The Way We Are," will be produced by William Goetz Productions for Columbia, with Aldrich directing.



M-G-M Presents in

CINEMASCOPE

and COLOR

"THE PRODIGAL"

Starring

LANA TURNER • EDMUND PURDOM
LOUIS CALHERN

With

AUDREY DALTON • JAMES MITCHELL • NEVILLE BRAND
WALTER HAMPDEN • TAINA ELG • FRANCIS L. SULLIVAN
JOSEPH WISEMAN • SANDRA DESCHER

Screen Play by **MAURICE ZIMM**

Adaptation from the Bible Story by **JOE BREEN, JR. and SAMUEL JAMES LARSEN**

Photographed in **EASTMAN COLOR**

Directed by **RICHARD THORPE** • Produced by **CHARLES SCHNEE**

"PRODIGAL" SHOWMANSHIP!

BIG PROMOTION THAT SELLS M-G-M's GIANT SHOW

Sneak Previews in San Francisco and Berkeley, California, gave audiences the first viewing of M-G-M's mighty attraction. From the enthusiastic reaction in both cities it is obvious that this tremendous show which was two years in the filming and which cost a fortune to produce is destined to be a field day for showmen and public alike. M-G-M has used every resource of promotional showmanship to launch it with the bigness it inspires.

ARMOUR'S BIG \$100,000 PRIZE TIE-UP

One of the most extensive publicity tie-ups in film history. \$100,000 Prize Contest. 50,000 Special Kits for Armour & Company dealers spanning the nation. Kits contain special 1-sheet for window display, streamers, data on contest. The First Prize, a completely equipped home, will be shown for 17 days on NBC-TV's "Home Show." Six Dodge cars for weekly prizes offer continuous Dodge dealer tie-ups. Contest advertised in Life and many other top circulation publications, as well as on TV and radio and in newspaper co-op ads locally. 3,000 Armour field men will cooperate with theatres in promotion. Many other angles are described in "Prodigal" press-book.



LEFT:
This
gorgeous
painting
is seen
on
posters,
lobby
murals,
in ads,
and
many
other
selling
aids.

TICKET-SELLING!

M-G-M provides you with sensational materials to work with. Here are some of them:

60 x 80 STANDEE

Put this exciting display in your lobby far in advance. It sells bigness of spectacle, romance and feminine allure.

40 x 60 LOBBY MURAL

A magnificent full-color reproduction of the scene shown above available for many lobby and other promotional uses.

THREE TEASER TRAILERS

In addition to the regular trailer there are three flash color teasers, brief enough to slip into program several weeks ahead. They are: "Fertility Rites of Pagan Love Temple," "The Human Wheel of Fortune" and "Destruction of the Love Temple."

15-FOOT LOBBY STREAMER

Another fine special accessory for your lobby selling.

LANA TURNER POSTCARD

Similar to the Ava Gardner "Mogambo" photo-postcard, Lana Turner's breath-taking "Prodigal" costume makes an attention-getting card for local mailing.

LIFE-SIZE LANA TURNER CUT-OUT

Seldom such an opportunity for cut-out in lobby or other tie-ups as this eye-catching life-size Lana Turner photo in the much discussed bead costume.

ADVANCE VISUAL SELLING

M-G-M sent special "Color Photo-Viewers" to 300 newspaper contacts and 300 TV outlets together with sets of color slides to acquaint the nation's best publicity sources with the magnitude of the attraction and the exotic appearance of Lana Turner. Additional slides are being sent to maintain the interest.

TEASER 1-SHEETS MONTHS AHEAD

In many lobbies throughout America a special 1-sheet has carried the message: "1955 Is The Year of 'The Prodigal'."

LUX NATIONAL CAMPAIGN

A Lux tie-up with "The Prodigal" is carried to millions of homes by way of full page ads in the four big Sunday Magazine Supplements, This Week, Pictorial Review, American Weekly and Parade.

GENERAL MILLS 250,000 PACKAGES

Enclosed in 250,000 Kix Cereal boxes is a "Prodigal" tie-up sponsored by General Mills.

LUSTRE CREAM IN NATIONAL MAGAZINES

Full page ads in Life and 19 leading national publications give terrific circulation to "Prodigal" in the Lustre Cream tie-up.

COSTUME TEASER FOR EDITORS

One of many space-getters in newspapers was sending one bead from Lana Turner's costume in a small box to editors from Coast to Coast.

"HUMAN WHEEL OF FORTUNE" FLOAT

One of the most unusual and most expensive travelling promotions ever to attract the throngs is the M-G-M float "Wheel of Fortune" with its beautiful girls. Inspired by the exciting episode from the picture, it will cover 35 to 40 key cities of America, disseminating its publicity in wide circles therefrom.

National Pre-Selling

"EAST OF EDEN," the new Warner Bros. production, has been selected by "Look" for the "Movie Review" department of the issue now on the newsstands. Two half pages are devoted to an especially well written review which should create a desire with many "Look" readers to see this picture when it comes to their locality.

An eye catching, full color page ad on UI's "Man Without A Star" also appears in the issue.

"American Weekly's" issue of March 20 has a striking color ad on 20th Century-Fox's "A Man Called Peter." This picture will have its premiere here March 31 at the Roxy Theatre.

20th Century-Fox is grooming Sheree North for stardom in "How To Be Very, Very Popular," replacing Marilyn Monroe. "Life" has given considerable help to Fox in this venture. The editors of "Life" have placed Miss North on the full color front cover of the current issue in addition to devoting five pages depicting how the studio is preparing her for stardom.

Also in the issue is a pictorial story of a religious film entitled "Day of Triumph." It was produced by Dr. James K. Friedrich.

To determine the readership of advertisements in the January issue of "Coronet," a survey was made by Daniel Starch. The findings of the survey were as follows: The UI ad on "So This Is Paris" was the best read ad in the whole issue, including the back cover. It was noted by 51 per cent of the male readers, 52 per cent of the women, "Read-Most" by 21 per cent and 26 per cent respectively.

"Woman's Home Companion's" recommended pictures for April include: "Cinerama Holiday," "Interrupted Melody," "Captain Lightfoot" and "Black Tuesday."

The front cover of "Parade's" March 27 issue is devoted to Grace Kelly, star of "The Country Girl," and Judy Garland, whose latest picture is "A Star Is Born." These stars are tied in with a four-page story in the issue on the annual Academy Awards which will be announced next Wednesday.

Florence Somers of "Redbook" has reviewed "East of Eden," "The Glass Slipper," and "Fugate's Budget" for the April issue.

"Movie Prevue," the fan magazine published monthly by Stephan L. Saunders of the Carmel Theatre, Carmel, N. Y., has changed its format to a handy five-by-seven-inch pocket size, starting with the May issue. The 66-page book features reviews and articles on stars and production. The new issue is distributed by American News Co. and will go on sale April 1 on newsstands throughout the country. Saunders said the exhibitors wishing to subscribe for themselves or their managers should address him in care of his theatre.

"A Man Called Peter" will be awarded the "Parents" magazine

"A Man Called Peter"

(Continued from page 1)

upon to preach the higher values, but to transfer those sentiments—to be realistic—into dollars and cents at the box-office might have posed a problem if 20th Century-Fox hadn't done a gigantic pre-selling job. The smart exhibitor will follow the showmanship pattern laid down by 20th-Fox in attracting the interest of the ministry and obtaining its valuable support and backing. This picture requires specialized and individual handling so that word-of-mouth can do the rest of the job effectively.

It took courage to produce "A Man Called Peter" and the net result should be profitable to both distributor and exhibitor. It is big, elaborately mounted and powerful in its impact.

The central theme, frankly, is off-beat as pictures go. But even though it is factual, it has all the elements of romantic fiction, with overtones of humor and considerable pathos. It's the type of picture that should give new prestige to an industry that needs new friends, especially on a front that has not been over-friendly.

The entire cast turns in excellent performances under the capable direction of Henry Koster. Richard Todd as Peter Marshall registers with a poignant and warmly human portrayal of the man called by God to preach the gospel as he interpreted it. Jean Peters as his wife is equally effective.

As to synopsis, a herald prepared by 20th-Fox adequately sums it up: "This is a story about love . . . and strangely enough it begins in the obscurity of the Glasgow docks with a little boy and a dream. This is the story of Peter Marshall who came to America as a young man . . . and who was destined to become an inspiration to millions upon millions the world over. This, too, is the story of a girl named Catherine who fell in love with him. Together, no matter where they went—from the small towns of Georgia and New Jersey to the windswept beaches of Cape Cod . . . from the great cities of Atlanta, Birmingham and Annapolis to the nation's capitol, theirs was a romance that touched eternity."

Others who give outstanding performances are Marjorie Rambeau, Jill Esmond, Les Tremayne, Robert Burton, Gladys Hurlbut, Richard Garrick, Gloria Gordon and Bill Chapin. Produced by Samuel G. Engel in color by De Luxe from a screenplay by Eleanor Griffin, the picture should have profound appeal for all age groups.

Running time, 119 minutes. General classification. For release in April. AL STEEN

Hirschhorn Dead

(Continued from page 1)

Philadelphia exchange where he rose to sales manager of the office in 1951. In 1954 he was promoted to manager of the New Haven office where he served until his death, at the age of 48.

Prior to his employment at 20th Century-Fox, Hirschhorn was affiliated with Eagle-Lion Films and Monogram Pictures. During World War II he served with the United States Navy. He is survived by a wife, Catherine.

To Cite Paramount

(Continued from page 1)

of "Strategic Air Command" at the Orpheum Theatre here on Friday before an audience of military, civic notables, and 100 newspapermen, magazine writers and photographers and radio and television commentators who are being flown to Offutt Air Force Base, by the United States Air Force for special briefings on the structure and plans of the Strategic Air Command.

TNT Terms

(Continued from page 1)

went to TNT; from \$3.50 to \$4.00, \$1.75 went to TNT; and on tickets of \$4 and over, \$2 went to TNT.

Nathan L. Halpern, TNT president, could not be reached for comment yesterday on the report.

Medal Award as the outstanding "family movie of the month" for April.

"Interrupted Melody," "The Tiger and The Flame" and "Captain Lightfoot" are reviewed in the April issue of "Seventeen."

WALTER HAAS

Bingo Bill

(Continued from page 1)

in favor of the "quicker approach," via a bill removing the present penalties for playing bingo), had considered the adverse effect of legalization "on the amusement business." Senator Horton also emphasized the opposition by business and other groups to the legalization of bingo, which he held to be morally wrong.

The debate ranged over the moral, legal and financial aspects of bingo and its legalization. Senate Majority Leader Walter J. Mahoney, Buffalo Republican, in closing the argument, declared that the very "difference of opinion, intellectual and moral" expressed by sincere-minded senators was further proof the proposal should be referred to the public for its decision.

Sees 'Gimmick' Involved

He called attention to the fact "bingo can be legally played in this state. If you doubt this, look up the Court of Appeals case in The People vs. Schaefer. There is a 'gimmick' involved, but the game can legally be played." Several Western New York theatres experimented with bingo under the conditions fixed by the state's highest tribunal.

The measure passed today—a companion is pending in the Assembly—would have to be adopted by two consecutive legislatures before going to the public in a referendum. It could not be approved before November, 1957, with the necessity of local option act, could not come into effect before 1958. The bill carries out a pledge in last fall's Republican state platform.

'Purple' to Capitol

"The Purple Plain," starring Gregory Peck, will have its New York premiere on April 9, at the Capitol Theatre on Broadway.

TV and Radio in HOLLYWOOD

By SAMUEL D. BERNIS

EMMY ECHOES: Academy of Motion Picture Arts and Sciences will have to top the "Emmy" Award night on the same NBC network for its finals March 30, for the best show in the interest of entertainment. . . . Following the Emmy network presentation there was an hour-and-a-quarter break at the Moulin Rouge before KRCA continued with Danny Thomas m.c.-ing the balance of technical and local personality awards for the Pacific Coast Timers. . . . Danny was genuinely thrilled with the "Best Actor in a Series" and "Best Comedy Show in a Series" awards. . . . Incidentally, Alan Lipscomb and Bob Fisher, one of TV's most prolific writing teams, created 37 of the scripts that helped bring Danny and "Daddy" the awards for the second consecutive year. . . . Lunching at the Brown Derby, Don DeFore, the Academy of Television Arts and Sciences president told us the ATAS membership will reach 2,500 by the end of the year.

"Tugboat Annie" may become another name for Charlotte Greenwood if the film series gets under way. . . . Anne Jeffreys and Bob Sterling have been offered the leads for a Marcel Hellman Technicolor musical, "On Wings of Song," to be made in England this summer. . . . "Passport To Danger," a Rabco (Roach and ABC) production, was sold by ABC distributors to KCOP, a channel competitor to its own outlet in L. A., before the rating was established. . . . Sobey Martin, who started directing the "Passport" series after a year with "Paris Precinct" in France, counted 180 half-hour dramatic shows to his credit and is now looking for a breather with a full length feature assignment.

Not only has TV invaded Hollywood's motion picture personnel, but business and industrial film producers are also sticking their thumbs into



Al Vaughan

the theatrical film brain pie. The latest plum to be pulled out is a specialist known in motion picture circles as Al Vaughan. His career as an advertising-publicity director has been linked with such names as Sam Goldwyn, Walter Wanger, and recently Rosalind Russell-Fred Brisson's Independent Artists Pictures. Al will now be identified as public relations and sales head for Raphael G. Wolff of Hollywood, New York, Chicago, and Detroit. The Wolff Studios produce sales, sales-training and public relations films for top national organizations.

Because this industry cannot afford to be “too close to the forest to see the trees” . . .

It is high time to stand off and look around us—and to realize that in this land of restless progress not much keeps on looking the way it used to look. Nowadays we don't hear many people—at least not those whom we must keep coming to theatres in greater numbers and more frequently—voicing a contention that: “What was good enough for my father's father is good enough for me”.

The evidence of modern structural changes is all around us—from supermarkets to motels. Even on once staid and static Fifth Avenue has now arisen a succession of modern and magnificent men's-wear stores that are an inviting attraction in themselves. Observe also how the various old-line major banks are setting the pace in attractive, new appearance and modern facilities—and how many of the big department stores are moving forward with beautiful new suburban branches—and the rapidly growing number of modern shopping centers, all with ample parking facilities.

The point that all these businesses understand well is that what you have to sell can be sold easier and better in modern, more attractive, better equipped surroundings. From the promise of the exterior of the establishment to the fulfillment in the interior, every visit is a pleasing experience in itself and inspires a desire to return for more.

Having pondered on that, the questions for theatre owners and operators to ask of themselves are obvious. It is equally obvious that the main forms of competition to the motion picture theatres are not standing still and will not stand still.

The plain fact is that to keep the public coming to the theatres often enough (not merely to the biggest of the big attractions) the theatre itself must be more inviting, more relaxing, and provide a better setting to make every picture-going experience more pleasurable than is now the case in many theatres.

For those whose thoughts are moving in that direction, and for the interest of all exhibitors, a special section to be published with this week's issue of Motion Picture Herald—in the annual Market Guide number of Better Theatres—will be devoted to—

“Visualizing the Better Theatre for the New Motion Pictures”

by George Schutz and Ben Schlanger

This will be no mere “dream” theatre concept for some time in the vague future. It will be a practicable presentation of what can be done NOW. It will visualize the more inviting exterior and plot development, the more stimulating and appealing interior, and an auditorium which is devoted to the full realization of the new arts of the screen.



Also in this issue of the industry's only Market Guide—

BETTER THEATRES SECTIONS INCLUDE: A Digest of BT articles of timely significance—on equipment, operation and maintenance; also a section on Drive-Ins; and the unique Catalog sections, with brief details on equipment and supplies of every description. **BETTER REFRESHMENT MERCHANDISING SECTIONS INCLUDE:** The theatre refreshment Survey Report, and the “Champions” list of best-selling brands; also announcement of winners of Special Merit Awards for merchandising ideas.

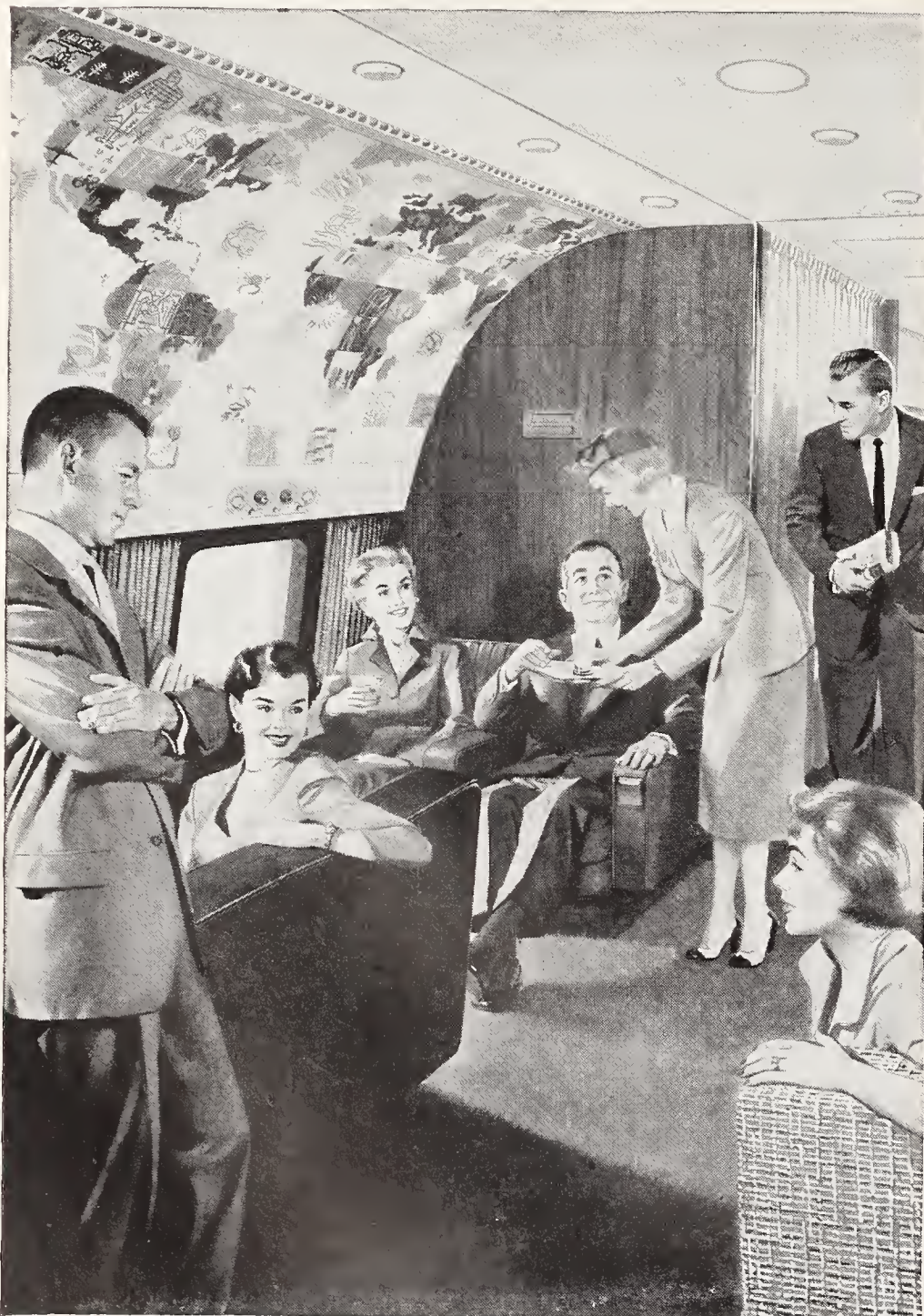
THIS WEEK . . . WITH MOTION PICTURE HERALD



TWA's great new SUPER-G CONSTELLATIONS

NON-STOP TO LOS ANGELES

LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!



Meet fellow passengers in the "Starlight Lounge." Relax in deep-cushioned sofas and order a drink. Choose champagne, bourbon, scotch, cocktails — with TWA's compliments, naturally.

- > Created by Lockheed especially for TWA!
- > Powered by Curtiss-Wright's newest Turbo-compound engines!
- > Interior by Henry Dreyfuss, world-famous designer!

First to fly NON-STOP coast to coast, TWA now sets new standards of speed and luxury in transcontinental air travel with the great, incomparable Super-G Constellation.

Never before have so many new features been introduced in one giant airliner. Not just one, but four cabins . . . three beautifully appointed lavatories, rich wood-paneled interiors, adjustable reading lights, handy baggage racks, the widest and roomiest lounge chairs in transcontinental service, glare-free picture windows — much, much more.

Plan to enjoy it all at *no extra fare* on your next trip between New York and California. Make your reservations today. Daily service starts April 1.

DEPARTS DAILY AT 1 P. M.

from New York International Airport

Other convenient non-stop and one-stop Super Constellation flights daily to Los Angeles and San Francisco

FOR IMMEDIATE RESERVATIONS

SEE YOUR TRAVEL AGENT OR CALL TWA:

LExington 2-7100

Or visit one of TWA's conveniently located ticket offices:

East Side Airlines Terminal Building, 1st Ave. and 38th St.

80 East 42nd St. • Sheraton-Astor Hotel Lobby

380 Madison Ave., 15th Floor

624 and 630 Fifth Ave. • Hotel Statler • 67 Broad St. • 120 Broadway

Brooklyn: 200 Livingston St.

Newark, New Jersey: 15 Commerce St., MItchell 3-7650

White Plains—35 Mamaroneck Ave.—WHite Plains 8-7282

Fly the finest... **FLY TWA**
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA



Sleep away the miles in a berth that's even roomier than rail berths! In the morning, awaken to breakfast in bed. It's the only air sleeper service between New York and California.



Finest food in flight! Mealtime means a de luxe dinner. And any time, enjoy your favorite drink, delicious snacks or tempting canapés from TWA's galley — all at no extra cost.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 58

NEW YORK, U. S. A., THURSDAY, MARCH 24, 1955

TEN CENTS

Expansion Move

SMPTE Seeks To Double Its Membership

To Organize Drive on An Extensive Regional Basis

A membership campaign, designed to double the membership in the Society of Motion Picture and Television Engineers, will be kicked off at the SMPTE semi-annual convention, slated to be held April 18-22, in Chicago's Drake Hotel.

Expansion, according to a SMPTE spokesman here, is especially sought in the television industry and the educational field, the latter area now being cultivated in a joint SMPTE effort to train motion picture technicians as well as other skilled personnel.

Heading the educational membership committee is Dr. John G. Frayne, SMPTE chairman.

The present membership of SMPTE was said to be 5,000.

A society spokesman explained that
(Continued on page 6)

Shortages Hurt U.S. Production Abroad, Says Robt. Bassler

The large number of productions planned for filming in England and France this year by American producers will be hampered by a shortage of technical personnel and equipment, according to independent producer Robert Bassler, who said that in the long run, the U. S. producers will create a "healthy" situation abroad in an "unorganized industry."

Speaking at a Hotel St. Regis trade
(Continued on page 6)

USIA Lauds Int'l Film Festivals

From THE DAILY Bureau

WASHINGTON, March 23.—The U. S. Information Agency said international film festivals and exhibitions are extremely important parts of U. S. foreign policy.

It explained that "the films of the participating countries provide uniquely vivid reflections of the lives, the technical accomplishments and the aspirations of the people who make
(Continued on page 6)

Bill Would Ban Red Film Shipments

From THE DAILY Bureau

WASHINGTON, March 23.—Legislation introduced by Senate Post Office Committee chairman Johnson (D., S. C.) would ban the interstate shipment of any films designed to "promote world Communism" if intended for use in public schools. The bill is aimed mainly at banning the mailing and interstate shipment of the "Daily Worker" and other Communist publications, but is broad enough to cover films.

The bill declares that "it shall be unlawful for any person with the intent to promote world Communism to transmit or cause to be transmitted through the U. S. mails, or in interstate or foreign commerce, any written or printed matter which he knows or has reason to believe (a) was designed or is being circulated to promote world Communism, and (b) is intended to be circulated, disseminated or used in any school in the U. S. supported wholly or partially by public funds."

The term "written or printed matter" is defined as including "any circular, magazine, periodical, newspaper, pamphlet, book, leaflet, film, record or other publication."

Silverstone Reports On 'Scope Progress In Latin America

Special to THE DAILY

BUENOS AIRES, March 23.—A "tremendous" swing to CinemaScope exhibition and film production in Central and South America stimulated by the success of "The Robe" and other films in the new entertainment medium was disclosed by Murray Silverstone, president of 20th Century-Fox International, in a cabled report to president Spyros P. Skouras.

Silverstone, who currently is in the Argentine capital on the latest stop of a Central and South American trip surveying CinemaScope progress, disclosed that in Buenos Aires alone
(Continued on page 6)

AA's Plans Outlined To New Englanders; Many Pledge Aid

Special to THE DAILY

BOSTON, March 23.—More than six hundred theatres were represented by 181 exhibitors at the Allied Artists Day in New England luncheon at the Hotel Bradford today. Boston's own Steve Broidy, A.A. president, was greeted enthusiastically by his many exhibitor friends here.

In his address, Broidy defended the studios that have reduced production because it proved to be more profitable in the operation of the companies whose prime responsibility is to their stockholders.

"If you were operating your thea-
(Continued on page 6)

Abbreviated Version

AMPA Gets Birds-Eye View Of M-G-M's 'Workshop'

Members of Associated Motion Picture Advertisers were given a birds-eye view of what occurs at an M-G-M Ticket Selling Workshop yesterday when Mike Simons, M-G-M's director of customer relations, and Emery Austin, M-G-M exploitation head, presented an abbreviated version at the Hotel Piccadilly here.

Reciprocal Trade Hearings Ended

From THE DAILY Bureau

WASHINGTON, March 23.—The Senate Finance Committee today wound up weeks of hearings on the Administration's reciprocal trade program.

The committee will likely start executive session work on the measure
(Continued on page 6)

"Exhibitors are at work in trying to bring the best motion picture product to the public," Simons said during his explanation of the Workshop's functions to some 200 luncheon guests. "Many theatremen have mortgaged themselves to install the latest equipment and media in order to present the best films," he said.

Besides passing out literature about
(Continued on page 6)

In Ohio Battle

Censor Forces In Plea for Censorship

'Fast-Buck Boys' Blasted By State Legislator

Special to THE DAILY

COLUMBUS, March 23. — Film censorship is necessary because not all producers are members of the Motion Picture Association of America, said Rep. Andrew Putka, Cuyahoga County Democrat, co-sponsor of one of three censorship bills being considered by the Judiciary Committee of the Ohio House of Representatives. First hearings on the bills were held today.

Putka said activities by "fast-buck boys" since nullification of Ohio censorship points up the necessity for censorship. He said use of narcotics has increased in areas where "She Shoulda Said No" has been shown and pointed to the publicizing of "Mom and Dad" as an example of undesirable film advertising.

Putka said the elimination of newsreel censorship has not reduced admission prices nor lowered film rentals. He claimed that elimination of
(Continued on page 6)

'Anta Album' Show Passes \$125,000; B.O. Sale Begins

The take on the "ANTA Album" telecast, slated for Monday night in 32 cities Coast-to-Coast, has passed the \$125,000 mark, it was disclosed here yesterday by Joseph Heidt of CARE.

Heidt, expressing hope that the benefit event will realize \$300,000, explained that the \$125,000 was reported
(Continued on page 6)

Revise Tax Relief for Small Ont. Theatres

Special to THE DAILY

TORONTO, March 23.—Augmented relief for small theatres has been tentatively gained by the Ontario Exhibitors Tax Committee in a further concession promised by provincial government officials for the revised amusement tax schedule effective on April 1.

The additional benefit, added to the
(Continued on page 6)

Personal Mention

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, has returned to New York from Charlotte.

MIMA HARTMAN, daughter of **DON HARTMAN**, Paramount executive producer, will be married in Beverly Hills on Saturday to **ENSIGN ARTHUR PEREIRA**, U.S.N.R., son of **HAL PEREIRA**, supervising art director at the Paramount studio.

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, will return here over the weekend from Philadelphia.

JEAN HERSHOLT has arrived in Copenhagen from New York on a trip that will take him to all the principal countries of Europe.

ROBERT L. SAPAN, sales promotion manager of S.O.S. Cinema Supply Corp., will leave New York this week for Atlantic City.

HARRY STEVENS, of Crowell-Collier Publishing Co., has left New York for the Coast.

KIRK DOUGLAS will leave Buffalo today for Detroit. He is scheduled to arrive in New York at the weekend.

BEV MICHAELS, British actress, will leave here tomorrow for London via B.O.A.C. Monarch.

DAVID E. ROSE, producer, has returned to Hollywood from London.

Previews of 'Peter' May Draw 100,000

The number of clergymen and community opinion makers attending showings in 60 cities of 20th Century-Fox's "A Man Called Peter" has passed the 64,300 mark and a total of 100,000 is expected by Friday, according to estimates of the distributor.

Indicative of the intense interest aroused by the showings is the report to Fox from the Brookside Theatre, Kansas City, a 1,085-seat house, where an overflow crowd at a 2 P.M. screening made necessary a second showing at 4 P.M.

The CinemaScope feature will have simultaneous world premieres on March 31 in New York, London and Glasgow, Scotland.

4-Theatre Premiere For 'Purple Plain'

United Artists' "The Purple Plain," starring Gregory Peck, will have day-and-date American premieres tomorrow at the Chicago Theatre in Chicago and the Paramount, Sheridan and Coral Theatres in Miami.

The openings climax twin, all-media advance campaigns that featured personal appearances in each city by Win Min Than, Burmese beauty who makes her screen debut in the film opposite Peck.

Douglas Praises Percentage Deals For Performers

Special to THE DAILY

ALBANY, N. Y., March 23.—The offering of percentage deals to actors, producers, and directors, a practice now employed by Universal-International studios, and others is an added incentive in turning out quality pictures, according to Kirk Douglas, who is currently making a personal appearance tour in conjunction with the openings of "Man Without A Star."



Kirk Douglas

Douglas, who recently announced the formation of a production company in which he will turn out six films for United Artists release, said that a financial interest in a picture helps to get better work out of a performer and shortens shooting schedules.

Says 'Outside' View Helps

Commenting on his tour around the country during which he is meeting exhibitors and the public, Douglas declared that "it is illuminating to learn what goes on outside of Hollywood. For one, I found out that U-I appears to be out in front in merchandising and launching its product, and I also found out something about the public's tastes in motion pictures."

In reply to a question concerning television, Douglas said that "television is the best thing to have happened to movies, for the success of one entertainment medium always helps another. Television is now better than the legitimate stage because it provides motion pictures with competition, talent and material."

Honored in Albany

Douglas was honored early this week by the citizens of Albany with a "Welcome Home" dinner at the Hotel Sheraton-Ten Eyck sponsored by the Variety Club. The mayor also proclaimed Monday and Tuesday as "Kirk Douglas Days."

In regard to his future plans, Douglas said that he will begin in May his first independent production "The Indian Fighter," which will be directed by Andre de Toth in CinemaScope and Technicolor. He also said that he will make "Lost for Life," the story of Van Gogh, for M-G-M after that.

Douglas said that he was in favor of any production medium which builds box-office. CinemaScope, for one, is an added advantage to a picture, especially films with outdoor action, he said.

L.D

B & K Dividend

CHICAGO, March 23.—Balaban & Katz Corp. declared a \$1 dividend on its common stock, payable March 30 to stockholders of record on March 15.

'Bamboo' Is Banned Again in Memphis

Special to THE DAILY

MEMPHIS, March 23.—The Memphis board of censors last night agreed to see "The Bamboo Prison" a second time, and banned it for a second time.

The three women members of the board voted unanimously the second time to ban the Columbia picture. Chairman Lloyd T. Binford, 88, said he agreed with them. The fifth censor, Avery Blanecken, attorney, did not attend the first or the second screening.

Called First Double-Ban

Binford said it was the first time during his 26 years as chief censor that the board has reviewed a picture again, banning it both times. Before the picture was shown, M. A. Lightman, Jr., Malco Theatres, Inc., spoke to the board. He pointed out certain things in the picture, which deals with progressives in a Korean prison camp. Progressives were American soldiers who fell for Red propaganda, and some 21 who refused to return home after the Korean war ended.

Lightman said the hero of the film was not a real progressive but an American agent pretending to be one.

William W. Goodman, attorney for the Malco Theatre and Columbia Pictures, and Norman I. Colquhoun, branch manager for Columbia, were also present at the second screening.

Undecided on Appeal

Goodman said the first screening of "Bamboo Prison" wasn't legal because it had been requested by a distributor rather than an exhibitor. He said the second one was legal, as the Malco Theatre had asked for it. Goodman said he conferred with the city attorney about this phase. He said it would be up to M. A. Lightman, Sr., and Columbia Pictures in New York whether or not the board's action is appealed to the circuit court.

IFE and K of C In 'Conclave' Deal

I.F.E. Releasing Corp. and the Knights of Columbus have concluded arrangements for specialized theatrical and non-theatrical national distribution of "The Secret Conclave." I.F.E.'s American-language film dealing with the life of Saint Pius X.

The agreement was finalized by Thomas V. McCue, special representative for Bernard Jacon, vice-president in charge of sales for I.F.E., and Leo J. McCarthy, executive vice-president of Eternal Film Corp., motion picture advisor and producer for the Knights of Columbus. Under this plan actual distribution will be directly supervised by McCarthy through the Catholic Film Distribution Plan of the Knights of Columbus.

S-W Secretary's Mother

Marv A. Von Bevern, mother of Grace Bevern, Stanley Warner executive secretary to assistant treasurer James M. Brennan, died yesterday morning.

News Roundup

Communion Breakfast

The Detroit entertainment industry will hold its Communion breakfast at the St. Aloysius Catholic Church on April 3. Edgar Lamoureux, manager of the Palace Theatre, Windsor, Ont., and Thomas Allen, United Film Service division manager, are co-chairmen.

WOMPI Insignia Designed

Mrs. Claire Tremorel, national chairman of publicity and public relations of Women of the Motion Picture Industry (WOMPI) announced that among members of the New Orleans unit Mrs. Ora Johnson, of Motion Picture Association, won first prize in the contest for the most appropriate design of a national insignia. Lillian Bourgeois, Universal, design was chosen second best. These two insignia have been entered in the national race to compete with Dallas, Memphis and Atlanta clubs.

Renews 'Disneyland'

American Motors Corp. has renewed its contract to sponsor "Disneyland" TV program in 1956 and will continue its sponsorship through the summer.

Canadian Awards Slated

The Canadian Film Awards will be made in Ottawa on May 5 and the top production will receive an "Oscar" by the Association of Motion Picture Producers and Laboratories of Canada.

'Da Vinci' Franchises Set

Manor Films Corp. has concluded a deal with the Howco exchanges in Dallas, Memphis, Charlotte, Atlanta and New Orleans for the distribution of "Leonardo da Vinci."

Plan Drive-in

A 900-car drive-in theatre is planned for Wethersfield, Conn., by Perakos Theatres Associates of New Britain.

Delay Buffalo Openings

The planned "gala" reopening of the drive-ins in the Buffalo area has been postponed until next Thursday because of bad weather this week.

Acquires 'Island'

HOLLYWOOD, March 23.—Producer Bryan Foy has acquired American and European rights from the Jules Verne estate and will proceed with the production for Columbia of "The Mysterious Island."

TENT TALK

Variety Club News

CLEVELAND — The Cleveland Cerebral Foundation School, supported by the Variety Club here, is richer by \$6,500 as a result of an endurance harmonica exhibition staged in a downtown cafe window by three boys who broke the record by playing continuously for 50 hours. The money came from donations deposited in a fish bowl from pledges and a grant by the Beaumont Foundation.



PHILADELPHIA — Robert J. O'Donnell, international ring-master of Variety Clubs, will be the principal speaker on April 4 at the motion picture division of the Allied Jewish Appeal annual dinner here. An informal reception will be held at Variety Tent No. 13's club rooms following the UJA dinner.



HARTFORD — Henry Germaine of Paramount has been reelected chief barker of Connecticut's Variety Club Tent No. 31. Other officers are Hy Levine, first assistant chief barker; John Pavone, second assistant; Sam Germaine, dough guy; George Weber, property master, and Bob Elliano, international canvassman. The crew, also re-named, consists of George Wilkinson, Pat Goode, Harry Feinstein, Rudy Frank, Bob Hoffman and Sam Wasserman.



DETROIT — The Variety Club tent here will hold its first annual Easter party on April 15 at the Veterans' Memorial Building for barkers and their families. The tent's annual golf tournament will be held on June 27. Meanwhile, United Detroit Theatres has scheduled a staff party at the tent's club rooms for April 30.

Pa. Censor Forced To Issue License

PHILADELPHIA, March 23. — Pursuant to a common pleas court order issued by Judge Edwin O. Lewis, the Pennsylvania board of censors has issued a seal for "She Shoulda Said No," Edna R. Carroll, censor board chairman, revealed today.

Mrs. Carroll added, however, that the court order resulted from abandonment by the state of its appeal to the state supreme court from Judge Lewis' original ruling declaring the Pennsylvania motion picture statute unconstitutional. The state, meanwhile, plans to draft and seek the passage of new legislation.

Mrs. Carroll said the development "indicates some conflict in (Pennsylvania) administration policies. In Senate bill 237 introduced by Senators Dent and Barr, on Page 3 they sponsor legislation which will require the board to reject films which are 'obscene or incite to crimes of violence or advocate the use of narcotics or habit-forming drugs.' The board rejected this evil film for these reasons," she said.

Reviews

"The Purple Plain"

(Rank-United Artists)

THE box office appeal of Gregory Peck probably will receive the "acid test" in this J. Arthur Rank presentation, "The Purple Plain," a lengthy saga about a hard-bitten fighter-bomber pilot of the Royal Air Force in Burma during the turbulent days of 1945. Filmed in color by Technicolor, the Eric Ambler screenplay, based on the novel by H. E. Bates, may find a ready-made audience among the U. S. reading public. Exhibitors mainly will have to rely on the picture's title, critical reception and word-of-mouth advertising for good results because fault may be found with the British dialogue, which is not clear in some instances, and the film's editing.

Peck's performance is assuredly good as the embittered pilot who can not forget the horror of a London air raid in which his wife was killed. Ably supporting the American actor is newcomer Win Min Than, a beautiful Burmese girl who brings Peck back to reality; Bernard Lee and Maurice Denham. The moments of excitement are too far apart. However, it is during these instances that Peck's characterization is forceful and exciting.

In the claustrophobic atmosphere of the jungle war, the men are getting on each other's nerves. Peck, who believes he has nothing to live for, flies with reckless bravery in attacks against the Japanese, but finally his slow mental decline begins to sap his tremendous physical resources. In an effort to help Peck return to "normal" Lee the squadron doctor, takes Peck to a village where the pilot meets Miss Than, who is beautiful, sympathetic and intelligent. Gradually she rehabilitates Peck.

The pilot, realizing that living in the past has almost ruined him, returns to his senses and while on a "milk-run" mission, crashes, along with Denham and his navigator. Peck decides to walk out of the jungle, with himself and Denham carrying the navigator who has been injured. The tremendous desire to live and return to Miss Than keeps Peck going, even though Denham foolishly hinders his efforts to save the group. However, Peck comes through and saves the navigator, while Denham goes mad in the blistering jungle heat.

Others in the cast of the picture, which was directed by Robert Parrish and produced by John Bryan, are Brenda Le Banzie, who portrays a Scottish missionary; Lyndon Brook and Ram Gopal.

Running time, 100 minutes. General classification. Release in April.

LESTER DINOFF

"Shotgun"

(Allied Artists)

Hollywood, March 23

PRODUCER John C. Champion and his men stepped far off the beaten track of the Western melodramatists in this undertaking and came up with a production sure to sell well—with the names of Sterling Hayden, Zachary Scott and Yvonne De Carlo for top billing—and to play just about as well as it sells. It is brilliantly photographed by Ellsworth Fredericks, a cinematographer who knows the values of perspective and the moving camera, and the print by Technicolor makes the production, particularly the mountainous settings in which most of it is played, a thing of beauty as well as of narrative interest. It's a picture with impact, occasionally the impact of violence and stark death, but not always, and it's an attraction of major box office promise.

The script by Clark E. Reynolds and Rory Calhoun, with additional dialogue by Champion, opens with an ex-convict, played by Guy Prescott, murdering a U. S. marshal with a shotgun, and takes off from that beginning on a stalking of Prescott by Hayden, who is also a marshal and who determines to kill Prescott in similarly terrible manner—by shotgun. His quest, alone and on horseback, takes him into contact with Miss De Carlo, a lady of uncertain background, and with Scott, a man who makes his living by killing wanted outlaws and collecting offered rewards. After a succession of complications, most of them unique by everyday standards, Hayden and Prescott, both in Apache captivity, are forced to fight a shotgun duel on horseback, a combat with climactic outcome but not the one an audience will be expecting.

Director Lesley Selander gets a lot of realism into the picture, although hampered now and again by the writers' regrettable lapses into use of dialogue phrases and linguistic conveniences that hadn't been dreamed up yet at the time and place of the story.

Running time, 81 minutes. General audience classification. Release date, April 24.

WILLIAM R. WEAVER

UA Officials Return From Coast Meeting

United Artists home office executives returned yesterday from a three-day sales meeting in Los Angeles that set distribution and promotion plans for the company's release program during the coming year. Among those who returned were William J. Heine-man, vice-president in charge of distribution; Max E. Youngstein, vice-president; B. G. Kranze, general sales manager; Francis M. Winikus, national director of advertising, publicity and exploitation; Arthur Reiman, Western contract manager, and J. K. Chapman, supervisor of branch operations.

Republic Sales Meet In Chi. Next Week

CHICAGO, March 23. — Republic Pictures will hold a sales meeting at the Blackstone Hotel here on Monday, Tuesday and Wednesday. Herbert Yates and his wife, Vera Ralston, here to attend the sessions will at the same time view the Glenview premiere of "Eternal Sea."

Also coming here for the meeting are J. P. Curtin, New York; Richard Altschuler; Bernard Brazier, Indianapolis; Joe Loeffler, Minneapolis; Jules Livingston, Cleveland; Morris Dudelson, Detroit; Jack Frackman, Milwaukee; Joe McCafferty, St. Louis; Robert Withers, Kansas City.

People

Al Sherman, Washington film publicist, has disposed of his interest in the Georgetown Theatre, to open his own public relations office in the capital.



William S. Levine has taken over his new post as managing director of the Ambassador Theatre in St. Louis, succeeding Ray Connor. Levine formerly was manager of the Warner Theatre in Washington.



Bert H. Soper, exhibitor of Smiths Falls, Ont., is celebrating his 50th year in show business. He opened the Rideau Theatre there early in the century. It was replaced in 1950 with the modern Soper Theatre.



Jean DuBerry of the Stanley Warner Art Theatre in Springfield, Mass., has been serving as relief manager of the SW Strand in Hartford during the hospitalization of manager Jack Sanson.



George Lewitt, New Britain, Conn., exhibitor, has been granted permission to build a drive-in at Berlin, Conn., following approval of a re-zoning move by the Berlin Zoning Commission.



Max Wylie, author of "Clear Channels," will address the luncheon meeting of the National Television Film Council next Thursday at the Hotel Delmonico here.



George Jessel will be master of ceremonies at the annual welfare and matzoth fund show, presented by Lodge No. 58, International Order of Odd Fellows, in Bridgeport on April 3.



Jack Armstrong, who operates a circuit in the Toledo area, will build a 300-car drive-in on State Route 108 within the limits of Napoleon, Ohio.

Laboratories Assn. Elects Neal Keehn

Neal Keehn, of the Calvin Co., Kansas City, was elected president of the Association of Cinema Laboratories at the annual meeting of the organization held at the Hotel Sheraton Astor here.

At the same time, Russell C. Holslag, of Precision Film Laboratories, New York, was named vice-president; Byron Roudabush, of Byron, Inc., Washington, D. C., secretary, and George W. Colburn, of the Colburn Laboratory, Chicago, treasurer.

Directors elected were: Don M. Alexander, of Alexander Film Co.; Robert F. Burns, of Houston Color Film Laboratories; Louis Feldman, of DuArt Film Laboratories; Saul Jeffee, of Movielab Film Laboratories; Charles E. Lager, of Atlas Film Corp., Colburn and Roudabush.

The next meeting will be held in the Hotel Drake in Chicago in April.

FOR EASTER" **EAST OF**

A SMASH IN ALL PRE

A SUPER-SMASH ATTRACTION

TREMENDOUS NOW IN

HOLLYWOOD, FRISCO

BOXOFFICE NO. 1

FROM THEATERS

COMPANY — WARNER



ELIA KAZAN'S EXPLOSIVE PRODUCTION

"EAST OF

WARNERCOLOR CINEMA

starring **JULIE HARRIS · JAMES DEAN · RAYMOND MASSEY** JO VANCE

"EDEN" NATIONWIDE!

RELEASE OPENINGS —
ON FOR THE HOLIDAY !
N.Y., DETROIT, L.A.,
MIAMI! ANOTHER
OCK-BUSTER
BATTLE CRY'
RNER BROS !

CTION OF JOHN STEINBECK'S

"EDEN"

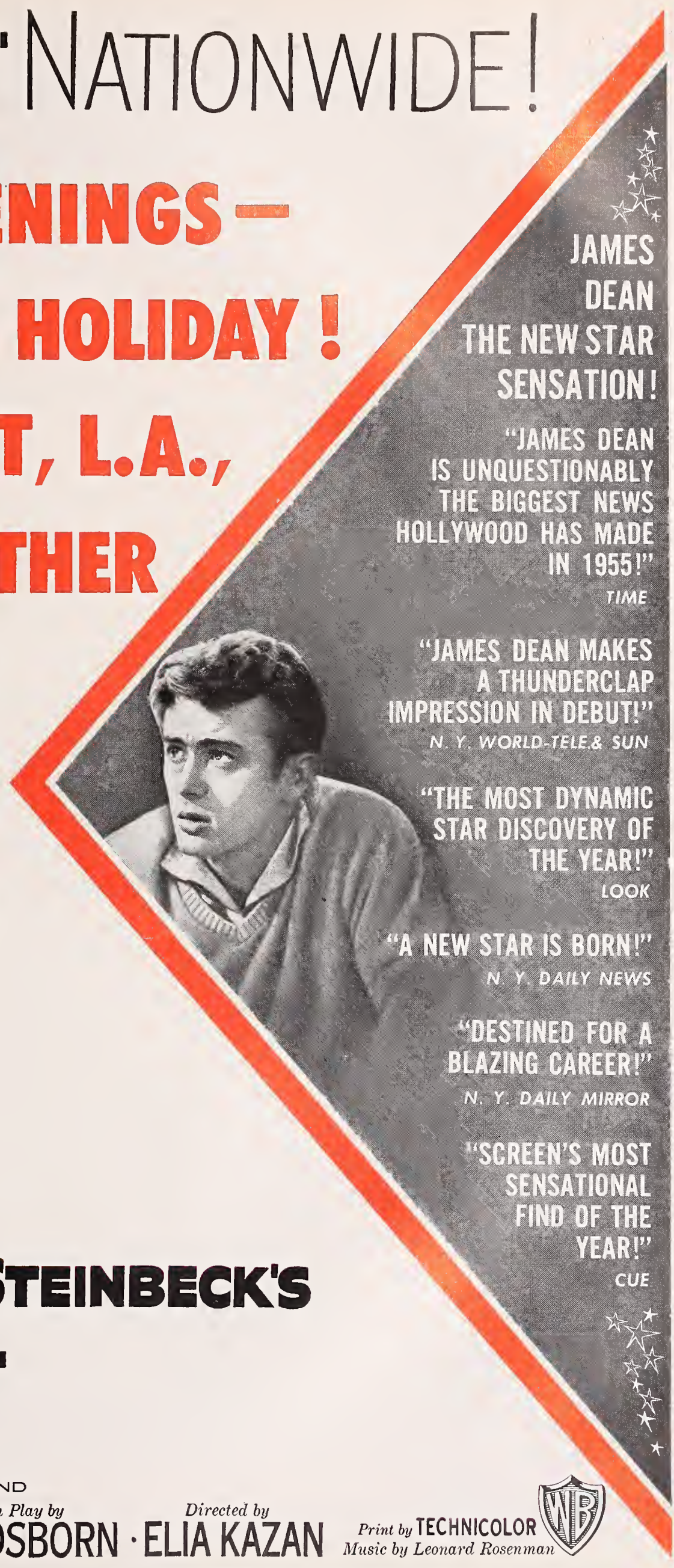
SCOPE STEREOPHONIC SOUND

ES • RICHARD DAVALOS
ALBERT DEKKER • LOIS SMITH

Screen Play by
PAUL OSBORN • ELIA KAZAN

Directed by

Print by **TECHNICOLOR**
Music by **Leonard Rosenman**



**JAMES
DEAN
THE NEW STAR
SENSATION!**

**"JAMES DEAN
IS UNQUESTIONABLY
THE BIGGEST NEWS
HOLLYWOOD HAS MADE
IN 1955!"**
TIME

**"JAMES DEAN MAKES
A THUNDERCLAP
IMPRESSION IN DEBUT!"**
N. Y. WORLD-TELE & SUN

**"THE MOST DYNAMIC
STAR DISCOVERY OF
THE YEAR!"**
LOOK

"A NEW STAR IS BORN!"
N. Y. DAILY NEWS

**"DESTINED FOR A
BLAZING CAREER!"**
N. Y. DAILY MIRROR

**"SCREEN'S MOST
SENSATIONAL
FIND OF THE
YEAR!"**
CUE



Censorship

(Continued from page 1)

all censorship would not financially benefit patrons or exhibitors. He said 60 cities throughout the country have municipal censorship, even though only six states have censorship.

Rep. Harry Corkwell, Rep., Putnam County, co-sponsor of the Putka bill, said "It's silly to say we cannot limit rights. Our rights should be limited when the morals of youth are threatened."

James P. Kilbane, Dem., Cuyahoga County, one of the four sponsors of the administration-backed bill, said, "No constitution can violate the right of a parent to protect children. The go-sign was given to peddlers of film junk by recent court decisions. The state has been flooded with heralds and newspaper advertisements that would turn the stomach of the lowest hottentot. The Supreme Court has said movies are still subject to restraint. In every censorship decision the court has left the door open for laws regulating films."

Sees Films-Comic Book Link

Rep. Kenneth A. Robinson, Rep., Marion, committee chairman, said film censorship and comic book regulation are inter-related because of the recent U. S. Supreme Court decisions.

The committee is conducting hearings on proposals to censor comic and "pocket" books.

Silverstone

(Continued from page 1)

"The Robe" has returned a rental figure of \$500,000 (6,750,000 pesos) as it completes its first year at the Broadway Theatre here.

The film company executive, in visits to Mexico, El Salvador, Panama, Peru, Colombia, Ecuador, Chile and Argentina during the past few weeks accompanied by Latin America supervisor Edward Cohen, reported the construction of many theatres especially for CinemaScope as well as installations of the system in first and subsequent-run theatres.

Meeting with government officials, leading theatremen and film producers in each of the eight countries, Silverstone revealed that public and trade enthusiasm for CinemaScope and stereophonic sound has spurred installations past the 800 mark and that this figure is expected to double by the end of the year.

Indicative of the rapidity of installations, he reported that in Colombia "every important and practically every secondary theatre" is equipped and showing CinemaScope pictures.

Discussions with major film producers in the countries visited also point to a marked upsurge in local production in CinemaScope during the coming months keeping pace with theatre installations of the process, Silverstone added.

From here Silverstone will go to Uruguay, Brazil and Venezuela.

Shortages Hurt Overseas

(Continued from page 1)

press conference here yesterday, the producer of "Gentlemen Marry Brunettes," United Artists first CinemaScope musical release, declared that "at present in France and England there is a shortage of top talent, film equipment and studio space."

When American producers start production in those countries, it will be a "mad scramble" for the available material, Bassler said. "In the long run, however, the French and British film situation is easing somewhat and, in time, will afford the same type of services available in this country," he said.

Filming a picture abroad, in all situations, tends to build a better box office for the picture, the former 20th Century-Fox producer said. "There is nothing like the real thing in giving audiences authenticity and this in turn helps the picture," Bassler told his listeners.

Commenting on television in general, Bassler said that he would like to see some of his old productions appear in that medium, mainly as a matter of interest. Color television will make some inroads into a theatre's business, but once the novelty wears off, the public will return to theatres because there is a basic desire to get out of the house in seeking entertainment, he said.

The same situation applies to subscription television, Bassler said. The public at first, if it becomes a reality, will stay home and watch the medium's shows, but after a while will return to theatres, he said. "It must be remembered that not every picture will be suitable for presentation in subscription television; 'Gentlemen Marry Brunettes' will be enjoyed more in a theatre than on a TV screen because of its spectacular treatment and wide-screen CinemaScope presentation," he stated.

Talking about "Gentlemen Marry Brunettes," Bassler said that the total budget on this Russfield-Voyager Production will be about \$2,000,000 in U. S. dollars, English pounds and French francs. "If we made this CinemaScope picture, with Eastman color, in the U. S., the production would cost about \$3,000,000," he said, and added that United Artists plans a Fall release for the film.

USIA Praises

(Continued from page 1)

them and the people for whom they are made." It added that "when American producers enter their best products in these important international events, they can bring credit to the U. S., her people and institutions, and contribute to an important aspect of the information task—to help people abroad understand us better."

The agency announced that a U.S.I.A. film, "Italo-American Athletes," had received a special grand diploma of honor at the 11th International Sports Film Festival held this month in Italy. The film was applauded enthusiastically by the predominantly Italian audience, U.S.I.A. added. Arthur Monkon, films officer at the U.S.I.A. Rome office, represented the U. S. at the festival at Cortina D'Ampezzo.

Reciprocal Trade

(Continued from page 1)

early next week. The bill, which is backed by the motion picture distributors, passed the House substantially as requested by the Administration, but faces very rough sledding in the finance committee and on the Senate floor. Protectionists are confident they can add many protectionist amendments to the bill.

To Portray Lindbergh

HOLLYWOOD, March 23.—Jack L. Warner has announced that James Stewart had been signed to portray Charles Lindbergh in "The Spirit of St. Louis," Leland Hayward's production of Lindbergh's own Pulitzer-Prize story, which Billy Wilder will direct.

Montana Theatre Burns

BILLINGS, Mont., March 23.—Fire of undetermined origin completely gutted the Lyric Theatre here today. Loss estimated at more than \$75,000 is partially covered by insurance.

Owners of the house are William A. Dollison and Paula Lewis.

AA's Plans

(Continued from page 1)

tres successfully with 150 pictures a year, would you change your policy because suddenly 400 pictures were made available to you?" Broidy asked. He gave a resume of the pictures to be made at the A.A. studios and promised two major films a month along with the regular program pictures.

Morey Goldstein, A.A. sales manager, announced that the Walter Reade circuit had promised full support of the A.A. production project. Al Daytz of Daytz Theatre Enterprises, representing 75 theatres, pledged full support to Broidy and Goldstein and the A.A. production plans.

Head table guests at the luncheon were Martin Mullin, toastmaster; Herman Rifkin, Julian Rifkin, Ben Abrams, John Pavone, Herman Mintz and John Flynn, director of advertising for A.A.

Goldstein left tonight for Washington for a conference at the Pentagon tomorrow. Broidy and Flinn left for New York, where they will meet exhibitors tomorrow.

SMPTE

(Continued from page 1)

the membership drive has been organized on a regional level, with John Duvall, of DuPont, national chairman; Edward Warnecke, of Eastman-Kodak, Eastern chairman; Harry Lange, Sarra, Inc., Central chairman; and Lou Vincent, Acme Film Laboratories, Coast chairman.

Rep.'s MCA Films Open to Theatres

Although MCA-TV has obtained the television distribution rights to 123 Gene Autry and Roy Rogers features, Republic still owns the properties and will continue to distribute the 35mm. versions to theatres that want them, it was reported yesterday.

The lineup consists of 67 Rogers pictures and 56 Autrys, each of which has been re-edited for television use.

'Workshop'

(Continued from page 1)

the Workshop, Simons, who has already conducted 11 conclaves thus far and has 13 more scheduled up to late June, informed AMPA members that exhibitors are striving to learn more about showmanship and the selling of films. "Drive-in owners and operators are now starting to sell pictures instead of releasing greased pigs and turkeys in order to draw customers," he said.

Simons, during his dissertation, said that exhibitors should try to influence the 13-year-old girl, who is an adult at the theatres, but a child at home and school, because this age group influences the buying in families. He also spoke on the Workshop's discussion on a theatre's role in keeping "Main Street" well-lighted.

Austin Discusses Pressbooks

Austin discussed the promotional services available to exhibitors, mentioning that some theatremen in the business have never seen a pressbook. He explained a number of the 33 aids which M-G-M makes available to exhibitors in presenting product. "Exhibitors are in favor of the Workshop's information program of discussing selling ideas," he said.

The AMPA meeting was presided over by Dave Bader, president. Seated on the dais were Simons, Austin, Bader, Lige Brien, Hans Barnstyn and Cy Eichman. Albert Mont of Brandt Theatres was the recipient of a leather portfolio winning the door prize.

'ANTA Album'

(Continued from page 1)

earlier in the week. He said that box-office sale of tickets will begin nationally tomorrow.

The CARE official said he had no way of reporting the expected attendance, explaining that many people and organizations sent in contributions above the price of tickets, which range from \$2 to \$10. He said that CARE and ANTA, which will divide the proceeds of the performance on a 50-50 basis, have reduced their box-office goal from \$500,000 to \$300,000 with the reduction in the number of cities slated to receive the telecast, from 45 to 32.

The performance will be telecast from the Adelphi Theatre here, beginning at 10:30 P.M. (EDT).

All ticket sales heretofore have been handled by CARE committees.

Ontario Taxes

(Continued from page 1)

announced reduction of one-fifth from the present 12½ per cent levy, will mean approximately a further cut of less than one cent per ticket valued at 26 cents to 50 cents, admissions under 26 cents being tax-free under the new schedule.

The further adjustment has yet to be adopted by the Provincial Legislature in amendments to the Ontario Hospitals Tax Act under which the amusement levy is administered.

Theatre owners have expressed disappointment over the tax revision announced by Premier L. M. Frost but it is conceded that the film industry was the only one to obtain a tax cut while Ontario is the only Province to grant amusement-tax relief this year.

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FOR PERFECT ...

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We Can Please You.
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Send Us Your
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Twinkle,
twinkle,
lovely star . . .

How to keep you lovely as you are—always—in every print!

That's a problem which involves the entire industry—begins with sets and make-up . . . follows with film-selection and camera work . . . ends only in the laboratory with precision processing and printing of both original answer prints and final releases.

To aid the industry in its pursuit of perfection, Kodak maintains the Eastman Technical Service for Motion Picture Film at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
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DETROIT

Mr. Jack Zide
Allied Film Exchange
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SEATTLE-PORTLAND

Mr. N. P. Jacobs
Favorite Films of Calif., Inc.
2419 Second Ave., Seattle, Wash.
Mr. N. P. Jacobs, Favorite Films
Portland, Oregon

LOS ANGELES

Mr. N. P. Jacobs
Favorite Films
1966 So. Vermont Ave.,
Los Angeles, Calif.

PHILADELPHIA

Mr. Jack Engle
Screen Guild Prods.
of Philadelphia
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Philadelphia, Pa.

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Charlotte
Dallas
Jacksonville
Memphis
New Orleans
Oklahoma City

WASHINGTON

Mr Sam Wheeler
Wheeler Film Company
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Washington, D. C.

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Mr. Harold Fuller
Dimension Pictures Ltd.
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Denver, Colo.

SAN FRANCISCO

Mr. N. P. Jacobs
Favorite Films of Calif., Inc.
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San Francisco, Calif.

PITTSBURGH

Mr. Bert Stern
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George J. Waldman
630 Ninth Avenue
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...and more to come...

Now, we hope, as exhibitors you are **READY** for

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All
The News
That
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MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 77. NO. 59

NEW YORK, U.S.A., FRIDAY, MARCH 25, 1955

TEN CENTS

Almost Double

20th Earnings For 1954 Put At \$8,044,524

Co. Credits World-Wide Acceptance of C'Scope

Consolidated net earnings of \$8,044,524 for the year ended Dec. 25, 1954, was reported here yesterday by 20th Century-Fox. This compares to net earnings of \$4,560,887 for the previous year.

The company credited the "substantial improvement of earnings" to "the world-wide acceptance of CinemaScope and the revival of the motion picture as the most popular form of public entertainment."

For the 52-week period ended Dec. 25, earnings amounted to \$3.04 per share on the 2,644,486 shares of common stock outstanding. Comparable operations for the 52-week year of 1953 showed earnings amounted to \$1.65 on the 2,769,486 of common stock then outstanding, the company reported.

The net earnings for the fourth
(Continued on page 12)

One-Day Collection For Rogers Hospital Is Approved Here

Exhibitor organizations, including the TOA, Allied, ITOA and MMPTA as well as several leading circuits, have approved a one-day audience collection plan for the benefit of the Will Rogers Memorial Hospital at Saranac Lake, N. Y. Date of collection has not been definitely pegged, but it is likely it will be in mid-August, on the opening day of a new attraction. This will be left to the
(Continued on page 12)

Youngstein Elected Cinema Lodge Head

Max E. Youngstein, vice-president of United Artists, last night was elected president of New York's Cinema Lodge of B'nai B'rith for the coming year to succeed Burton E. Robbins, National Screen Service executive, who has held office for the past two years.

Installation of officers for the new year will be held at an industry-wide luncheon scheduled for the Hotel
(Continued on page 10)

Fla. Retailers Hit Toll TV

The Florida State Retailers Association has become the first such association to publicly go on record against toll television, it was disclosed here yesterday.

The association, meeting in Orlando earlier this week, passed a resolution calling upon the Federal Communications Commission and Congress to "keep the air free, in line with the philosophy on which American broadcasting has been established."

The resolution warned that pay-as-you-see television would add to a "stay at home trend of present consumers and further result in the lessening of the large listening audience offered by free radio and television, presently
(Continued on page 12)

Fine Films Will Beat Competition: Mayer

From THE DAILY Bureau

HOLLYWOOD, March 24.—Louis B. Mayer, guest speaker at the 5th annual American Cinema Editors Awards banquet held at the Ambassador Hotel here tonight, told his more than 400 listeners that great pictures will always do good business, regardless of the entertainment competition.

Referring to television, Mayer said, "Aside from big sporting events and national or international spot news coverage, I do not regard television as any greater competition to the screen than radio. There are many
(Continued on page 10)

Experts Visualize New Era Theatre

A conception of theatre design for community life now seen to be developing in the United States, by Ben Schlanger, noted theatre designer, and George Schutz, editor of "Better Theatres," is presented in a special eight-page section of the 1955 Market Guide Number of "Better Theatres" published with this week's "Motion Picture Herald," out today.

Visualized in crayon drawings, the scheme of the theatre takes into basic consideration general use of the automobile and accelerated growth in population with preference for suburban living, while providing in the auditorium conditions for fullest possible realization of an at-the-scene effect in viewing the screen performance.

VistaVision Chosen For New U-I Film

From THE DAILY Bureau

HOLLYWOOD, March 24.—"Away All Boats," on which Universal will start shooting early next month, will be filmed in VistaVision and color by Technicolor, Edward Muhl, vice-president in charge of production, reported today.

While Frederick Brisson has announced that his next production "The Girl Rush," starring Rosalind
(Continued on page 12)

See More Meetings Necessary

Defense Officials Indecisive On Military Theatre Plan

From THE DAILY Bureau

WASHINGTON, March 24.—Top Defense Department officials today indicated considerable reservations about an industry plan to eliminate military theatres' competition with private exhibitors. An industry delegation headed by Motion Picture Association president Eric A. Johnston met with Defense Secretary Charles E. Wilson and other top Pentagon officials to go over the plan. The meeting was held at the request of the Defense Department officials, to get the facts from the industry on the proposal.

Although the industry spokesmen officially refused to admit that the defense officials had reservations about the industry plan, it was obvious that this was so. One industry official said indications are that a different proposal might have to be worked

out, and that future conferences on the subject could be expected.

This was in marked contrast to recent statements from the industry, which had indicated that the agreement was practically signed, sealed and delivered.

Earlier industry conferences with Deputy Assistant Secretary of Defense D. Walter Swan had led to a tentative agreement on a plan to end the competition from military theatres. John Adams and Kenneth Clark, for the industry, drafted a let-
(Continued on page 12)

Broidy Says

AA to Invest \$25,000,000 In Product

Reveals Plans to Produce 38 Pictures in 17 Months

By LESTER DINOFF

Allied Artists is prepared to go forward in the industry by investing \$25,000,000 in the production of 37 or 38 pictures within an approximate 17 month period, it was announced here yesterday by Steve Broidy, AA president, at a luncheon meeting at Toots Shor's Restaurant with some 165 exhibitors and press representatives.

While revealing the progress, status and future plans of Allied Artists, Broidy placed reserva-
(Continued on page 10)



Steve Broidy

Set Groundwork For Quebec-TOA Affiliation Project

Special to THE DAILY

MONTREAL, March 24.—Groundwork for the amalgamation of Theatre Owners Association of Quebec and the Theatre Owners of America was laid here yesterday at a meeting of the Quebec showmen at which Alfred Starr, TOA leader, was the principal speaker.

Close collaboration of the two or-
(Continued on page 10)

'Trust' Group Report Is Due Next Week

From THE DAILY Bureau

WASHINGTON, March 24.—Attorney General Brownell today said the recommendations in a forthcoming study committee's report on anti-trust policy do not necessarily represent the views of the Administration. He said the Administration would have to consider the committee's recommendations for some time.

The report, due next week, comes
(Continued on page 12)

Personal Mention

E. K. O'SHEA, Paramount distribution vice-president; **JEROME PICKMAN**, advertising-publicity vice-president; **SIDNEY DENEAU**, home office distribution executive, and **ROBERT K. SHAPIRO**, managing director of the Paramount Theatre, left New York yesterday by plane for Omaha.

SANDRA FELDMAN, of Riverdale, has announced her engagement to **STANLEY FELLERMAN**, of United World Films. He is the son of **MAX FELLERMAN**, executive vice-president of Lopert Films.

SAMUEL BISCHOFF and **DAVID DIAMOND**, producers, and **PHIL KARLSON**, director, are in New York from Hollywood.

HUGH OWEN, Paramount home office distribution executive, will leave New York by plane today for Dallas.

PATRICIA SHEENAN, actress, will leave New York today for London via B.O.A.C. Monarch.

JOHN P. BYRNE, M-G-M Eastern sales manager, will leave New York today for Chicago.

MORGAN HUDGINS, M-G-M studio publicist, will leave here today by plane for London.

ROBERT BASSLER, producer, will return to Hollywood tomorrow from New York.

HAROLD KRESS, M-G-M film editor, arrived here yesterday from the Coast.

Snaper, Myers to Texas, Okla. City

Wilbur Snaper, president of New Jersey Allied, left here last night for Beaumont, Tex., to attend a testimonial dinner being given by the city of Beaumont to Julius M. Gordon, president of the Jefferson Amusement Co.

Snaper will be joined in Texas by Abram F. Myers, Allied general counsel, who is scheduled to leave Washington tonight, it was learned. Both Snaper and Myers will proceed to Oklahoma City, where the Allied of Oklahoma convention will open on Sunday. Also attending the Oklahoma meet will be Allied president Ruben Shor.

There was no indication here or in Washington whether Allied's Emergency Defense Committee will meet in conjunction with the Oklahoma convention. But it was considered likely in Washington that the EDC meet, if it does not take place in Oklahoma City, will be held shortly thereafter.

'Long John' April 5

"Long John Silver," D.C.A.'s CinemaScope Eastman-Color film with stereophonic sound, will open on April 5 at Brandt's Mayfair here.

Ohio House Group to Whip 3 Censor Bills Into One

Special to THE DAILY

COLUMBUS, March 24.—The newly-appointed subcommittee of the Ohio House of Representatives Judiciary Committee will meet March 29 to whip three proposed pro-censorship bills into one measure. Subcommittee members include E. G. James, chairman; John J. Chester, Jr., Robert E. Zeller, Robert F. Groneman, Gilbert Bettman, Thomas O. Matia and Frances McGovern.

Judge Clayton Rose, of the Franklin County Domestic Relations Court, and probate judge Hoy Russell, Millersburg, took opposing views on censorship in concluding arguments before the full committee. Rose is leader in the newly-organized Committee for Decent Films in Ohio. Judge Russell is owner of the Russell Theatre, Millersburg, and is serving his second term on the Holmes County judicial bench.

Warns of Obscenity

Rose said the repeal of censorship would enable the showing of obscene pictures and incite individuals to commission of crime. He said 50 per cent of pictures submitted for exhibition are produced by non-members of the Motion Picture Association of America. He added that foreign films "can open the door for subtle Communist propaganda."

Russell cited the delinquency rate among Amish youths of Holmes County to refute claims that films cause juvenile delinquency. He said there is as much delinquency among the Amish as in other groups. Amish

people are forbidden to attend movies, he said, and added:

"If movies are to be censored, then in the name of common sense and equality, all of our media—press, radio, TV, etc. — should be censored, which God forbid."

John C. Harlor, Columbus attorney representing MPA, said the task of writing a constitutional censorship law is almost insurmountable.

Mrs. W. Andrew Martin, Columbus, chairman of the Committee for Decent Films, presented petitions bearing 50,000 signatures of "open-minded Ohio citizens who want the licensing and censoring of movies."

K. of C. Joins Campaign

Thomas Osborne, Cleveland, representing the Catholic PTA League of Cleveland and the Cleveland Council, Knights of Columbus, said Ohio has the right to censor films.

The bill sponsored by Rep. Louis J. Schneider, Jr., of Cincinnati, came under attack by another bill sponsor, Rep. James P. Kilbane, of Cleveland, who maintained that Schneider's provision for censoring films only for patrons under 21 would be impossible to enforce. He questioned its constitutionality because it would leave the present standards in the law.

Complete Panel for Okla. City Workshop

Elmer Brennan, city manager for Standard Theatres, Green Bay, Wis., will be a panelist at M-G-M's Ticket-Selling Workshop at Oklahoma City on Wednesday, it was announced yesterday by Mike Simons, customer relations director. Arrangements for Brennan's appearance on the exhibitor panel was made with James Coston, Standard president, at Chicago. This will be Brennan's first Workshop assignment. The Oklahoma City Workshop will mark the 14th in the series of 23 scheduled by M-G-M.



Elmer Brennan

Andrew M. Sullivan, Jr., city manager for Dixie Drive-In Theatres, Savannah, Ga., will be the second member of the panel which will surround Emery Austin, director of exploitation for M-G-M, at the meeting in the Skirvin Hotel.

Paul Anderson, Grand Theatre, Rocky Ford, Colo., representing Gibraltar Enterprises, also has been assigned to the Oklahoma Workshop.

Paul McNutt, Former U.A. Chairman, Dies

Paul V. McNutt, chairman of the board of United Artists in 1950-'51 just prior to its takeover by the present Arthur Krim-Robert Benjamin management, died at his home here yesterday after a lengthy illness.

McNutt, a former governor of Indiana, High Commissioner of the Philippines, War Manpower Commissioner and Presidential aspirant, also served the industry in 1947 as special counsel for the Motion Picture Association of America in connection with a Congressional committee hearing of charges of communist infiltration of Hollywood.

John W. Davis Dead; Was Loew's Lawyer

CHARLESTON, S.C., March 24.—John W. Davis, noted constitutional lawyer of New York City who represented Loew's throughout the 15 years of the government anti-trust suit against major motion picture companies, died here today following his third attack of pneumonia in recent months. He was 81 years old.

Davis, who was Democratic candidate for the Presidency in 1924, personally argued Loew's appeal in the U. S. Supreme Court from the Federal statutory court decision in New York finding Loew's, among others, guilty of anti-trust law violations.

Sunday Ban Ruling Is Asked in Mass. By Distributor

Special to THE DAILY

BOSTON, March 24.—Times Film Corp. has asked the Supreme Judicial Court of Massachusetts to rule that the Commissioner of Public Safety, Otis Whitney, exceeded constitutionality in banning Sunday showings of the French film "Game of Love" and complained of his censorship on another picture, the Swedish film "One Summer of Happiness."

The film company has asked for a petition of certiorari to be brought against the commissioner to determine the validity of the authority of his action and seeking him to be prohibited from activity in the field of censorship of motion pictures.

Four Rulings Asked

The petition seeks to have the court declare four distinct results: that the existing Sunday licensing law is unconstitutional; that the words "public entertainment" as used in the statute do not apply to motion pictures; that the commissioner has no authority to censor motion pictures prior to their showings in theatres, and that the commissioner's action is arbitrary.

No damages were asked. Times Film Corp. stated that the "Game of Love" has been banned outright for Sunday showings and that "One Summer of Happiness" has had two scenes and several phrases deleted.

Sidney Davis Heads Television Probe

WASHINGTON, March 24.—Sidney Davis, a member of the New York City law firm of Phillips, Nizer, Benjamin & Krim, has been named to head the Senate Commerce Committee's coming investigation of television broadcasting.

Committee chairman Magnuson (D., Wash.), who announced the Davis appointment today, has said the investigation might go extensively into the subscription television fight. Davis served last year as head of the Senate Judiciary Committee's investigation of monopoly in the power industry.

Was Crash Victim

ROCHESTER, March 24.—Mark W. Purser, 47, an Eastman sales representative, was among the 12 persons killed in a plane crash near Springfield, Mo. Purser boarded the American Airlines twin-engine Convair in Rochester. He was bound for Tulsa.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"THE GLASS SLIPPER"

in radiant COLOR starring
Leslie CARON • Michael WILDING

An M-G-M Picture
and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW

NEW
BOXOFFICE
POWER

ALLIED ARTISTS

...the new major company explodes into ACTION...not plans or promises...but a powerhouse line-up of COMPLETED top "A" pictures packed with CINEMASCOPE, TECHNICOLOR and BIG STAR CASTS! Our answer to your product shortage is on the following pages.

Allied Artists is on the move, in the news, ready for boxoffice action!



"THE BIG COMBO
can tap the big
money that
rewarded such
smash films as
ON THE
WATERFRONT
and **DRAGNET.**
It has sock
and shock!"

—HOLLYWOOD
REPORTER

CORNEL
WILDE

RICHARD
CONTE

BRIAN
DONLEVY

JEAN
WALLACE

THE BIG COMBO

Written by PHILIP YORDAN
Produced by SIDNEY HARMON
Directed by JOSEPH LEWIS

"You've got to go
back to 'Scarface',
'Public Enemy' and
the early Bogart
pictures for a melo-
drama comparable
to this. It's sexy,
candid, convincing.
Promises big returns."

—MOTION PICTURE HERALD

ALLIED ARTISTS...THE

CINEMASCOPE

brings terrifying power to the high tension and
blazing excitement of this blood-stained
saga of an infamous sin town!

EVERY HOUR
WAS
HIGH NOON
FOR
WYATT EARP!

WICHITA

STARRING

JOEL MCGREA

ALSO
STARRING

VERA MILES • LLOYD BRIDGES

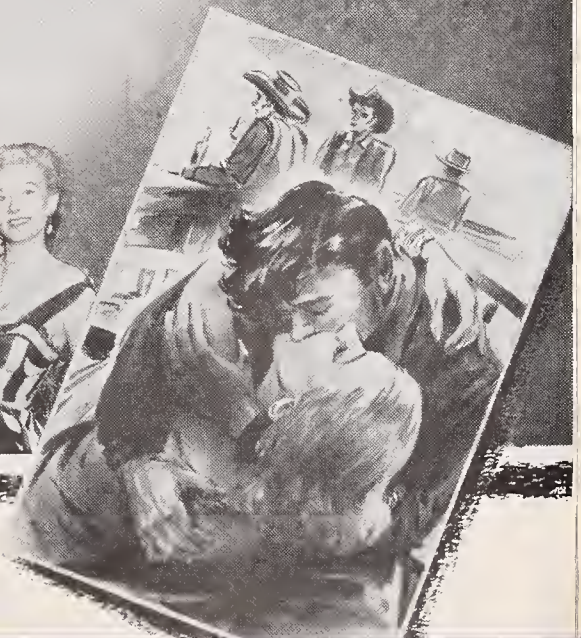
WALLACE FORD • EDGAR BUCHANAN • PETER GRAVES

with KEITH LARSEN • CARL BENTON REID • JOHN SMITH

A WALTER MIRISCH Production • Directed by JACQUES TOURNEUR

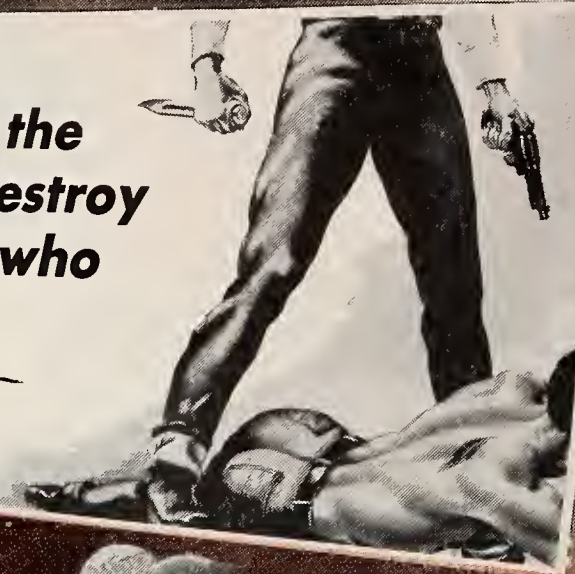
Story and Screenplay by DANIEL B. ULLMAN

PRINT
BY **TECHNICOLOR**



NEW BOXOFFICE POWER

*...now he was like the
others...ready to destroy
any man or woman who
got in his way!...*

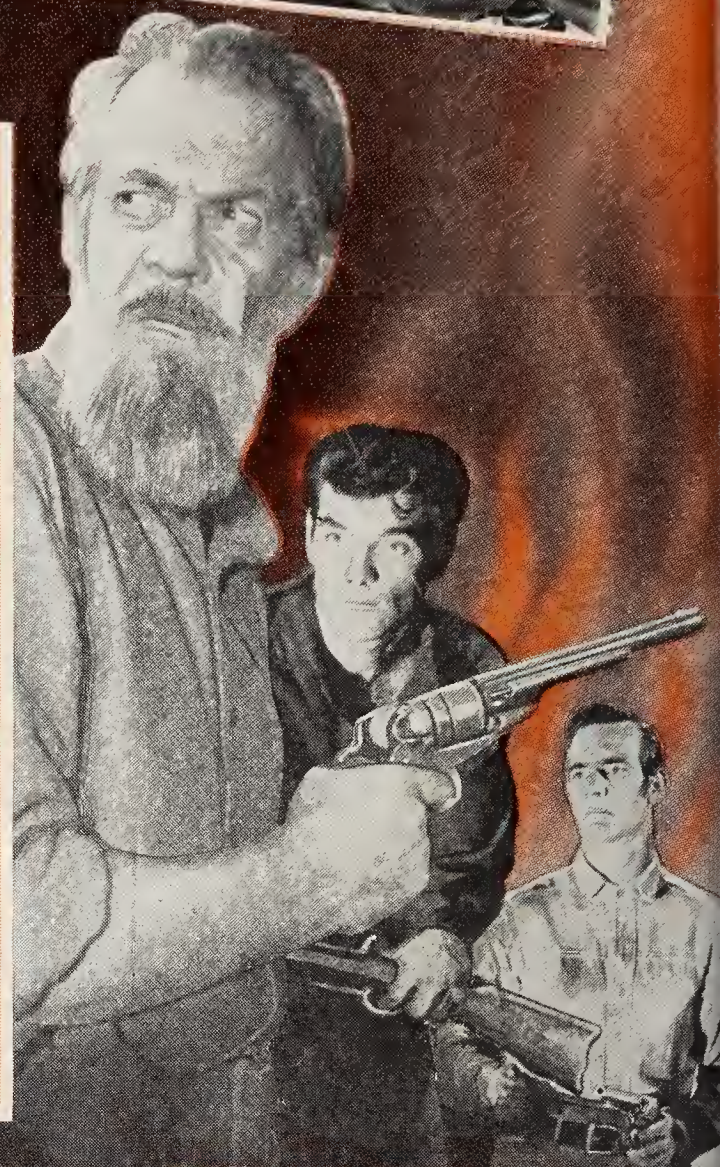


**"Strong entry in
any situation.
Strong-arm
violence...
excitement and
thrills!"**

— SHOWMEN'S
TRADE REVIEW

**"Powerful...a
production of
extraordinary
impact!"**

— MOTION
PICTURE DAILY



SEVEN ANGRY MEN

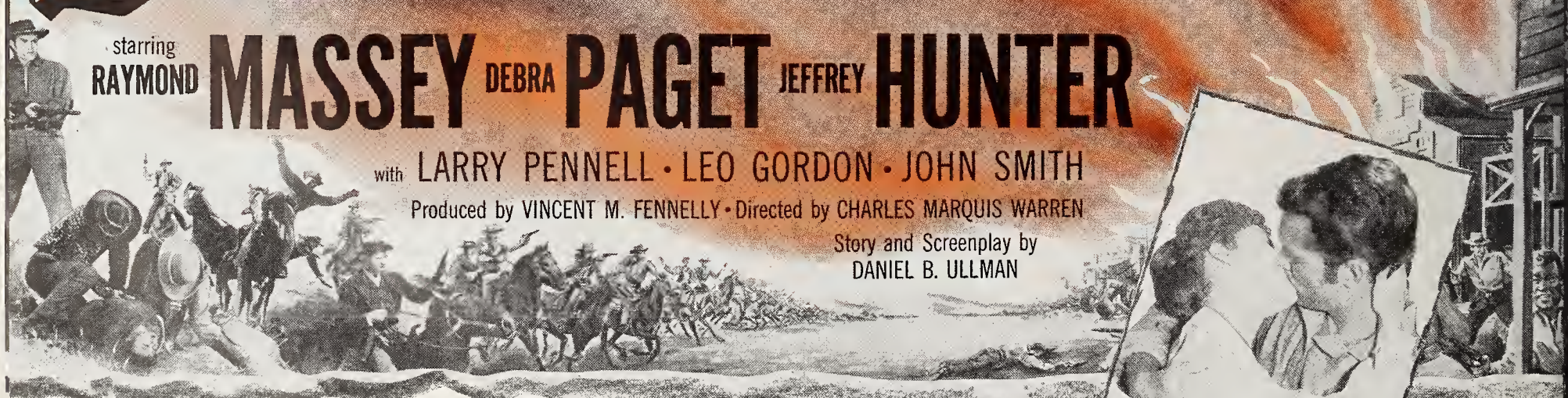
starring
RAYMOND

MASSEY DEBRA PAGET JEFFREY HUNTER

with LARRY PENNELL • LEO GORDON • JOHN SMITH

Produced by VINCENT M. FENNELLY • Directed by CHARLES MARQUIS WARREN

Story and Screenplay by
DANIEL B. ULLMAN

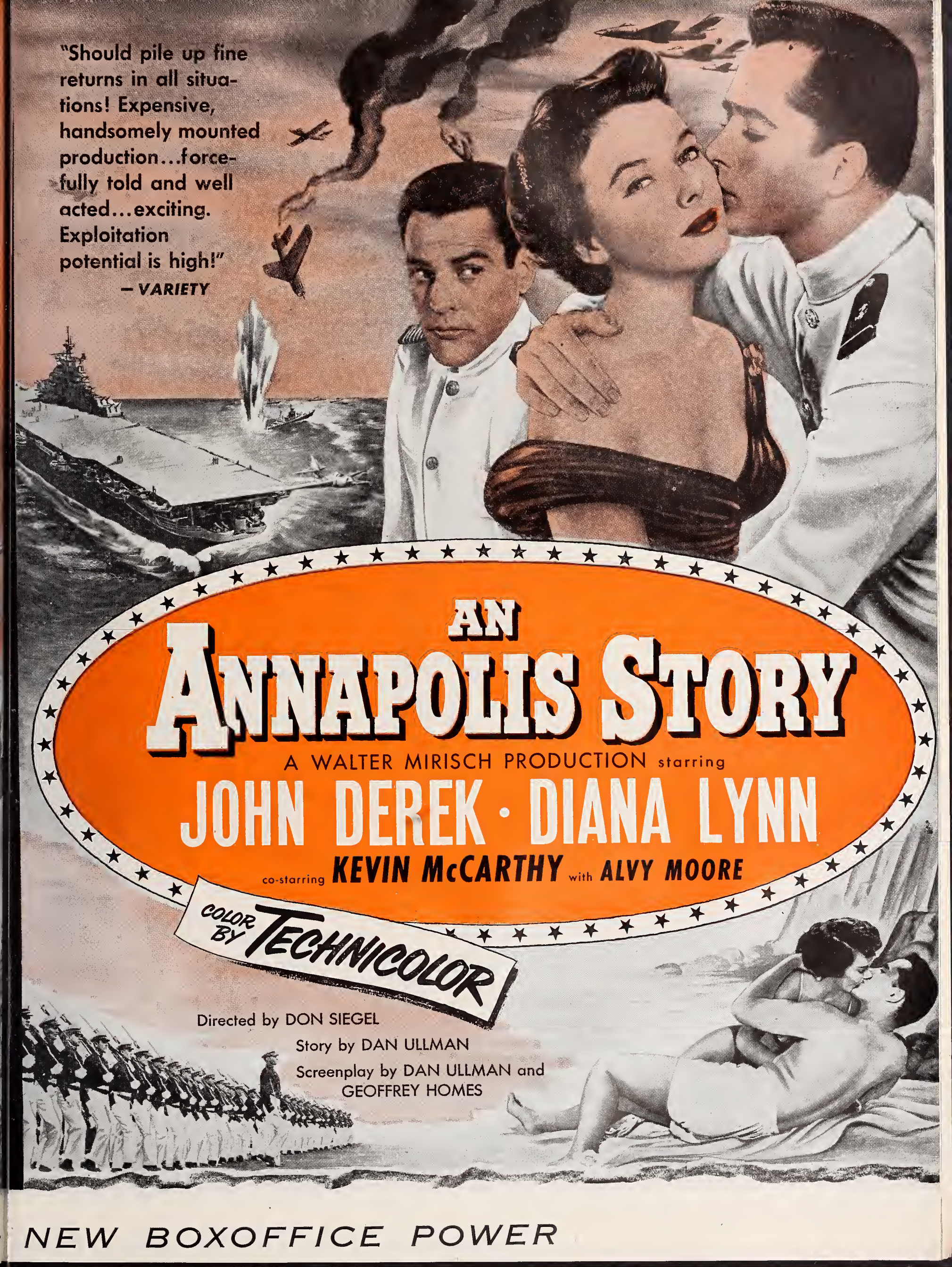


ALLIED ARTISTS...

...THE

"Should pile up fine returns in all situations! Expensive, handsomely mounted production...forcefully told and well acted...exciting. Exploitation potential is high!"

— VARIETY



AN ANNAPOLIS STORY

A WALTER MIRISCH PRODUCTION starring

JOHN DEREK • DIANA LYNN

co-starring KEVIN McCARTHY with ALVY MOORE

COLOR BY **TECHNICOLOR**

Directed by DON SIEGEL

Story by DAN ULLMAN

Screenplay by DAN ULLMAN and
GEOFFREY HOMES

NEW BOXOFFICE POWER

HOT-BLOODED KILLER and a FEMALE SADDLE TRAMP

...clashing, killing, hating, loving...in a searing blast of drama that strips
down to raw emotions and savage, desperate violence!

STERLING
HAYDEN

YVONNE
DeCARLO

ZACHARY
SCOTT

"It's always
open season
on women
like you!"

SHOTGUN

PRINT BY **TECHNICOLOR**

A JOHN CHAMPION Production
Directed by LESLEY SELANDER
Written by CLARK E. REYNOLDS and RORY CALHOUN

ALLIED ARTISTS...THE N

DRENCHED IN BARBARIC TERROR!

RAGING WITH BRUTAL PASSIONS!

BIG AS ONLY CINEMASCOPE CAN MAKE IT!

ERROL FLYNN
JOANNE DRU
PETER FINCH

THE WARRIORS

PHOTOGRAPHED IN

CINEMASCOPE

with

YVONNE FURNEAUX
ROBERT URQUHART
NOEL WILLMAN

A WALTER MIRISCH Production

Directed by HENRY LEVIN

Story and Screenplay by DANIEL B. ULLMAN

PRINT BY **TECHNICOLOR**

NEW BOXOFFICE POWER

Youngstein

(Continued from page 1)

Sheraton-Astor on April 19th, it was announced.

Elected as vice-presidents for the coming year were Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Jack Weissman, Al Wilde and Lou Wolff.

Trustees Elected

Jack Hoffberg was elected treasurer; David Kelton, secretary, and Burton Robbins, chaplain. Elected as trustees were Max Blackman, Julius Collins, Harold Danson, Leo Jaffe, Moses L. Kove, Joseph Maharam, Louis Novins, and Arthur H. Schwartz.

Elected as delegates to the Metropolitan council of B'nai B'rith were Livingston, Hoffberg, Martin Levine and Jack Levin with John Trubin, Sheldon Goldell, Weissman and Norman Robbins as alternates. Elected as delegates to the District Grand Lodge convention of B'nai B'rith to be held at the Hotel Concord in May were Shapiro, Hoffberg, Levine and Youngstein, with Levin and S. Arthur Glixon as alternates. Burton Robbins and Youngstein are automatically delegates to the council.

'Sports Smoker Night' Held

A feature of the evening at the Hotel Sheraton Astor last night was the showing of the official 1954 World Series films and a discussion by Jack Laval, scout of the New York Giants. The evening was billed as a "Sports Smoker Night."

AA to Invest \$25,000,000

(Continued from page 1)

tions on the production investments by the company saying that "exhibition will dictate the number of films to be produced" within a specific period by giving the product ready for distribution "the proper playing time."

The film company may cut its production schedule to 12 months, Broidy said, "if we get the play which has been indicated to us by exhibitors with whom I've talked." Broidy is currently touring the country meeting with groups of exhibitors.

Unless Allied Artists can secure better playing time in certain theatres in certain situations about the country, Steve Broidy, president of AA, yesterday stated that "we may sue for divorce."

According to a company spokesman, it is understood that Broidy's inference can be assumed to mean that AA will ask the government to look into the distribution of product in these situations unless AA gets better bookings in these theatres.

Broidy, in addressing some 165 industry officials, said, "We are grateful for the support given us by other companies. We are now ready to do the job ourselves."

The \$25,000,000 roster of pictures which AA will produce and release, does not include the previously announced 34 films which the company will offer to exhibition during 1955, the motion picture executive stated at the close of the meeting.

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, in introducing Broidy, declared that "Allied Artists has a tough job in breaking through the 'magic circle' in the industry." By using the term "magic circle," Goldenson explained that he referred to the major distributors dealings with exhibition for playing time.

Sees 'Great Injustice'

Goldenson stated that "unless exhibitors encourage AA or other independent producing organizations to attain the same opportunities given to the major companies, we as exhibitors are doing a great injustice to ourselves. We need competition and not limited sources of product." Goldenson said all exhibition welcomes the opportunity of joining in helping AA to attain its proper stature in the industry as the company is trying to do an outstanding job.

The ABPT president commended William F. Rodgers, former M-G-M sales head and now a consultant and advisor to AA in sales matters, for helping Allied Artists in its efforts "to attain a place in the sun."

Broidy, in reviewing some of his company's past history, declared that "we have tried to break the 'magic circle' 10 years ago and we took a beating of a lifetime then. Exhibitors know we have good product but we couldn't secure the playing time."

'We Are Now Prepared'

"It took a tragedy and holocaust in the industry to give AA an opportunity to get proper playing time when the 'fewer but better films' policy began. We are now prepared to give exhibition top pictures. I am pulling no punches and mincing no words in saying so."

Broidy gave a resume of the pictures to be made at the AA studios, and said that William Wyler's first AA production will begin around July 15, Billy Wilder will start a film for AA in November, Jose Ferrer will begin production between Sept. 15 to Oct. 15, and John Huston's "Man Who Would Be King" would start in January, 1956, with Walter Wanger's "The Body Snatchers" to begin soon.

Fully Equipped, He Says

"All we ask exhibition is to invest in the future of Allied Artists by affording our product some playing time," Broidy said. "We are equipped now to serve all of your needs," he said.

At the head table of the meeting were: Goldenson, Broidy, Rodgers, Edward Morey, vice-president and assistant to the president; Norton Ritchie, president of Allied Artists International Corp.; Alfred Crown, vice-president and liaison officer; John C. Flinn, director of advertising and publicity; Roy Brewer, manager of branch operations; Earl Revoir, assistant treasurer; Lloyd Lind, manager of special services; and Harry Goldstein, director of exploitation.

Boycott TV Films

PITTSBURGH, March 24.—Theatremen attending the final session of Western Pennsylvania Allied MPTO's convention adopted a measure to avoid theatre presentation of motion pictures that have been shown on television.

Quebec

(Continued from page 1)

organizations was agreed upon at the session, but formal merger will await further exploration and a study of the bylaws of the two bodies.

Starr, in his address, said that it had been his desire for many years to develop an international organization and that the affiliation of the Quebec group would be of "tremendous importance to all."

The TOA leader, who was on his first visit not only to Montreal but to Canada, spoke a few words in French to the great satisfaction of Quebec's French-speaking theatre owners. He declared himself highly honored to have attended the enthusiastic meeting and wished long-life to the TOA of Quebec.

Compares U.S. and Canada

Starr, discussing at length the problems faced by independent operators both in the U.S. and Canada, devoted a major portion of his speech to exhibitor-distributor relations. In Quebec, of course, he declared, the exhibitors are currently feeling the full impact of competition from television, while in the U.S., he declared, TV saturation seems to have been reached.

The situation in the U.S., Starr went on, is that patrons are visibly returning to theatres, with installment-bought TV sets now paid up.

Starr told Quebec operators to use ingenuity in programming and not to depend entirely on "heavily publicized films," maintaining that often seemingly "humble" films prove better draws at the box-office than "highly touted productions."

Elect Tabah Head Of Quebec TOA

MONTREAL, March 24. — E. N. Tabah, of the Montrose Theatre, Montreal, was reelected president of the recently-formed Theatre Owners Association of Quebec at the first annual meeting of the organization here yesterday.

Ed Gauthier of the Rio of Sorel, was elected first vice-president; Albert Berthiaume of Capri Theatre, Montreal, second vice-president; and Joseph H. Strauss of Empire, Montreal, was elected president of the executive committee.

Mayer Speech

(Continued from page 1)

fine programs on television and many fine personalities. These stars will continue to have a following, provided they can maintain the pace. However, burning up material as television does, their problem is far greater than is ours, with our quality of product."

Concerning color television, Mayer said, "It will have its effect, certainly, but, I believe, only momentarily and of a rather short duration."

Jane Wyman presented the awards to the cinema editors who will be candidates for the Academy Awards to be announced on Wednesday night.

The editors honored are Ralph Dawson for "The High and the Mighty," William A. Lyon and Henry Batista for "The Caine Mutiny," Gene Milford for "On the Waterfront," Elmo Williams for "20,000 Leagues Under the Sea," Ralph Winters for "Seven Brides for Seven Brothers" and Lynn Harrison and Grant Smith for "Operation Undersea."

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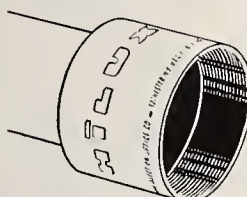
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NBC to Dedicate Color TV Center

From THE DAILY Bureau

BURBANK, Cal., March 24.—Gov. Goodwin J. Knight of California has designated next week as "NBC Color Television Week" in honor of the opening of NBC's new color city here on Sunday.

Official dedication ceremonies will take place during the telecast of the NBC-TV spectacular, "Entertainment 1955," Sunday, 7:30 to 9 p.m. (EST).

In a statement, Gov. Knight said: "The National Broadcasting Co. on March 27, 1955, is dedicating Color City in Burbank as its West Coast headquarters for color television production, thus providing a sparkling new showcase for the great entertainment industry of our state.

"We in California are justifiably proud of the leadership which our state has taken in this new medium of communication. Some of the finest programs offered nationally originate in our cultural and entertainment centers and thus contribute to the high regard in which our state is held throughout the nation. When Color City is dedicated with a special color telecast, an even greater era in California's leadership in the entertainment field will open."

"Entertainment 1955" will be presented in compatible color and black-and-white with a cast which includes Jimmy Durante, Dinah Shore, Bob Hope, Helen Hayes, Fred Allen, Judy Holliday, Ralph Edwards, Pat Carroll, Buddy Hackett, Leontyne Price, Charlton Heston and John Derek.

Describe New Color TV Tubes at IRE Convention

The development of two new color television tubes, one for the receiver and one for the camera, was reported yesterday at the closing session of the national convention of the Institute of Radio Engineers.

A color picture tube with a picture brightness said to be three to four times greater than those used in current color receivers was described in a paper presented by M. E. Am-dursky, R. G. Pohl and C. S. Szegho of the Rauland Corporation, a subsidiary of Zenith Radio Corp. The new tube has been made in 19-inch round and 24-inch rectangular sizes.

A single color television camera tube which does the work of the three tubes used in present day cameras was reported under development by RCA Laboratories. The new tube is reported to be capable of responding to all three primary colors at once instead of just to a single color. The development was announced in a paper presented by P. K. Weimer, S. Gray, H. Borkan, S. A. Ochs, and H. C. Thompson of RCA.

A system by which radar information may be transmitted by ordinary telephone lines from a distant radar station to a radar viewing screen was disclosed by C. W. Doerr and J. L. McLucas of Haller, Raymond and Brown, Inc. At the present time coaxial cables or expensive microwave relay systems are required for this purpose at airports and for radar networks.

Art Direction Tie-ups On New Pictures Planned

HOLLYWOOD, March 24.—Adoption of a policy of sending screen art directors out around the country to work with theatremen by tying up the sets and decorations in current pictures via talks before key women's groups would pay off heavily in picture exploitation and general good will for the whole industry, Joe Wright, himself an art director, has charged. He plans to foster such a move.

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TRUE COLOR RENDITION, richer, more natural pictures on the Raytone Hilux.

REASONABLE PRICE. See your regular dealer...learn how reasonably you can buy the Raytone Hilux.

ABSOLUTE GUARANTEE! Yes, the Raytone Hilux is guaranteed to meet all claims and satisfy you completely—or you pay nothing for the screen!

These are the "musts" for efficient screen performance...the kind of performance that keeps your patrons happy...and buying tickets. For your Raytone Hilux Screen, see your regular theatre dealer today.

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Rogers Fund

(Continued from page 1)

discretion of the individual exhibitor. Selection of mid-August was based on that period being the peak of the drive-in season.

At a preliminary organizational meeting yesterday S. H. Fabian, general manager, announced that the following had accepted chairmanships for this special Will Rogers Hospital activity: Moc Silver, exhibitor committee; Eugene Picker, general fund raising; Charles J. Feldman, distributor committee; Chester Bahn, trade paper committee, and Ernie Emerling, publicity committee. Abe Montague, president of the Will Rogers Hospital, will lend his efforts in the all over coordination.

Outside Aid Sought

Expansion of the hospital's research activities, designed to benefit all tubercular institutions and patients, and increased demands upon the institution's facilities, have made it necessary to go outside of the industry for financial aid.

A special appeal trailer is in production. Shortly, exchange area distributor and exhibitor committees, will begin an intensive solicitation of pledges from individual theatres, the committee announced.

Anti-Trust Report

(Continued from page 1)

from a 60-man study committee headed by Assistant Attorney General Stanley Barnes and Prof. E. Chester Oppenheim. Reportedly, it recommends discretionary damages in private anti-trust suits, a four-year uniform Federal statute of limitations, and increased power for the anti-trust division to investigate anti-trust violations.

Florida Retailers

(Continued from page 1)

integrated with important advertising programs which are definitely helpful to retail business."

Action by the Florida merchants is expected to be followed by similar resolutions of various business organizations in the U. S., which have been investigating the economic implications of toll TV.

'Lady' Bow Plans

HOLLYWOOD, March 24. — A five-city premiere of "Strange Lady in Town" will be staged by Warner Brothers in Texas in April with stars in attendance and a program linking the state in a festive schedule, Jack L. Warner, vice-president in charge of the studio, announced here yesterday. The kick-off premiere will be at the Paramount Theatre, Austin, on April 12.

Selznick Re-release Of 'Sawyer' Set

HOLLYWOOD, March 24.—David O. Selznick today announced plans for the re-release of his "Adventures of Tom Sawyer," which he produced in Technicolor in 1938. He will re-release the production through Selznick Releasing Organization and has earmarked a budget of \$750,000 to publicize the picture, he said.

Review

"An Annapolis Story"

(Allied Artists)

THE color and the romance, the tradition and the glory, the straight-out, heads-up, spirit and purpose and dedication that are Annapolis, on the screen and off, are dramatized appropriately and with a proper respect for their standards by Walter Mirisch, Allied Artists executive producer, and his aides. Much of the picture was filmed at Annapolis—all of it is in color by Technicolor—and with the complete cooperation of the United States Navy. The production stars three young players whose names are money-in-the-bank for theatregoers in the 16-30 age bracket, and it places them in a romantic triangle that plays more convincingly, without violating anybody's virtue, rather than less. Profit prospects for the production are bright.

Foremost among the players are John Derek and Kevin McCarthy, seen as brothers, who are rivals, throughout most of the picture, for the hand of Diana Lynn, daughter of a Navy officer, and a young woman who has a good deal of trouble making up her mind as to which of the brothers she loves the better and prefers to marry. Meanwhile, the elder brother, McCarthy, thinking worse than he should of her conduct and Derek's during his service absence, gets stern and rugged about the whole matter and nearly loses the girl for his pains.

Early in the action, which varies widely between drill-ground maneuvers and actual war over Korea, the elder brother does a helicopter rescue of the younger brother after the latter has dived his plane off the end of a carrier into the sea. Late in the picture, after many another complication, the younger brother returns the favor by doing a helicopter rescue of the elder brother after the latter's been shot down by a North Korean. These are highlights among many scenes of action and interest.

Other players in the cast are Alvy Moore, doing comedy; Pat Conway, I. Q. Jones, John Kirby, Barbara Brown, Betty Lou Gerson, Fran Bennett and Robert Osterloh.

Direction is by Don Siegel, using a screen play by Dan Ullman and Geoffrey Homes, from a story by Ullman.

Running time, 81 minutes. General classification. For release in April.

WILLIAM R. WEAVER

Compo Ad Aimed at 'Stay-at-Homes'

Newspapers should print more news to get people out of their homes, it is asserted in the 40th of the series of Council of Motion Picture Organization ads, which will appear in the Editor & Publisher tomorrow.

Referring to a retail drygoods merchant who said that a theatre near his store had been of enormous help to his business, because the theatre attracted people to the neighborhood, the ad quotes him as saying:

"That's what the papers should be doing. They should be influencing people to go out of their homes. They can do this by creating an atmosphere that there are a lot of interesting things going on downtown and that everybody should get out of the house and enjoy life."

"Newspapers," the merchant said, "should wake up to the position television has put them in. For by keeping people at home, TV has greatly reduced the effectiveness of newspaper advertising. The living room is not the point of sale."

"Obviously, our friend, the drygoods man," the ad continues, "had it in mind that newspapers should foster all legitimate activities that call for people to leave their homes. With that we are in complete agreement. Such a policy, in our view, would be helpful all around. Newspapers would be helping their readers especially women, by pointing the way to a fuller life. They would help themselves by creating a better selling mood for their advertising. And they would help their retail advertisers."

"The 'legitimate activity' we are most concerned about is, of course, the motion picture theatre," the ad goes on to say. "A brighter, more exciting entertainment page, giving more news about the movies and the attractions at the local theatres, will help to get people out of their homes better than anything else we know of."

Tax 'Bookkeeping' Bill Passes House

WASHINGTON, March 24.—The House passed and sent to the Senate a bill repealing retroactively two key "bookkeeping" sections of last year's tax law.

The provisions, which have been widely used by businesses operating on an accrual accounting system, deal with prepaid income and reserve funds for estimated future expenses. Use of the provisions meant sizable savings for business firms on their 1954 tax bills—savings which will be wiped out by the proposed retroactive repeal.

The Treasury had asked for repeal on the ground that the two provisions were being used far more widely than expected and therefore would involve far greater revenue loss for the Treasury than originally anticipated. The House Ways and Means Committee estimated that if the provisions weren't repealed, the Treasury would lose—about \$1,000,000,000 in the current fiscal year.

Air Force to Take 100 to SAC Party

Two United States Air Force C-131 Convair transport planes, one from New York and one from Los Angeles, will take off today for Omaha, with James Stewart, Frank Lovejoy, producer Samuel Briskin, director Anthony Mann and 100 newspapermen, magazine writers and radio and television columnists who will be guests at a series of weekend events in celebration of the ninth anniversary of the establishment of the Strategic Air Command.

High on the schedule of events slated for the Omaha visitors is the anniversary invitational preview of Paramount Pictures' "Strategic Air Command," starring Stewart and June Allyson who also will be on

Fox Earnings

(Continued from page 1)

quarter ended Dec. 25, 1954, was put at \$2,312,461 as compared with net earnings of \$3,127,850 for the fourth quarter of 1953. The net earnings for the third quarter of 1954 were \$2,635,518, the statement continued.

The statement added that amortization of film costs had been taken on the same basis as had been the case in previous years.

The consolidated profit and loss statement showed income from film rentals of \$106,355,068 in 1954 as compared to \$105,662,266 the previous year. Total income for 1954 was put at \$115,715,815 and total expenses listed at \$100,171,291 against total income of \$113,513,260 and total expenses of \$105,302,373 in 1953. Provision for Federal taxes on income was \$7,500,000 in 1954 against \$3,650,000 in 1953.

'Post' Theatres

(Continued from page 1)

ter outlining the tentative agreement, and after this was ratified by the distributors and exhibitors, it was sent to Swan.

Indications at that time were that the individual armed services would speedily ratify the letter, putting it into effect for a one-year trial period. But the individual services indicated they wanted more facts and today's meeting was scheduled. One industry official said that the representatives of the Army, Air Force and Navy were obviously unhappy about the proposal, and indicated pretty clearly they would like something else that kept more of the military's present early release privileges.

However, the military did not give a flat "no" to the industry's draft letter.

Exhibitors estimate they are losing more than \$1,500,000 a year as a result of the military competition, according to one exhibitor official.

Top Defense Officials Present

Representing the Pentagon at the meeting, held in the office of Deputy Secretary of Defense Robert B. Anderson, were Wilson, Swan, Air Force secretary Harold E. Talbott, Army Under-Secretary Charles C. Finucane, Navy Under-Secretary Thomas S. Gates, Jr., Deputy Assistant Secretary of Defense Robert T. Ross and Army and Air Force motion picture service chief Fred Bund.

Representing the industry were Johnston, Clark, Morey Goldstein, chairman of the sales managers committee of MPAA, Walter Reade, Jr., and A. Julian Brylawski.

VistaVision

(Continued from page 1)

Russell, will be made in VistaVision, the U-I picture will be the first by any major American company except Paramount to use the VistaVision process, Universal said.

Muhl said the decision to use VistaVision for the picture which will carry the biggest budget ever allocated by the studio for a single feature is in keeping with U-I's policy of making pictures for all types of theatres and all types of screens.

hand for the weekend of activities. The preview will take place this evening at the Orpheum Theatre.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
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Point

VOL. 77. NO. 60

NEW YORK, U. S. A., MONDAY, MARCH 28, 1955

TEN CENTS

EDITORIAL

Allied Artists and The Film Shortage

By Sherwin Kane

STEVE BROIDY, level talking president of Allied Artists, has crossed the Continent in the past 10 days and now is headed West again, telling his company's product story to every exhibitor within hearing distance, wherever he stops.

It's a good story, this one of A-A's \$25,000,000 investment in new product, much of which already is on offer to exhibition, as you are aware after having seen that showmanly seven-page trade advertisement published in MOTION PICTURE DAILY last Friday.

In addition to that, there are the pictures on A-A's schedule from such producers as William Wyler, Billy Wilder, John Huston, Jose Ferrer and Walter Wanger. It is a line-up of which any company could be proud at any time. In a time of product shortage, it is a program for which exhibitors in every conceivable type of situation should give earnest thanks.

As this column pointed out a week ago, exhibitor efforts to relieve the shortage of product can boast of no substantial results as they continue into their second year.

On the other hand, really substantial work has been and is being accomplished by such companies as Allied Artists and United Artists in enlarging the supply of both program and top quality pictures.

With all the difficulties and delays that exhibitor-backed production has encountered, with the little in the way of results it has to show in relation to the time and energy expended in attempting to get it going, one may be forgiven for harboring a conviction that exhibitors must delight in doing things the hard way.

It is almost unbelievable that with exhibitors from one coast to the other clamoring for more prod-

(Continued on page 2)

Martin Analyzing Results

TOA Completes Liability Insurance Rate Survey

E. D. Martin, president of the Theatre Owners of America, Inc., currently is analyzing a final report on liability insurance which was gleaned from questionnaires sent to exhibitors throughout the country early this year seeking information regarding the entire theatre insurance structure, it was learned here at the weekend.

Insurance actuaries and TOA headquarters personnel have studied some 1,500 questionnaires received from exhibitors since January and have compiled recommendations on how the theatre organization may possibly seek lower insurance rates.

Information which was sought and answered by theatremen included facts and figures on the present liability and fire insurance, policy terms for theatres, based on rates per 100 admissions, and property damage, bodily injury and products liability loss experienced during the last three years.

The TOA is seeking, in this insurance plan, to form a cooperative money-saving group for insurance which will revamp the entire theatre insurance program now in effect.

If it can be established by the TOA
(Continued on page 4)

NARTB to Mull Toll TV Stand

From THE DAILY Bureau

WASHINGTON, March 27.—The television board of the National Association of Radio and Television Broadcasters will hold a special meeting here on April 12 to consider the position the association should submit to the Federal Communications Commission on subscription television.

Deny AB-PT Ariz. Theatre

In what is believed to be the first order of its kind, American Broadcasting-Paramount Theatres has been denied an application to acquire a theatre to replace one that it lost in Tucson, Ariz. The order was signed here at the weekend by Federal Judge Irving Kaufman.

AB-PT informed the court that one of its subsidiaries had operated the State Theatre in Tucson until 1953 when the lease expired and the owner decided to convert the property into a commercial enterprise. The circuit sought to have the consent decree amended to permit the acquisition of another theatre.

Judge Kaufman ruled that AB-PT had no right to acquire an equivalent theatre for a period of five years unless the Attorney General gives his consent.

Industry Group for Catholic Charities

A motion picture industry committee of 54 to serve as part of the Cardinal's Committee of the Laity in the 1955 Catholic Charities Drive of the Archdiocese of New York which seeks \$2,500,000 in gifts through 50 different committees of business men, was announced over the weekend by John J. O'Connor, vice-president of Universal Pictures, who is chairman
(Continued on page 7)

Irked at Delay

Allied May Ask Showdown on Round-Table

Executives in Oklahoma Studying Next Move

Special to THE DAILY

OKLAHOMA CITY, March 27.—A demand for immediate steps to designate a time and place for the proposed industry round-table discussions on trade practices may result from sessions here among Ruben Shor, national Allied president; Abram F. Myers, general counsel, and Wilbur Snaper, Allied leader. Here for the annual convention of Allied Theatres of Oklahoma, it is regarded as a certainty that definite action will be taken by the top Allied officials, as well as those of the local unit.

Some Allied executives here have indicated that they are "fed up" with the alleged stalling in scheduling the distributor-exhibitor meeting and that they are prepared for a showdown.

"Distribution has claimed that it would wait until the arbitration situa-
(Continued on page 4)

Report New Hughes, Odlum Talks on RKO Pictures Sale

A resumption of talks between Howard Hughes and Floyd Odlum, president of Atlas Corp., on the sale of RKO Pictures Co. was reported here at the weekend.

One report said that the two principals met recently in Miami. An RKO Pictures spokesman indicated
(Continued on page 4)

Yates Calls Grosses Key to Production

From THE DAILY Bureau

HOLLYWOOD, March 27.—Herbert Yates, president of Republic Pictures, on Friday told the sales force at the Western regional sales meeting here that "production policy for the future will be determined by the gross returns during the next six months."

Yates urged better producer-distributor relationships as a means of building theatre patronage to its former level.

Bill Asks Regulation Of Mass. Drive-ins

Special to THE DAILY

BOSTON, March 27.—Further regulation of the licensing of open air theatres was aired at a hearing on House Bill No. 2,288, mercantile affairs, at the State House. The bill asks that the licensing of these open air theatres be brought under the Department of Public Safety and states that the Commissioner of Public Safety require such changes in the structural condition as in his opinion the public safety requires, before issuing licenses to them. No change shall be ordered in excess of the requirements of a new building of like character, the bill said.

At the hearing, Ray Feeley, executive secretary of Independent Exhibi-
(Continued on page 4)

Levy, Film Pioneer, Dies in Miami Beach

LOUISVILLE, March 27.—Fred Levy, 77, local department store owner but better known in the industry as a pioneer in exhibition and distribution, died in Miami Thursday. Funeral will be held here.

Levy entered exhibition with Keith here in 1927 and later was a director of Associated First National, distributors. At his death he was co-owner of several Coast drive-in theatres.

Personal Mention

GEORGE WELTNER, Paramount worldwide sales head, and **JAMES H. RICHARDSON**, company treasurer, left here yesterday by plane for Hollywood.

CHARLES M. REAGAN, M-G-M vice-president and general sales manager; **EDWARD M. SAUNDERS**, assistant general sales manager, and **JOHN P. BYRNE**, Eastern sales manager, will return to New York today from Chicago.

EDWARD L. HYMAN, American Broadcasting - Paramount Theatres vice-president, and **BERNARD LEVY**, his assistant, have returned to New York following a Coast-to-Coast trip.

MAX COHEN, president of Cinema Circuit Corp., has been sworn into office as a member of the Permanent Advisory Committee of Manhattan Borough president, **HULAN JACK**.

JAMES CARRERAS, managing director of Exclusive Films, Ltd., has arrived in New York from London via B.O.A.C.

HOWARD STRICKLING, M-G-M studio publicity head, arrived in New York at the weekend from the Coast.

ROBERT HACKER, son of **SAMUEL HACKER**, industry CPA, celebrated his Bar Mitzvah last Saturday.

ALLEN M. WIDEM, amusements editor of the "Times," of Hartford, has left there for the Coast.

JAMES R. WEBB, writer, will return to New York by plane today from Paris.

PHIL ENGEL, of the 20th Century-Fox exploitation department, has returned to Boston from Hartford.

SHERLEE WEINGARTEN LANTZ, story editor, left New York on Saturday for Europe.

PAUL DOUGLAS arrived in New York at the weekend from the Coast.

HAROLD KRESS, film editor, has returned to Hollywood from New York.

JAMES CAGNEY will arrive in New York tomorrow from Boston.

Canteen Foundation Donated 100 TV Sets

HOLLYWOOD, March 27.—One hundred large screen television sets, costing \$20,000 and especially constructed by RCA, have been purchased by the Hollywood Canteen Foundation for worthy institutions and hospitals catering to veterans, upon recommendation of the committee consisting of **John Te Groen**, **Baron Morehead** and **Mack Miller**, it was disclosed Friday by **Bette Davis**, permanent member of the foundation and chairman of the finance committee **Jules Stein**.

Editorial

(Continued from page 1)

uct, and running in several directions at once in the belief that a solution is to be found in this or that new area, that a company such as Allied Artists must send its square-shooting, straight-talking president around the country to meet with exhibitors and ask, of all things, for playing time for completed product as well as product in the works.

This odd situation is not rare to exhibition.

It constitutes a commentary on its leadership and may be an explanation of the "crises" which constantly confront it.

If exhibitors really want more product, they themselves command the means of obtaining it. They have but to offer their playing time to those prepared to fill it.

Steve Broidy, for one, is busy making that abundantly clear.

Congressmen Guests At 'Peter' Showing

From THE DAILY Bureau

WASHINGTON, March 27.—A large group of United States Senators and members of the House of Representatives tonight attended a dinner and advance showing of 20th Century-Fox's "A Man Called Peter." The CinemaScope production was screened for the guests in the offices of **Eric A. Johnston**, president of the Motion Picture Association of America.

Joined by **Mrs. Catherine Marshall**, author of the book from which the picture was adapted, and wife of the late Senate Chaplain, **Peter Marshall**, and **Rev. and Mrs. Bernard Braskamp**, Chaplain of the House of Representatives, the gathering also included a number of press, television and film industry figures from this city.

Picture Is Praised

Among the guests attending were Senator and **Mrs. Alben Barkley** of Kentucky; **Betty Beale** of the "Washington Star," Senator and **Mrs. Styles Bridges** of New Hampshire; Senator and **Mrs. Prescott Bush** of Connecticut; **Mr. and Mrs. Orville Crouch**, **Loew's Theatres**; Senator and **Mrs. Price Daniels** of Texas, and Senator and **Mrs. Walter George** of Georgia.

The picture will have simultaneous world premieres March 31 in New York, London, and Glasgow, Scotland.

Murray, Blau Upped At Columbia Here

Ray Murray, trade press contact of Columbia Pictures here, has been promoted to the post of assistant exploitation manager.

Marty Blau, who has been assistant to Murray, has been named trade press contact.

'Anta Album' Show Set for Tonight

The "ANTA Album" show is slated to be telecast from New York's Adelphi Theatre tonight to theatres in 32 cities.

The joint CARE-ANTA benefit performance will be the first legitimate stage show performance to be theatre telecast. All ticket selling has been handled by CARE committees in various cities.

Omaha Rolls Out Carpet for Para.'s 'Command' Debut

Special to THE DAILY

OMAHA, March 27.—The make-up and operations of America's defensive striking force, the Strategic Air Command of the United States Air Force were revealed over the weekend to some 100 newspapermen, magazine writers and radio and television commentators during two days of ceremonies here marking the ninth anniversary of SAC's establishment.

One of the special events in conjunction with the anniversary celebration was a press preview of Paramount Pictures' new film, "Strategic Air Command," starring **James Stewart** and **June Allyson**, held at the Orpheum Theatre. A giant screen and specially-constructed horizontal feed projectors were installed at the theatre to permit showing of the film, which was produced in the new double-frame VistaVision process developed by Paramount. **Stewart**, **Miss Allyson**, co-star **Frank Lovejoy**, "SAC" producer **Samuel J. Briskin**, director **Anthony Mann**, screenplay authors **Valentine Davies** and **Beirne Lay, Jr.**, and **Dick Powell**, **Miss Allyson's** actor-producer husband, joined the newsmen in the two days' activities which began with flights Friday morning from New York and Los Angeles in Air Force Transport planes.

Senator Barkley Attends

General Curtis E. LeMay, SAC Commander, and members of his staff conducted yesterday at nearby Offutt Air Force Base, headquarters of SAC, special briefings for the newsmen and guests on the structure and operations of the powerful defense bombing unit. Government leaders, civic and business organizations and the Air Force Association, largest and most influential setup of military airmen, past and present, joined in hailing SAC on its anniversary and the Paramount production for its portrayal of the heroism, sacrifice and dedication to the maintenance of peace that have gone into the building of SAC.

The city of Omaha declared a holiday in honor of the preview, the anday in honor of the preview.

The anniversary invitational preview, held Friday evening following the arrival of the air-borne newsmen and guests, was a new presentation of VistaVision on a special giant curvilinear screen, with use of specially designed new horizontal projectors.

News Roundup

Buys "No Return"

Howard Welsch has purchased the script of "No Return" from RKO, which owned the property, and will produce it independently under a one-picture deal for Columbia release. The film will be a musical in CinemaScope and in color by Technicolor with **Jane Russell** starred.

Form Partnership

Roland Reed-Gross-Krasne, Inc., has been formed on the Coast as a partnership to produce television commercials and to offer agencies services in that connection.

Sales Manual on Film

A sales manual in the form of a 20-minute film has been prepared by Associated Artists for the use of its sales personnel. The film represents a segment of the feature product distributed by the company.

Forums in Theatre

The Missouri Theatre in St. Louis is being used on Sundays by the St. Louis Medical Society for medical and health forums. The sessions draw more than 1,500 persons each Sunday.

Two for Cannes Festival

"Lost Continent" and "The Sign of Venus" will represent the Italian motion picture industry at the Cannes Film Festival this year. These films were selected by the Italian Ministry of Entertainment because they "best illustrate the diversity of Italian motion pictures."

New Illinois Drive-ins

The Bloomer Amusement Company has begun preparations for construction of a 1,000-car drive-in theater on Highway No. 460 between Belleville, Ill., and East St. Louis. The company plans another 1,000-car drive-in between Belleville and Scott Air Force Base.

Tenn. Sunday Shows Up to County Courts

NASHVILLE, Tenn., March 27.—Gov. **Frank Clement** has signed a measure passed by the Tennessee state legislature, giving county courts the authority to legalize Sunday shows outside city incorporation lines. This is being hailed by drive-in owners as a long-needed, direct approach to the necessary authority.

Motion picture interests came through the legislative session unscathed, with more than \$70,000,000 added to the tax income of the state, largely by an increase of 1% in the sales tax. Only theatre sales of 15 cents or more are affected.



The *Real* Anastasia plays Anastasia, in

HERMAN AXELBANK'S

TSAR TO LENIN

Commentary: MAX EASTMAN

"In 'Tsar to Lenin' we have an entirely different approach to history. We find the motion picture doing what the stage can never do. It is history in the making rather than a historical drama that we are asked to see. We are in the presence of actual events, not imaginary happenings. And the actors are famous performers of a kind which the theatre in all its long centuries of accomplishment has never been able to employ... For it is not to the colony in Hollywood or to the Actors' Equity Association that the producer has turned in order to cast the film's major roles. Instead it is Nicholas II who plays the Tsar, Alexandra Feodorovna who impersonates the Tsarina, Kerensky who is Kerensky, Lloyd George who is Lloyd George, Bronstein who is Trotsky, Stalin who is Stalin, and Ulianov who is Lenin... 'Tsar to Lenin', which is absorbing from start to finish, does give you an overpowering sense of being an eyewitness of great events."

—New York Post

"Most complete, impartial, and intelligent film history of the Russian Revolution... Tremendously exciting, vivid, dramatic and — above all — it is history... Achieves the stature and the dignity of true drama... An important work, neither hymn of hate nor paean of praise... Honest, unbiased, reasonably thorough."

—New York Times

"Most exciting and satisfying synthesis of factual pictorial material that has yet been produced... No other film has ever matched it in scope and power... From the shot of Czar Nicholas II riding forth in autocratic splendor, to the final close-up of Lenin, the photoplay marshals figures and incidents in a magnificent and unforgettable panorama."

—New York Herald Tribune

"Most stimulating and absorbing historical document ever assembled on the screen... A film that is so impressive, so exciting, so thrilling that it immediately goes on your list of photoplays that must be seen — not once, but again and again."

—New York World-Telegram

Hughes

(Continued from page 1)

that he understood that negotiations have been resumed.

RKO Pictures, a shell of a corporation since Hughes' buy-out of the RKO Radio Pictures operating company, last reported that it estimated the company's capital-loss-carry-forward as much as \$30,000,000 under the recently enacted new Federal tax code. Its other asset is cash totaling \$17,796,958, according to the company's annual report, and interest receivable.

Atlas Big Holder

Odium has publicly stated that he would like to add RKO Pictures to the Atlas portfolio of holdings, stating the benefits to be derived from the capital-loss-carry-forward feature. Atlas, according to latest estimation, controls or owns about 1,000,000 shares of RKO Pictures common as compared to Hughes' 1,262,120.

Mass. Drive-ins

(Continued from page 1)

tors, Inc., of New England, and Frank Lydon, executive secretary of Allied Theatres of New England took a strong stand in opposition to the bill, saying that, if passed, in its present form the bill would allow the commissioner to step in at any drive-in and ask for structural changes which could cost the exhibitor almost as much as the original construction. They called the bill devastating and an imposition on theatres and the department alike. They also declared that no evidence had been submitted to show there was any need for safety regulations of drive-ins by the department.

Supervision is now under the local municipalities under the licensing authority of each city and town and should remain there, they said.

TOA Survey

(Continued from page 1)

that theatre losses during the past three years have been low, it is possible that the exhibitors will seek lower insurance rates, it was reported.

Last November, during the TOA convention, Martin reported that the insurance rates committee had discovered that "an over-all reduction in fire insurance rates would be unavailable because of the current use of acetate film." He based his conclusions, at that time, on reports from Emanuel Frisch and Henry Anderson in the New York area, Arthur Lockwood and Jack Wallens in the New England states, and Frank Brady and A. C. Lauer in the Southeastern states.

See Resumption of Arbitration Talks

Arbitration talks are expected to be resumed shortly between Herman Levy, Theatre Owners of America general counsel, and Adolph Schimel, counsel for the distribution arbitration committee.

Schimel, vice-president of Universal, for the past two weeks has been ill, but now has returned to his desk at Universal.

France More Favorable To Co-Production Policy

By HENRI KAHN

PARIS, March 27.—France is having second thoughts regarding co-productions. Two years ago the French cinema felt convinced that it could survive only by use of the co-production method. Some enthusiasts went so far as to suggest a film pool similar to that of the coal and steel pool. It was, they said, the one way of assuring a wide market and at the same time of erecting a barrier against American domination.

The 1954 figures, just published, are causing second thoughts. The number of purely French films in the French quota (including French and French-co-productions) fell last year to a new low of 60 per cent.

The figures are disturbing. In 1949 France showed 79 films out of a quota of 99. But only three co-productions were included, which means that the quota was not filled.

Trend Continued in '50-'51

In 1950 out of a quota of 110, French productions totaled 102 and there were eight co-productions. In 1951 a peak was reached, with 104 French films out of a quota of 113, with nine co-productions.

Then came the decrease. In 1952, out of a quota of 115 films, France was responsible for only 97, whereas there were 18 co-productions. The recession continued, for in 1953 France showed no more than 84 out of a quota of 107, the rest being co-productions, and last year a new low was

reached with 60 French films out of a quota of 100, of which 40 were co-productions.

The position would not be considered so bad if half the co-productions had been made in France. That is 20 out of the 40. But only 15 out of 40 were made in this country. Italy still remains the principal country for co-productions.

The position, therefore, is considered unsatisfactory for a variety of reasons. Fewer people are being employed by the industry and this means less talent is being discovered.

The policy calling for fewer and better films is not a bad one, but it is the proportion which is worrying the industry. A steep decline in French productions in favor of an ever-growing proportion of co-productions is not really part of a fewer-and-better-films policy.

Has Caused Constant Concern

It is known, of course, that the French have been worried about this for some time. Co-productions with Italy, most certainly, will go on. But a new arrangement is being sought. The price, at the moment, is a little too heavy for France.

Production Revival Promised in Mexico

Special to THE DAILY

MEXICO CITY, March 27.—The acute depression which has virtually paralyzed production in Mexico will end by April, according to Angel Gravajal, Secretary of the Interior, and Eduardo Garduno, director general of the trade's own bank, the semi-official Banco Nacional Cinematografico.

Hector Fernandez, manager of the National Producers and Distributors Association, declared that the current depression is resulting in extreme hardship to 10,000 technical and manual workers, as well as to players, and charged that the situation has been caused by the producers' difficulty in obtaining financing and a reduction in their anticipatory payments.

Eyes on European Market

Regarding financial arrangements, both Gravajal and Garduno voiced the assurance that producers who present really good stories—those that the bank considers clean and yet entertaining, and what the public at home and abroad wants—will get ample financing. Besides, they said, anticipatory payments will be larger and made more promptly. They expect more business for Mexican pictures in Europe, particularly Italy and France, because of the increasing acceptance of Italian and French pictures in Mexico.

Financing by the two semi-official banks that serve the trade is smaller, their latest balance sheets, Feb. 28, show. One, the Banco Nacional Cinematografico, reported loans, credits

Allied of Wisconsin To Open Meet Today

Special to THE DAILY

MILWAUKEE, March 27.—The three-day convention of Allied Independent Theatre Owners of Wisconsin will open here tomorrow morning at the Schroeder Hotel. The M-G-M Workshop will be a feature of the opening day.

On Tuesday the report of Sig Goldberg, president, will follow an address of welcome delivered by Angelo Provanzano.

Election of officers will be held on Wednesday and the convention will close with a banquet the same night.

One of the main features on the convention agenda will be the "College of Concession Knowledge." The "deans" are: Clifford Lorbeck, Merchandising Corporation; Bill Imhop, Theatres Candy Co.; and Harry Levin, Vendex Inc., and "professors" from all fields of merchandising for theatres.

The session will cover buttered popcorn, ice cream, candy, beverage, display methods, storage and stock control of vending supplies.

and discounts totaling \$3,116,875. The other, the Credito Cinematografico Mexicano, announced like accommodations totaling \$177,457.

The trade discounts some talk of labor trouble because of the depression. That discounting is based upon the fact that all parties to the collective labor contracts made last year, all featuring pay hikes, regard them as sacred and the life of those agreements is until midsummer, 1956.

Allied

(Continued from page 1)

tion had been cleared before embarking on the round-table talks," one Allied leader said. "Arbitration is getting the run-around and it looks as if the round-table is heading for the same fate."

One Allied member said he believed that arbitration was a "dead duck."

Action Likely Now

Plans for the joint meeting of Allied and Theatre Owners of America representatives to discuss projects of the Emergency Defense Committee may be finalized at sessions here during the Oklahoma convention. Shor, who has been on vacation in Arizona, had asked that the proposed meeting be deferred until he returned to his theatre operations.

Pass 52% Tax Rate; Bill to White House

From THE DAILY Bureau

WASHINGTON, March 27.—Extension of the 52 per cent corporate tax rate until April 1, 1956, will become law this week.

The rate is scheduled to drop to 47 per cent on April 1, 1955, under present law. House-Senate tax conferees on Friday agreed on a bill containing a one-year extension, and the Senate promptly approved the agreement. House Ways and Means Committee chairman Cooper (D., Tenn.) said he expected the House to ratify the agreement on Tuesday, sending it to the White House, where President Eisenhower is expected to sign it promptly.

House, Senate at Odds

Both House and Senate had earlier voted the one-year extension of the corporate tax rate but were at loggerheads over a House-approved individual income tax cut. The conferees finally threw this out.

Meanwhile, Senate Finance Committee chairman Byrd (D., Va.) said he expected his committee would approve sometime this week a House-passed bill to repeal retroactively two sections of the 1954 tax law dealing with prepaid income and expense reserve funds. Business groups have widely protested the repeal, claiming they had already paid their taxes based on these provisions and that retroactive repeal amounted to a retroactive tax increase.

NY Senate to Vote On Noonan Measure

Special to THE DAILY

ALBANY, N. Y., March 27.—The New York State Senate will vote tomorrow evening on an amended Noonan Bill which would increase the film licensing fee from \$3 to \$4 per 1,000 feet or fraction thereof, and changing the charge for prints from \$2 to \$4 "for each additional entire copy" rather than the present \$2 per 1,000 feet.

The measure, amended in the Senate after being unanimously passed by the Assembly, will be returned to the Assembly if passed by the Upper Houses for concurrence, which is usually a formality.

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Motion Picture Daily Feature Reviews

"The Prodigal"

(M-G-M)

(CinemaScope)

PRODUCTION and showmanship properties are prodigally invested in this Hollywood idea of what happened to the prodigal son of the Bible story between the time of his leaving and his return to his father's house. What is shown bears little resemblance to any average person's ideas of a Biblical account and, while it most certainly can be sold to bring throngs to boxoffices, it would be wholly unwise for any exhibitor accountable day in and day out to his patronage, to represent this as a Sunday school exercise. It is most emphatically not for the young.

The reason is that the pursuit by the prodigal, Edmund Purdom, of the pagan high priestess of fertility, Lana Turner, frankly referred to in the script as the "temple harlot," is depicted in the boldest pagan terms in incident, costuming and dialogue, that a production of this standard has essayed in the memory of this viewer.

There is, too, a prodigal helping of brutality, as well as sensuality, throughout. Close-ups of men being lashed, of men and women pierced with lances and knives, of finger ends being mutilated and of a vulture's attack on Purdom, magnified on the CinemaScope screen into possible terrifying proportions, and emotionally accented by the musical score, with closeups of talon gashes in Eastman color, all have a market. The point we would make here is that it is not the market that is in search of entertainment based on the Bible, while accompanied by offspring of a tender age.

The Maurice Zimm screen play, and adaptation by Joe Breen, Jr., and Samuel James Larsen, sends the prodigal, Purdom, to Damascus where he sees and desires the pagan high priestess, Miss Turner, and earns the enmity of the high priest, Louis Calhern, and his lieutenant, Neville Brand. He eventually succeeds in buying Miss Turner's favors with a pearl for the love goddess and by subjugation of his own faith. Through a plot by Calhern, Purdom is imprisoned for debt but escapes and leads a hungering populace, victims of Calhern's tyranny, in revolt against both the latter and the pagan idols.

Miss Turner is killed in the rebellion and, with the pagan gods destroyed, Purdom returns to the home of his father, Eli, played by Walter Hampden, and to the innocent girl to whom he had been betrothed, played by Audrey Dalton.

The production obviously is a costly one, reproducing lavish conceptions of pagan temples, street scenes, bazaars and villas, peopled with a large cast and with scores of extras. There is plenty of action, mob scenes, fighting on the grand scale as well as in personal combat, all in the rich hues of Eastman Color and the broad canvas of CinemaScope. Charles Schnee produced and Richard Thorpe directed.

Running time, 114 minutes. Adult audience classification. Release, in May. SHERWIN KANE

"Interrupted Melody"

(M-G-M)

(CinemaScope)

Hollywood, March 27

THIS film is emotionally thrilling, mature entertainment for everyone. The audience attending its preview showing at Warner's Beverly Theatre gave resounding evidence of its approval for the dramatic, musical life story of opera star, Marjorie Lawrence.

It will prove a memorable milestone in the career of Eleanor Parker. Her impersonation of Miss Lawrence singing in no less than 14 difficult scenes is an amazing achievement. Her beauty and charm are wholesome. Her personality sparkles with the kind of vitality that personifies a singer's ambition; and her skill in depicting the problem which interrupted the operatic star's career is an absorbing study of human emotions.

Miss Parker is not alone in her triumph as the opera singer. Glenn Ford gives one of his most impressive portrayals as the singer's husband, Dr. Thomas King. His sensitive display of emotional conflict, weighing the demands for self respect by building a practice in his own profession rather than become attached to hers and being known as "Mr. Lawrence," is significant of the sympathetic role. His appeal to God to help him when he stops his wife from committing suicide by taking an overdose of pills, because of her physical problem and their financial embarrassment, is a high point in the film.

Jack Cummings' production is tastefully mounted. The choice of CinemaScope was effective for staging the operatic scenes. The Eastman Color photographed by Joseph Ruttenberg and Paul C. Vogel is good.

The construction and character development of the William Ludwig-Sonya Levien screenplay is toned with warm, human reactions under the direction of Curtis Bernhardt.

Marjorie Lawrence's story begins when she leaves her farm home in Australia to take advantage of a voice scholarship in Paris. She has a chance meeting with Dr. King on the eve of his return to America when he helps her to celebrate her first operatic engagement. Her success on the Continent brings her to the Metropolitan Opera House. She meets Dr. King again and decides to marry him on his terms—no more concert tours. Her brother and manager prevail upon her to take a South American tour to break in for a season at the Met. The doctor agrees to the tour but has a falling out with his wife when he learns the tour will take five months.

While on the South American tour, the opera star suffers an attack of polio. The doctor flies to her aid and decides to give up his New York

practice to spend his time helping her in Florida. With all their funds gone, she agrees to stay in Florida while he gets back into practice in New York.

She finds a great opportunity for mental relief, which ultimately affects her physical recovery, by traveling all over the world entertaining servicemen with songs from her wheelchair. In a heartwarming climax, a special performance is arranged at the Met where the Doctor and her brother watch her get to her feet as she gives full voice to the end of an aria.

Among the operatic numbers are popular arias from "Carmen," "Il Trovatore," "Madam Butterfly," "Samson and Delilah," "Tristan and Isolde" and "La Boheme."

Running time, 108 minutes. General audience classification. Release in April.

SAMUEL D. BERNIS

"Jungle Moon Men"

(Columbia)

Hollywood, March 27

THIS time Johnny Weissmuller has four foes to cope with in his jungle. They include not only the redoubtable little moon men of the title (who aren't actually moon men, in the sense of coming from the moon, as you might be disposed to suspect in view of what's been going on in science-fiction lately, but a tribe of pygmies slavishly obedient to a moon goddess who lives luxuriously in an inaccessible place — now let's see, where were we?) but also a quartette of standard-height present-day adventurers, who want money, diamonds or what have you of value, keenly enough to shoot you for the financial proceeds. There are also some standard-size savages, but these are on the side of the civilized people, and all the savages — big or little — speak English as well as the rest of the cast, except Kimba, the monkey, who makes himself understood by means of gestures, often more clearly than the script the oral members of the cast have to speak from. The picture was produced by Sam Katzman and directed by Charles S. Gould.

Other players in the cast are Jean Byron Helene Stanton, Bill Henry, Myron Healey, Billy Curtis, Michael Granger, Frank Sully, Benjamin F. Chapman, Jr., Kenneth L. Smith and Ed Hinton.

The action opens with a British writing-woman arriving in the jungle in quest of rare historical material and hiring Weissmuller to guide her into the dangerous fastness. He does it, at length and in and out of trouble and with interruptions, and they wind up in the power of a beautiful moon-goddess (that's what she says she is) who's been living innumerable centuries in the dark because the sun will destroy her if she ever gets in front of its beams. If you can take that much as credible enough for the purposes of the picture, try taking her destruction right in front of your eyes the minute she gets into the sunshine.

Well, that's the kind of picture it was made to be, and that's the kind of picture it is.

Running time 69 minutes. General audience classification. Release in April.

WILLIAM R. WEAVER

"Love in the City"

(IFE Releasing Corp.)

AN interesting format, designed to tell the story of urban love in pictorial, featurish style, is offered in this IFE release. The film, utilized in this instance as a popular magazine, relates five episodes ranging from the plight of an unwed mother to the arrival of spring in the city.

The results are uneven. Box-office-wise, there are many facets of this picture which lend themselves to exploitation. There are many elements of shock, human disaster and sex. But the manner in which these elements are employed can be challenged. Human disaster, at times, is examined superficially, leaving many vital questions unanswered, sex is treated without a feeling of compassion or tenderness in a number of episodes and the element of shock is employed at times for the sake of shock, lending nothing to the dramatic insight of the episode.

People may find many areas of controversy in this Italian film import. Its impact will depend a good deal on the orientation of the viewer. With the exception of the love of an unwed mother for her child, this reviewer found little love in "Love in the City."

Tying the episodes together is a running commentary written by Harry Henderson for the American market. Some episodes contain sub-titles, while one carries itself successfully just with a musical background.

"Invitation to Love," the first episode, by Dino Risi, features young people and how they behave at a local dance palace. As a mood piece, this offers some entertaining moments. "When Love Fails" by Michelangelo Antonioni, attempts to re-enact the suicide drama of disappointed love, an episode which is one of the weakest.

"Love Cheerfully Arranged" by Federico Fellini is about a matrimonial bureau and the sad story of one girl seeking an escape from her poor surroundings through matrimony. "The Love of a Mother" by Maselli-Zavattini is the episode which carries through most successfully, with the viewer getting a more satisfying feeling of the character involved and the plight she is in. "Love Comes to the City" by Alberto Lattuada is almost a parody on spring as the camera follows ogling men eyeing curvaceous Italian beauties along the streets of Rome.

The cast is composed mainly of non-professionals, utilized with effect by the Italian "neo-realists."

Running time, 90 minutes. Adult audience classification. For May release.

MURRAY HOROWITZ

Charities

(Continued from page 1)

of the Motion Picture Committee for the campaign.

George J. Schaefer is treasurer of the 1955 Drive and L. Douglas Netter, Jr., Altec Service Corp. executive, is vice-chairman of the Motion Picture Committee.

The Motion Picture Committee consists of the following:

Frank J. Alford, M.P.E.A.; John W. and Charles A. Alicoate, Film Daily; Joseph F. Arnold, Pathe Laboratories; William E. Barry, Shea Enterprises; Frank E. Cahill, Jr., Warner Brothers Pictures; Francis X. Carroll, 20th Century-Fox; Patrick Casey, Casey Enterprises; H. J. Cleary, Loew Theatres; Thomas J. Connors, Tom Connors Associates; Robert Coyne, COMPO; Thomas Crehan, RKO Theatres; John Dervin, Allied Artists; Russell V. Downing, Radio City Music Hall; Joseph Eagan, Fabian Theatres; S. H. Fabian, Fabian Theatres; James M. Franey, United World Films; William J. German, W. J. German, Inc.; Joseph M. Geoghan, Century Theatres; Edmund C. Grainger, Republic Pictures; James R. Grainger, RKO Radio Pictures; William J. Heine-man, United Artists Corp.; Walter F. J. Higgins, Associated Prudential Playhouses; William W. Howard, RKO Theatres; John Hughes, United Artists Corp.; John Kane, Columbia Pictures; Sherwin Kane, MOTION PICTURE DAILY; Austin C. Keough, Paramount Pictures; Frank J. Kiernan, Stanley Warner Corp.; Fred Lynch, Radio City Music Hall.

Also, Thomas J. Martin, Warner Brothers; Paul C. Mooney, Sr., National Screen Service; Peter J. Mooney, Audio Productions; James Mulvey, Samuel Goldwyn Productions; John F. Murphy, Loew's Theatres; Joseph A. McConville, Columbia Pictures; Joseph E. McMahon, Republic Pictures; William J. McShea, RKO Radio Pictures; Paul D. O'Brien, O'Brien, Driscoll and Raftery; Robert H. O'Brien, American Broadcasting-Paramount Theatres; Thomas F. O'Connor, RKO Theatres; Charles L. O'Reilly, A.B.C. Vending Corp.; Edward K. O'Shea, Paramount Film Distributing Co.; Martin Quigley, Quigley Publishing Co.; Charles M. Reagan, Loew's Inc.; Herman Robbins, National Screen Service; George J. Schaefer; George Skouras, Skouras Theatres Corp.; Spyros Skouras, 20th Century-Fox; Edward J. Smith, Jr., RKO Radio Pictures; Nick Tronolone; Frank C. Walker, Comerford Theatres; Richard F. Walsh, I.A.T.S.E. and William A. White, Skouras Theatres Corp.

Terms Bar 'Scope in 5 Minn. Drive-ins

Special to THE DAILY

MINNEAPOLIS, March 27.—As long as distributors insist on percentage terms for CinemaScope pictures, the five drive-ins operated by Minnesota Entertainment Enterprises will not install CinemaScope equipment, according to Ted Mann, president of MEE.

Mann said that MEE, composed of a group of Twin Cities independent exhibitors had discussed the possibility of installations at the Bloomington, Rose, Minnehaha, Corral and Starlite

Hollywood

By Samuel D. Berns

INCIDENTALLY: Ella Fitzgerald will sing Ray Heindorf's and Sammy Cahn's title song for Jack Webb's musical debut in "Pete Kelly's Blues." We just want a hit, ma'am, just a hit. . . . Kevin McCarthy can become a hot name property at Allied Artists. Walter Wanger signed him for "The Body Snatchers" lead after a screening of AA's "An Annapolis Story." . . . Mr. Franz Waxman will supply the musical score for Warner's "Mr. Roberts." . . . Faith and begorra: David O'Malley has been George Gobel's manager for the past 10 years. . . . And there they are. . . . Robert Blees got "The Way We Are" scripting assignment from Bill Goetz for Joan Crawford's second at Columbia following "Queen Bee." . . . AnscoColor film is in the cameras rolling "Charge of Rurales" down Mexico way for Bob Lippert, Jr., with amigos Dane Clark and James Craig in the leads. . . . Joe McTurk, the guy whose face "Yank" magazine used to feature during World War II as the character who did everything wrong in the army, plays Angie the Ox for Goldwyn's "Guys and Dolls." . . . Paramount handed Pat Duggan a prize package to produce, which the grapevine lists as a lulu. It's a heart-tugging biog of Red Nichols which will be billed as Danny Kaye in "Intermission."

★ ★ ★
Memo to Sardi's: Lonis Calhern has gotten a run-of-the-play furlough from M-G-M to direct and star in "The Wooden Dish" on Broadway, with Armand Deutsch joining him for a main stem debut as producer. The pair were associated in the film version of "The Magnificent Yankee." . . . Hal Wallis put Erna Lazarus' romantic comedy, "Route 66," in the bank for Shirley Booth which she can draw on for her next film assignment, after she gets squared away on her New York appearance in "The Desk Set." . . . Richard and Mary Sale find Hollywood conducive to writing the script and lyrics for their next Broadway musical, "Gentlemen Chase Redheads." . . . Ben Marden wants Eddie Mayehoff for Broadway in Billy Manhoff's book musical, "The Kissin' Man," after he finishes in the Martin & Lewis film, "Artists and Models."

★ ★ ★
FRANK O. PINYONS: It takes more than money and know-how to make a film that's "different." A producer can generally recognize unusual qualities in a script. A producer can also visualize film possibilities as he watches an unusual play. But, how many producers will bypass the unusual because of the "commercial challenge" they may have to face? And, how many will pass up a desire to lose "the trend" and develop the "different" because of the fears expressed by an associate. It takes more than money and know-how. It takes will power! . . . And Harold Hecht had it when he decided to make "Marty" against all "banking" odds: The danger that too many people who saw the play for nothing on television would be reluctant to pay the box office price to see it in a regular theatre . . . and the lack of marquee name drawing power would certainly put the kibosh on loans to cover a \$350,000 budget for such a film. But Hecht stuck to his guns, and your Hollywood Nostradamus would like to crystal-ball a bet that "Marty" will be UA's word-of-mouth picture of the year; that its playoff may start slow, but its grosses will grow large; that director Delbert Mann and writer Paddy Chayefsky will be recognized as an important production team; that the name Ernest Borgnine will find a niche in the hearts of movie-goers left vacant by the late Wallace Beery; that casting directors will stop wondering about the name Betsy Blair or Jerry Paris or Joe Mantell; and that partner Burt Lancaster will give Harold Hecht one of his proudest million dollar grins.

drive-ins but vetoed the installation when it was learned that it would mean percentage terms. MEE has followed a policy of buying its pictures on late runs and flat terms. The one deviation from the policy, a 35-day run at the Starlight, was abandoned after a three-month trial in 1951.

Meanwhile, three of the remaining four Twin Cities drive-ins are going broad-gauge this summer. The Frosch-Jones 7-Hi completed its CinemaScope installation last summer and the Sullivan Hilltop and Harringer 100-Twin will open with CinemaScope this spring. Leo Aved, operator of the Navarre, has not announced his plans.

Film Dividends Well Ahead of Last Year

WASHINGTON, March 27.—Film company dividends this year are running well ahead of last year, the Commerce Department reported.

Publicly reported cash dividends by film companies for February were put at \$2,190,000, compared with \$846,000 last February. About \$1,000,000 of the increase was accounted for by the fact that National Theatres and Stanley Warner reported dividends in February this year which last year were reported in January.

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

"REFLECTOSCREEN" is the name of a new material developed especially for drive-in theatre screens by the Bettinger Corporation of Waltham, Mass. It consists of a porcelain enameled surface into which tiny glass beads have been fired at high temperature by means of a special ceramic paste. The screen is designed to withstand the most rigorous weather conditions. It is available in 2 by 5-foot panels with other special sizes provided if desired. It can be mounted on new screen towers or existing ones and is adaptable to either flat or curved screen construction.

The Fleetwood Corporation, Toledo, has a new television projector for pictures up to 9 by 12 feet. Designed for projection of closed-circuit programs, it is said to accommodate audiences of several hundred people. It is housed in a bonderized steel cabinet painted two-tone gray. Free-running casters give it mobility. The overall size: 24 inches wide; 36 deep, 48 high.

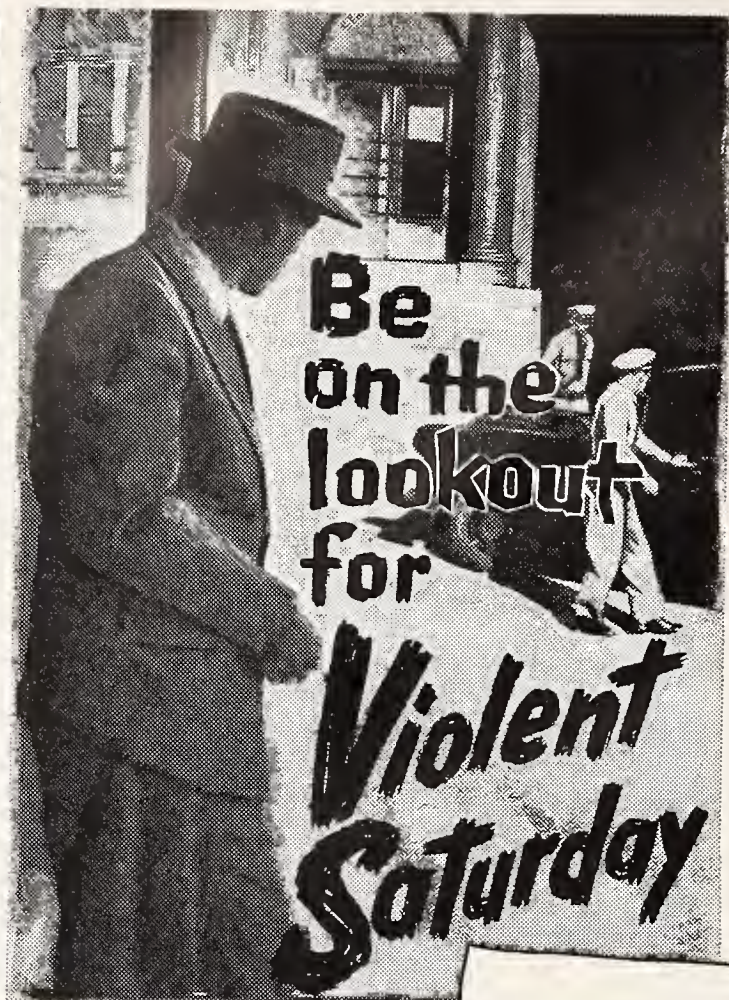
For refreshment service at drive-ins, the Tyson-Caffey Corp., Wayne, Pa., has a disposable carrier tray. It is designed to hold paper cups, ice cream cones, snow cones and hot coffee cups, as well as sandwiches. Made of cardboard, the trays are stocked in special dispensing racks provided by the company, each of which holds 150 trays. The trays can be loaded or filled while in the rack, the top carrier then being lifted off, leaving the next ready to be used.

C. J. Van Houten & Zoon, Inc., New York, manufacturers of chocolate candy bars, have now marketed an "instant" hot chocolate preparation. It is packaged both in individual envelopes and bulk quantities as follows: 2 pound bags and drums containing 25, 50, and 100 pounds each.

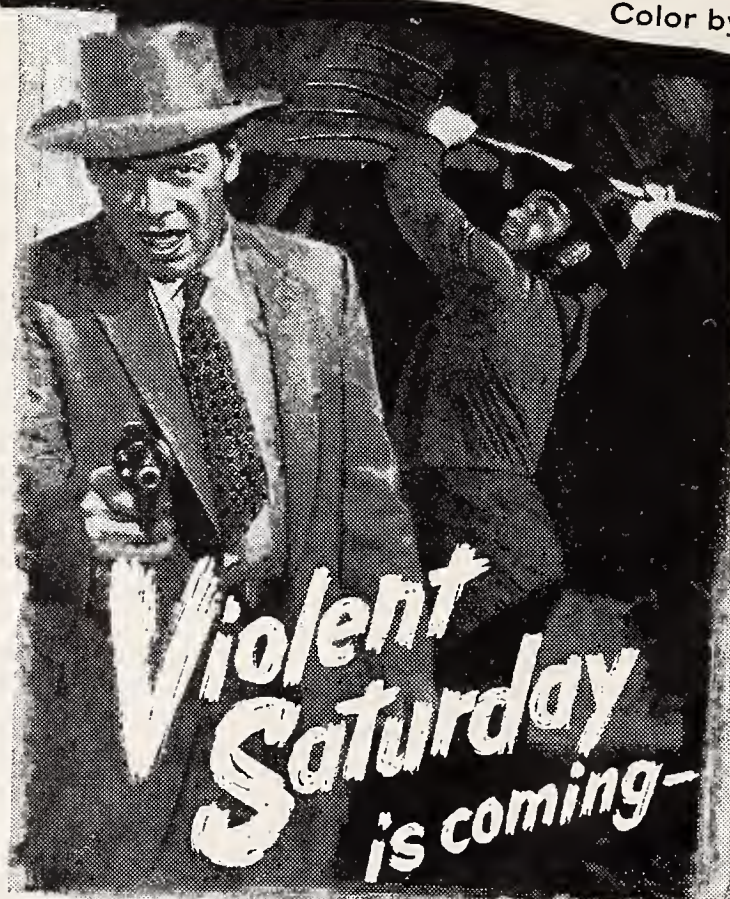
To move film containers up and down stairways and ramps, Valley Craft Products, Inc., Lake City, Minn., has a new hand truck called the "Stair Cart." It is equipped to roll up stairs step by step as the operator pulls a cable drive. Other features include positive two-wheel brakes, interchangeable shoes, sealed ball bearings, steel tube construction and large pneumatic tires.

Norval B. Rader has been elected assistant to the chairman of the board and Maurice Glockner has been named vice-president and director of purchasing of the Automatic Canteen Company of Americo, according to Nathaniel Leverone, chairman. Automatic Canteen, leading manufacturer of vending equipment, was recently merged with the Rowe Corporation, pioneer manufacturer of vending machines.

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VOL. 77. NO. 61

NEW YORK, U. S. A., TUESDAY, MARCH 29, 1955

TEN CENTS

High Court Rules

Damages Won In Trust Suits Not Tax-Free

Lower Court Decision Is Ordered Reversed

From THE DAILY Bureau

WASHINGTON, March 28.—The Supreme Court today ruled that exhibitors who win punitive damages in private anti-trust suits must pay federal income tax on those damages.

The high court reversed a ruling of the Third Circuit Court of Appeals. That court had held that exhibitors and others who win treble damage suits need pay tax only on the money received to recompense them for the damages actually suffered and that the extra money re-

(Continued on page 5)

Claim No Similarity Of Cleve. Trust Suit With Other Actions

From THE DAILY Bureau

WASHINGTON, March 28.—Defendants in a Cleveland anti-trust suit told the Supreme Court today that there's no similarity between their operations and those objected to by the high court in earlier anti-trust cases brought by the government.

This charge had been made by the plaintiff, the G. and P. Amusement Co., in appealing the suit to the Supreme Court last month. G. and P.,

(Continued on page 5)

Circuits Report 3rd Quarter Returns on 5% Tax

114 Theatres Collect \$452,000

By LESTER DINOFF

Five top New York City circuits with 114 representative theatres located throughout the five boroughs have reported admission taxes collected for the three-month period ended on Feb. 28 totaling \$452,050 approximately, which included the tax breakage of about \$75,965 withheld by the exhibitors pending the determination of an appeal of a Supreme Court decision by the Court of Appeals in Albany.

Officials of the City of New York recently stated that the "major fraction" issue, if decided in their favor by the

Martin Names Seven To COMPO Group

E. D. Martin, president of the Theatre Owners of America, has announced the appointment of seven TOA exhibitor members to the executive committee of COMPO, it was revealed in the exhibitor organization's bulletin to members.

Appointed to the industry's organization were: Myron N. Blank, Simon H. Fabian, Pat McGee, Walter Reade, Jr., Elmer C. Rhoden, Morton Thalhimer and Robert B. Wilby.

Hit 'Scramble' of Attack on Toll TV On 'Omnibus' Show

A "strong protest" against the way the toll TV forum was presented on Sunday's "Omnibus" television program was filed here yesterday by the National Committee Against Pay-As-You-See TV.

Addressed to Robert Saudek, producer of "Omnibus," and Frank Stanton, president of CBS, the wire contended that the film sequence devoted to TV and radio station owner George B. Storer, who spoke in op-

(Continued on page 6)

Myers Sees Toll TV Trade-Wide Threat

Special to THE DAILY

OKLAHOMA CITY, March 28.—Abram F. Myers, General Counsel of Allied States, today described toll TV as a vital threat to the "entire" industry at Allied of Oklahoma's third annual convention here. Approximately

(Continued on page 4)

Hope for Round Table Abandoned

ALLIED WILL SEEK 'OTHER FORUMS'

To Tell "All Who Will Listen" That Distributors Got Theatres' Tax Relief

From THE DAILY Bureau

WASHINGTON, March 28.—Allied States Association has abandoned hope of a top-level industry round table being held to discuss exhibitor complaints of allegedly harsh film terms and will now prepare the exhibitors' case "for presentation in other forums," Abram F. Myers, Allied chairman and general counsel, said in a bulletin released at his offices here prior to his departure for Oklahoma City to address the annual convention of Allied Theatre Owners of Oklahoma.

Myers said that "Chief among the grounds which will be relied upon in seeking outside help is the charge that the film companies have drained off all or nearly all of the tax relief granted by Congress to the theatres."

"Allied," he said, "proposes to tell all who will listen just what the film companies have done. Allied will harp on a few incontrovertible facts:

¶ That following April 1, 1954,

(Continued on page 4)

Warners Weighing Use of VistaVision For Lindbergh Film

From THE DAILY Bureau

HOLLYWOOD, March 28.—Whether Warner Brothers will use the VistaVision process for its production based on the Lindbergh story tonight had not been definitely decided, but was under serious consideration following Jack L. Warner's personal inspection of Paramount's double-frame VistaVision "Strategic Air Command" at the studio last

(Continued on page 5)

Johnston to Coast Early Next Week

From THE DAILY Bureau

WASHINGTON, March 28.—Motion Picture Association president Eric A. Johnston is scheduled to be in Hollywood early next week for his first West Coast visit since last October.

Johnston will go to New York for a board meeting on Thursday, leaving

(Continued on page 6)

Reports Rise At B. O. for AB-PT Houses

By MURRAY HOROWITZ

A general rise in box-office receipts for the Intermountain and Western areas of American Broadcasting-Paramount Theatres affiliate circuits was reported here yesterday by Edward L. Hyman, AB-PT vice-president.

Hyman, upon his return to New York after spending several weeks

(Continued on page 6)

Production Project Started in Toronto

Special to THE DAILY

TORONTO, March 28.—Arthur Gottlieb and Davis Coplan, as president and managing director, respectively, are identified with Canadian Film Industries, Ltd., which has

(Continued on page 5)

courts, would add \$1,000,000 yearly in revenue to the total tax collected from the five per cent impost, enacted by the municipality on July 1 1954.

Vincent Condello, New York City legislative representative stated in Albany early last week that the "breakage" collected by the municipalities' 436 theatres "is now in the neighborhood of \$750,000." Condello and Assistant Corporation Counsel Stanley Buchsbaum have stated that the breakage fund will "be held in abeyance" pending Court of Appeals decision.

To insure that the city would re-

ceive its due, as allowed by the State Enabling Act of 1947, the Assembly Rules Committee introduced a measure a few weeks ago in the State Assembly and Senate, asking that an amendment be adopted permitting localities to receive the "breakage" on the five per cent admission tax. Passed unanimously by the upper and lower houses and signed by Gov. Averell Harriman, this measure was made retroactive to June 30, 1954, and validates the collections on such as basis by New York, Binghamton and Elmira. Ac-

(Continued on page 4)

Personal Mention

SAMUEL PINANSKI, president of American Theatres Corp., has returned to Boston from Miami Beach.

SIDNEY JOHNSON, of Mole-Richardson, Ltd., British equipment organization, will return to London from New York tomorrow via B.O.A.C. Monarch.

JAMES M. TOTMAN, assistant New England zone manager for Stanley Warner Theatres, has left Hartford with his family for Daytona Beach.

HARRY F. SHAW, division manager of Loew's Poli-New England Theatres, and **Mrs. Shaw** are marking their 31st wedding anniversary.

BERNARD MENSCHELL, president of Community Amusement Corp., Hartford, is the father of a boy born there last week to **Mrs. Menschell**.

LOUIS W. KELLMAN and **PAUL WENDKOS**, independent producers, are scheduled to leave here by plane for Hollywood on Friday.

ANDRE PREVIN, M-G-M composer-conductor, will be guest soloist on April 18 with the San Francisco Symphony Orchestra.

DICK HOWARD, advertising manager for Consolidated Amusement Co. in Honolulu, has arrived in San Francisco from there.

HARRY FEINSTEIN, New England zone manager for Stanley Warner Theatres, has returned to New Haven from Florida.

LINDA EINFELD, daughter of **CHARLES EINFELD**, Warner Brothers vice-president, is in Coral Gables, Fla., from New York.

JEROME PICKMAN, Paramount advertising-publicity vice-president, has returned to New York from Hollywood.

WILLIAM DAUGHERTY, of the Webb Playhouse, Wethersfield, Conn., has returned to Hartford from Puerto Rico.

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, will leave New York today for Dallas.

HOWARD STRICKLING, M-G-M studio publicity head, will return to the Coast today by plane from New York.

'Dinosaur' to Lippert

HOLLYWOOD, March 28.—"King Dinosaur," science-fiction feature produced by Al Zimbalist, has been acquired by Lippert Pictures for distribution, it was disclosed here today.

'Plain' in Coast Bow

United Artists' "The Purple Plain," will have its West Coast premiere today at the Fox Wilshire Theatre in Los Angeles.

Ask FCC to Make TV-Radio Study

From THE DAILY Bureau

WASHINGTON, March 28.—The House Appropriations Committee ordered the Federal Communications Commission to make a comprehensive study of radio and television broadcasting.

The committee voted \$6,870,000 for the agency for the fiscal year starting July 1, an increase of \$240,000 over this year and \$170,000 over the budget request. It said that \$80,000 of the extra money should be used to make a factual study of broadcasting, since FCC members had expressed concern over the lack of information in this field. The committee said that the other \$90,000 over the budget request should be used to reduce the backlog of work in television and industrial services applications.

The House committee action must still be approved by the House itself and by the Senate.

Carreras Here on Co-Production Deals

James Carreras, head of Exclusive Films of London, and chief barker of that city's Variety Clubs International Tent, has arrived in New York to discuss co-production deals and will remain in the U. S. to attend the Variety Clubs International annual convention, which will open in Los Angeles on May 4.

Carreras, who is accompanied by **Mrs. Carreras**, is teamed with **Robert L. Lippert** in the making of five co-productions in color, which he will make in Britain in the next year. He will also seek a distributor while here for the CinemaScope stereophonic featurettes made by his company in England.

Carreras plans to be in America about seven weeks in all.

Scottish-Americans To Be 'Peter' Guests

Leaders of the Scottish-American community, including directors of the Highland Fund of North America and the Caledonian Hospital will join film star **Richard Todd** and **Mrs. Catherine Marshall** at the Thursday premiere of 20th Century-Fox's "A Man Called Peter," proceeds from which will benefit the two organizations.

Joining celebrities from many walks of life at the kleig-lit Broadway opening, to be launched with a 16-piece bagpipe band and a 70-man kilt-and-tartan-clad color guard, will be 30 of their prettiest nurses on hand dressed in the colorful Royal Stewart Tartan. They will act as escorts and official greeters of the celebrities scheduled to attend the gala opening.

Members of the board of directors of the Highland Fund attending will be: **Duncan M. Spencer**, president of the Highland Fund; **Charles B. McCabe**, **David Van Polt**, **John M. Fisher**, **Malcolm S. Forbes**, **John L. Handy**, **William H. Howard**, **John G. McCarthy**, **C. Frank Reavis**, **Gerald Lamont Smith**, **Eric M. Warburg**, **J. L. Weller**, **James J. Whyte**.

'Blackboard Jungle' Banned in Memphis

Special to THE DAILY

MEMPHIS, March 28.—"Blackboard Jungle," MGM film, was banned from Memphis screens today, **Lloyd T. Binford**, censor board chairman, announced. Binford said the three women censors, **Mrs. B. F. Edwards**, **Mrs. Walter Gray** and **Mrs. St. Elmo Newton, Sr.**, voted unanimously to ban it. "I agree with them," he added.

It's believed this is the first MGM picture the board has ever banned. The film is one dealing with juvenile delinquency in a high school.

"The teen-agers in the picture start off bad," Binford said. "I thought they would reform, and we would have to pass it, but they are just as bad at the end."

"There are Negro students in the school with white students in the film," Binford said, "but that had nothing to do with the banning."

Kodak Report Lists Highlights of 1954

ROCHESTER, March 28.—Details of Eastman Kodak Co.'s 1954 operations, including information on new products, production, progress in research and development, finances, and other aspects of the business are contained in the 36-page, four-color annual report now being mailed to over 86,000 Kodak share owners.

Last year's edition of the report won the gold "Oscar of Industry" award from Financial World Magazine as the best of over 5,000 company reports in an international survey.

In the report, the combination of modern films and reproduction techniques are illustrated in nine photographs which portray in color the grandeur of the Far West. Another highlight is the color diagram indicating the products made by each of Kodak's U. S. manufacturing divisions and showing the area in which each product serves — photography, industry, or defense. The annual report also contains a listing of some important milestones in the progress of the Kodak company, which celebrates its 75th anniversary this year.

Heart Ailment Fatal To Elias Youngstein

Funeral services were held here yesterday morning at Gutterman's for **Elias Youngstein**, 71, father of **Max E. Youngstein**, vice-president of United Artists, who passed away on Saturday at Beth David Hospital of a heart ailment.

Youngstein, father of **Bernard Pearl Lieberman**, **Max Morris**, **Miriam Hugel**, also is survived by 11 grandchildren and one great grandchild.

Producing Company Formed by McEvoy

HOLLYWOOD, March 27.—Papers of incorporation have been filed in Sacramento for the formation of **Earl McEvoy Productions**. **McEvoy** was formerly associated with Columbia Pictures as a director. The new organization plans to produce theatre and television films.

News Roundup

Set SW 'Festival'

Plans for the 13-week observance of the Stanley Warner "spring festival," April through June, were outlined in Hartford by **Harry Feinstein**, zone manager, in meetings with 38 managers representing the zone's theatres in Connecticut, Massachusetts and New York.

Mexican Survey

Mexico has 2,100 theatres in operation with a combined theatre capacity of 1,500,000 in 1,164 cities and towns, according to a survey made by **Samuel Goldschlag**, Mexico City architect. Goldschlag also revealed that Mexico has 1,700 theatres that exhibit 16mm. pictures exclusively.

'Capri' Premiere

"Murder in Villa Capri," which was produced in New York by **Paul Burton-Mercur**, will have its world premiere at Warners' Embassy Theatre in Orange, N. J., on April 5. The picture will play the house for the one evening only prior to its national release by Gibraltar Motion Picture Distributors of Hollywood.

To Hear Christenberry

Major General **Charles W. Christenberry**, president of the American-Korean Foundation, will be the honored guest at a luncheon meeting of exhibitors in the Denver exchange area on Thursday. It is expected that 300 theatre owners of the territory will attend the affair at the Cosmopolitan Hotel.

Asks TV Suspension

Walter Reade, Jr., president of the Atlantic Video Corp., has requested permission from the Federal Communications Commission to suspend telecasting as of April 1 at station WRTV, Eatonville, N. J. Reade, in seeking the suspension of service, said that "to continue a service in ultra high frequency which could not come up to a maximum potential for our area pending a favorable decision from the FCC on Channel 8, would not be to the best interests of our listeners or advertisers."

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

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and THE MUSIC HALL'S GREAT
EASTER STAGE SHOW



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DEPARTS DAILY AT 1 P. M.

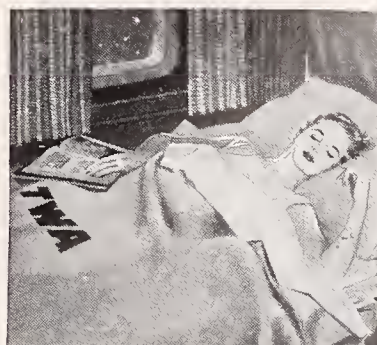
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Anta Album Ushers In First Broadway Closed Circuit Show

Contributions totaling \$135,000 for last night's "ANTA album" theatre telecast was reported here yesterday by the headquarters of CARE, on the basis of incomplete pre-opening reports from the field.

The event, marking the first theatre telecast of a Broadway show, was telecast from New York's Adelphi Theatre to 32 theatres in the same number of cities.

Joe Heidt, special TV consultant to CARE, the organization which teamed up with ANTA to present the benefit show, explained that many CARE committees, which handled the ticket sale, have neglected to keep CARE headquarters informed of latest ticket sales. Heidt also pointed out that the \$135,000 pre-curtain time estimate will not include last night's box-office ticket sale throughout the country.

Expects Half-Capacity

Contributions, he went on, does not indicate attendance, explaining that many people contributed much more than the cost of tickets. The CARE spokesman acknowledged, however, that he does not expect theatres to be filled more than 50 per cent of capacity.

The break-even point for the telecast would be \$200,000, covering the cost of talent, the four-wall deals made with theatres, advertising, DuMont TV facilities and other costs, the CARE official went on to estimate. He contended, however, that the pioneer effort had won many new friends for CARE and ANTA.

Reception last night at the RKO Fordham Theatre in the Bronx of the CARE benefit performance of the 1955 ANTA Album was satisfactory, giving about 1,000 patrons in the 2,100-seat house a good TV picture of the proceedings. However, at times the picture became cloudy. This was noticeable particularly in the long stage shots.

Unless later reports, which are expected to be filed tomorrow or the next day, show a marked rise in receipts, financially, the event did not go off as well as expected. Initially, it was estimated that contributions would amount to \$400,000 or more, with ANTA and CARE dividing the receipts. Prices of tickets were scaled from \$2 to \$100, according to CARE headquarters, with local committees setting the pricing pattern.

Last night's telecast was slated to headline the appearance of such Broadway stars as Lena Horne, Ezio Pinza, Martha Wright, Menasha Skulnik, Ruth Draper and Victor Moore. The event, staged by ANTA, began at 10:30 P.M. (EDT).

Allied on Round Table

(Continued from page 1)

(the effective date of the tax bill) film prices increased;

¶ That, in consequence, the film companies' net earnings have increased by leaps and bounds, while

¶ The exhibitors continue to be no better off than they were before the bill was passed."

Myers' bulletin then presents quarterly financial reports of Paramount, Warners, Universal, Columbia, 20th Century-Fox and Loew's, from April 1, 1954, to the latest available quarterly report, purporting to show that in each case company earnings began to rise with the repeal or reduction of the Federal admission tax, and continued on the upgrade thereafter.

Absorption in Some Cases

"It would, of course, be inaccurate to attribute all increases in net earnings to confiscation of tax benefits," the Myers bulletin states. "In some cases the film companies have more than absorbed the tax. A number of factors have contributed to the companies' present prosperity, such as improved films and the revival of the foreign market; but the big item is exploitation of the starved domestic market.

"The bare fact that the companies' profits are soaring while the exhibitors are barely holding their own and in many cases are losing ground, tells us all we need to know about what happened to the tax benefits," the bulletin states.

Explaining Allied's abandonment of hope in an industry round table conference being held, Myers notes the several protracted delays since such a forum was first proposed last fall and reports that an interview between "an Allied leader" and Al Lichtman, director of distribution for 20th Century-Fox, who first proposed the round table, "developed nothing beyond the now familiar alibi that the round table

cannot be held until the arbitration issue is settled."

"Arbitration," Myers observes, "has been kicked around for four years, and since the film companies will not agree to arbitrate film rentals or selling policies, it is impossible to see how this issue can have any bearing on the round table proposal.

"All the exhibitors have sought is the opportunity to place their case before the responsible heads of the film companies, in hopes that each such official, with respect to his own company, would voluntarily abate or abandon policies which threaten the whole industry."

The bulletin rejects in those terms suggestions "that for the film company presidents to hear from prominent leaders the exhibitors' views concerning current pricing policies and practices might expose them to prosecution under the anti-trust laws."

"Cynicism begets cynicism," the Allied bulletin says, "and the manner in which exhibitor overtures looking to a peaceful settlement of this controversy have been rejected, engenders the thought that this idea of a top-level conference may have been advanced merely to induce exhibitors to postpone their plans for remedial action, while the film companies continue to wax fat on their present destructive policies."

Silent on E.D.C.

Allied's board of directors at its meeting in St. Louis last month authorized Allied's Emergency Defense Committee to proceed with earlier prepared plans to seek introduction in Congress of a bill to regulate film prices and terms. The present bulletin says nothing further about the E.D.C. activity but it is surmised that a meeting of the committee will be held in the very near future, perhaps this week, to plan the next step.

Appoint Bloom 20th Mgr. in New Haven

The appointment of Shepard Bloom to the position of branch manager of 20th Century-Fox's New Haven exchange was announced by the company.

Bloom, who assumed his new duties yesterday, was sales manager of the company's Philadelphia office prior to his elevation to the New Haven post. He succeeds Herman Hirschhorn, who passed away last week.

The transfer of William Graham, presently office manager and city salesman in Buffalo, to the position of office manager in the Boston exchange effective yesterday, also was disclosed by the company.

Crescent Plans 'Center'

CLEVELAND, Tenn., March 24.—Crescent Amusement Co., Nashville, has contracted for the construction of a \$300,000 shopping center here which will house two variety stores and a drugstore. A section of building, not yet assigned, may later be developed as a theatre, but the whole project at present is an investment.

N. Y. Variety Club Chairmen Named

William J. German, chief barker of the Variety Club of New York, Tent No. 35, yesterday announced the appointment of four committee chairmen for the coming year. Jack Rosenfeld has been named chairman of the welfare committee; Max Wolff, membership committee; William Westphal, finance committee; and Albert G. Gorson, community relations committee.

German has urged all members to attend today's luncheon meeting at Toots Shor's. Buddy Hackett will be the guest of honor. Harold J. Klein is chairman of today's luncheon meeting and Martin Levine is luncheon coordinator for the year.

New K. C. Firm

KANSAS CITY, March 28.—The S & S Operating Co., a new firm with E. S. Sutter and Alex Shneiderman as associates, has established offices here. The company will operate an 800-car drive-in now under construction on a 40-acre tract on Highway 50 at a point not far from Kansas City.

114 Theatres

(Continued from page 1)

cording to many leading exhibition leaders, the revenue from the collection of the five per cent admission tax, including the controversial "major fraction," would be between \$3,500,000 and \$4,000,000 yearly. In early January, a spokesman for the City Tax Collection's office stated that the amusement tax revenue from all sources in the city had totaled \$3,711,949 for the five month period ended on Dec. 31, revealing that the returns were short of expectations.

The 114 theatres' admission tax figure of \$452,050, which included the breakage amount of \$75,965, or 16.6 per cent of the levy, were termed by an exhibition spokesman as "representative of the slack business felt throughout the city during the December, January and February period." These theatres, located on Broadway and in suburban areas, are part of the Loew's, Century, Skouras and Brandt circuits.

Loew's Breakage \$38,000

The Loew's Theatres Circuit with 44 theatres reported a total tax on admissions during the third tax quarter totaling an approximate \$245,000. The breakage figure of \$38,000 was 15.1 per cent of the total tax collected. Loew's forwarded \$207,000 to the city.

The 21 Century theatres forwarded an approximate \$50,900 to the city as their third tax payment and retained a tax breakage of \$11,100 for the 90-day period, which was 17.9 per cent of the total tax.

The 21 Skouras theatres forwarded an approximate \$42,600 for the third tax payment retaining \$10,200 as their breakage. Computed against the total tax, the breakage was 19.3 per cent.

The combined Harry and William Brandt theatres of 28 houses throughout the five boroughs reported a total tax on admissions during the third quarter totaling \$92,250 and retained \$16,665 as breakage, 18.0 per cent of the amusement impost.

Myers in Oklahoma

(Continued from page 1)

135 persons were registered today.

Myers asked the group to support the national toll TV committee's fight in what he termed one of industry's most dangerous problems. He said he had hopes that the Council of Motion Picture Organizations might help, but that film companies had prevented this, and now it is up to the exhibitors to turn the tide.

"It's no longer a one-sided fight with committee splendidly organized," he said. "The burden is currently on the theatres, but other businesses have a stake in the matter and will eventually join in the fight," and added that the fight should be supported financially, as it is as vital as COMPO's tax repeal campaign.

Hitchcock Adds to Para. Schedule

HOLLYWOOD, March 28.—Paramount and producer-director Alfred Hitchcock have signed a new contract under which Hitchcock will make two more pictures for the studio than the number called for in the present contract. It was also agreed with James Stewart that he will star in both of these additional productions. The two added pictures will be made over the next few years.

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Damages

(Continued from page 1)

ceived to punish the guilty party was tax-free.

Some years ago, William Goldman Theatres, Inc., won a damage suit against the distributors, and was awarded \$125,000 in actual damages, trebled to \$375,000. Goldman reported \$125,000 as taxable income, and claimed the other \$250,000 was punitive damages and not taxable. The Internal Revenue Service challenged this, and the Third Circuit Court of Appeals agreed with Goldman. Internal Revenue then appealed to the high court.

The high court's decision today, which applies not only to Goldman but to all similar cases, was by a 7 to 1 vote, with Justice Douglas dissenting and Justice Harlan taking no part. Delivering the court's opinion, Chief Justice Warren said the court has always taken the view that Congress intended "to tax all gains except those specifically exempted," and that punitive damages were not specifically exempted.

Opinion by Warren

"Here we have instances of undeniable accessions to wealth, clearly realized, and over which the taxpayers have complete dominion," Warren declared. "The mere fact that the payments were extracted from the wrongdoers as punishment for unlawful conduct cannot detract from their character as taxable income to the recipients. Respondents concede, as they must, that the recoveries are taxable to the extent they compensate for damages actually incurred. It would be an anomaly that could not be justified in the absence of clear Congressional intent to say that a recovery for actual damages is taxable but not the amount extracted as punishment for the same conduct which caused the injury. And we find no such evidence of intent to exempt these payments."

WB, RCA and Florida Drive-in Figure in Supreme Court Edicts

WASHINGTON, March 28.—The U. S. Supreme Court today refused to review lower court decisions in three cases of interest to the film industry. The court gave no indication of its reasons in any of these cases, merely noting the actions on a list of orders.

In one case, the justices turned down the request of Warner Brothers Pictures Co. that the court block the use of Sam Spade and other "Maltese Falcon" characters in radio and television.

Warners had argued that when it bought the copyright to the book, "The Maltese Falcon," it had also bought control over any future use in any other entertainment media of the characters in the book. Author Dashiell Hammett, however, later sold the characters to CBS for a radio and TV series, and Warners sued CBS and others involved in the series, charging copyright infringement.

Coast Court Upheld

The Los Angeles district court and the Ninth Circuit Court of Appeals ruled the original sale covered only the "Maltese Falcon" story, and that the characters in the book remained Hammett's to exploit as he pleased in the future. The high court today refused to upset this ruling.

In a second action, the court denied RCA's request that its patent anti-

Cleveland Anti-Trust Suit

(Continued from page 1)

the lessee of the Moreland Theatre in Cleveland from 1937 to 1950, brought suit against the competing Regent Theatre Co., various other companies owned by the Regent, four distributors, and Cooperative Theatres of Ohio, a central booking agent that bought for the Regent and others.

G. and P. charged Cooperative had used its power to buy for theatres in closed situations as a lever to get the best product from the four distributors for the Regent, and that this was exactly the sort of thing the high court had declared illegal in the Paramount, Crescent, Schine, Griffith and other earlier cases. The Cleveland District Court and the Sixth Circuit Court of Appeals had ruled for the defendants, however, and thrown out the suit.

Unlawful Pressure Denied

Today the defendants told the high court that these lower courts were exactly right. Negotiations between Cooperative and the distributors were always on a theatre-by-theatre, picture-by-picture basis, the defendants

declared, and there is no proof whatsoever that Cooperative ever engaged in any unlawful pressure to get better films for the Regent. The defendants said cooperative is not a combination of theatres but merely an employee of many individual exhibitors, with each exhibitor employing Cooperative only to get the best deal for his own theatre and being completely uninterested in helping Cooperative make any sort of deal for any other theatre.

Difference Claimed

Stating that Cooperative's efforts were vastly different from the master agreements, franchises and other practices which the high court struck down in the earlier anti-trust cases, the defendants declared "there is not one shred of evidence in the record that Cooperative or any of the respondents in this case did any of the things which this court struck down" in those earlier cases. The defendants argued the lower courts' decision in this case was strictly in line with decisions in the Crest, Dipson, Franchon & Marco and other more recent cases.

'Workshop' Opens Wis. Allied Meet

MILWAUKEE, March 28.—Some 300 exhibitors attended M-G-M's Ticket Selling Workshop today which was held in conjunction with the opening of Wisconsin Allied's Spring convention.

Speakers at tomorrow's meeting will include Wilbur Snaper, who will discourse on subscription television; president Sig Goldberg, Angelo Provanzano, Arnold Blum and Robert S. Taplinger, public relations counsel to the Committee Against Pay-As-You-See TV.

Report Heavy 'Eden' Gross in Early Runs

Warner Brothers' "East of Eden" was reported yesterday to be setting top grossing marks in its initial engagements, matching those of "Battle Cry."

Among the strong openings were those in the Florida Theatre, St. Petersburg, where it was heading for a \$15,000 week; a moveover at West Palm Beach where it pulled \$7,831 in the first four days; \$9,860 in three days at Fort Lauderdale and similar business in other Florida situations.

A \$44,000 week is seen for the first four days of its third week at the New York Astor and \$30,000 at the Los Angeles Paramount in its second week almost dollar-for-dollar with the opening week.

trust suit against Zenith Radio Corp., in Chicago be postponed. RCA argued the Chicago case should be delayed until a similar case in Delaware is concluded. The Delaware case was begun in late 1946 by Zenith, charging RCA with a patent monopoly. Two years later, RCA filed the patent infringement suit against Zenith.

In the third action, the court refused to overturn a ruling of two Florida courts that S. E. Britton could go ahead and build a drive-in theatre just outside of Tampa. The drive-in was being fought by a group of neighborhood property owners.

M-G-M's Eastern Mgrs. Meet Here

M-G-M branch and district managers for the Eastern territory under John P. Byrne's supervision, met yesterday at the Astor Hotel, following Byrne's return from Chicago where he attended a two-day division managers sales meeting conducted by Charles M. Reagan, vice-president and general sales manager. Highlight of the meeting yesterday was discussion of recent production deals made, such as that with Sam Goldwyn for the release of "Guys and Dolls," the forthcoming Desilu picture and the future films to be made by Sol C. Siegel under a contract now being finalized.

Other highlights pivoted about the release of "The Prodigal," "Blackboard Jungle," "Interrupted Melody," "Love Me or Leave Me," "The Glass Slipper," and "The Cobweb," among others.

Byrne will meet individually today with several of the men and tonight leave for a tour of his branches to meet with the sales staffs locally. His first stop will be Albany, followed by Philadelphia, New York, Boston, New Haven, and Buffalo.

Rentals, EFFF Before N.W. TOA

SEATTLE, March 28.—Alleged unjust film rentals and the Exhibitor Film Financial Group, Inc., will be the top topics of discussion at a special meeting of the Theatre Owners of Washington, Northern Idaho and Alaska tomorrow at the Olympic Bowl here.

Joseph J. Rosenfield of Spokane, who will rotate the chairmanship with M. M. Saffle of Seattle, every three months, is expected to seek more support from the theatremen for EFFF, a plan whereby exhibitors will stimulate independent production through financing.

The Northwest TOA group is recovering from the shock of losing both its executive secretary, J. M. Hone, and treasurer, H. B. Sobottka, by death, within a matter of weeks.

VistaVision

(Continued from page 1)

weekend. The latter picture's aerial photography by Thomas Tutweiler has been hailed in the profession as the best ever made of planes in flight, and Tutweiler is understood to be in line for similar work in the Lindbergh production which, like "SAC" will star James Stewart.

Warner would be the third American major studio to adopt VistaVision, as Universal last week announced its adoption for "Away All Boats." Overseas, J. Arthur Rank and Ponti De Laurentiis have purchased Mitchell VistaVision cameras for forthcoming productions.

Toronto Production

(Continued from page 1)

launched a studio project at an estimated cost of \$2,000,000 near Toronto for the production of feature length pictures, it was publicly announced today.

Canadian-born Coplan joined Gottlieb here last year after spending a decade in England and earlier he was an executive with Columbia and United Artists in the Canadian field.

Coplan said Canadian Film Industries has a number of production properties available.

Appeals for Damages Over Screen Credits

WASHINGTON, March 28.—Writer Paul Jarrico asked the Supreme Court today to award him damages from RKO Pictures for the company's refusal to give him screen credit for "The Las Vegas Story."

Jarrico was fired by RKO after he refused to answer questions of the House Unamerican Activities Committee. The company also refused to list him on the screen credits for the film, on which he had worked before he was fired. The matter was submitted to arbitration, and the arbitrators held Jarrico entitled to first screen writer's credit on the film.

RKO refused and asked the California courts for a declaratory judgment in its favor. At the same time Jarrico sued RKO for damages for releasing the picture without credit for him. Several California courts ruled for RKO, and Jarrico today appealed to the Supreme Court.

New Spiegel Post

Ted Spiegel, who has been with the Columbia Pictures exploitation staff for seven years, has been transferred to the home office publicity department as general assignment man, it was announced here yesterday.

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AB-PT

(Continued from page 1)

touring the West and Intermountain sections, said that AB-PT affiliate circuits officials reported business considerably better currently as compared to a year ago.

The AB-PT vice-president added that their report tied in with the general improvement at the box-office for AB-PT affiliate circuits nationally. Hyman, on his trip, visited Salt Lake City, Los Angeles, San Francisco, Phoenix and Tucson, Ariz., holding conferences with Ray Hendry, vice-president and general manager of Intermountain Theatres; Jerry Zigmond, general manager of AB-PT affiliate circuit in that area, and George Aurelius, vice-president and general manager of the Arizona-Paramount Corp.

Hyman said that plans are underway in AB-PT affiliate circuits for a May-June box-office drive, keyed to coincide with the added quality product set for release during that period. Hyman, long an advocate of a regular order of release of quality product without regard to so-called "seasons," expressed his belief that the situation is improving. He pointed to the May-June drive as AB-PT's recognition of the improved situation and its desire to match it at the exhibition end.

Regarding plans to improve attendance, a problem repeatedly stressed by AB-PT president Leonard H. Goldenson, Hyman cited techniques employed in Salt Lake City and Tucson, aimed at developing the film-going habit in youngsters.

In Tucson, Hyman said a plan is underway keyed to a "Junior Press Club" theme. Special or regular film programming, designed to appeal to youngsters from 13 to 17, will be utilized, he explained. Guest speakers may also be invited to address the teen-age group on some special problem affecting them. The youngsters, in turn, will be invited to report on the event as newspapermen do, with special prizes and awards granted for the best coverage.

'Kiddie' Shows in Salt Lake

In Salt Lake City, special "kiddie" shows have been set up for alternate Saturday mornings, with tie-ins and give-aways featured. Hyman continued. In that city, he reported, it was found that the children did not go for a steady diet of Westerns, and therefore different shows were devised, shows under such themes as "Cartoonscope," "Disneyrama" and "Funorama."

In explaining the programs mapped out to capture the younger audience, Hyman stressed another point in the Goldenson program, that is, Hollywood must supply the product which has special appeal to youngsters. "We've got to have the merchandise," Hyman declared, adding that "we are ready to supply the stage and setting."

Dynamo Cited

Twentieth Century-Fox's house organ, "The Dynamo," edited by Roger Ferri, for the sixth time has been named "the outstanding company publication" for 1954 by the Company Publication Editors of North America, representing house organs of 332 leading industrial and business corporations.

Television--Radio

with Pinky Herman

MARSHALL SCHACKER, brought to Gotham six years ago to discover and develop new talent for NBC, and for the past three years N. Y. rep for French and Italian films, has been named executive in charge of development of TV packages for the Shellric Corp. . . . With MacDonald Carey hosting Percy Faith's 45-piece orchestra and different guest stars each week, F. W. Woolworth will CBSponsor a variety program over an extensive radio net starting Sunday (1:00-2:00 p.m. June 5. . . . Ernie Kovacs, Edith Adams, Shari Lewis, Jan Murray, Herb Sheldon, Ralph Meeker, Buddy Hackett, Renzo (The Continental) Cesana, Paul Valentine, Eyde Gorme, Steve Lawrence and Marilyn Monroe will help Shorehaven Beach Club prop. Mal Deitch unveil his Celebrity Arboretorium, (50 trees named after famous TV and screen stars). . . . MCA-TVeps Aaron Beckwith and Lou Friedland have just consummated a deal whereby the new Providence, R. I., VHF station WPRO-TV will present 10 features starring Hollywood luminaries including Preston Foster, Thomas Mitchell, Charles Bickford, Ralph Bellamy, Louis Hayward, Rod Cameron, Patrick McVey & Jane Nigh totaling 25,155 hours of programs. . . . Henny Youngman due in Hollywood this week to huddle with producer Jerry Franks on a new TV series, before he starts a two-week stint at the Sands in Las Vegas Wednesday.

★ ★ ★

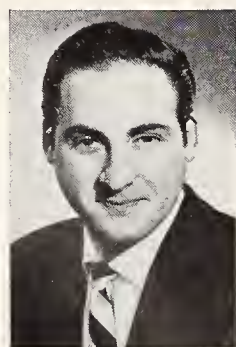
Stirling Wheeler, president of Parsonnet & Wheeler, Inc., has announced the firm's highest production budget for the year, calling for feature-length telefilms slated to be produced in New York and abroad. Wheeler, who, prior to his association with P. & W. had been in charge of Young & Rubicam's Mexico offices for eight years, started as copy writer with Lever Bros. upon graduating from Dartmouth in 1933. . . . Peg Lynch's "Ethel & Albert" situation comedy which stars Peg as "Ethel" and Alan Bunce (Albert) will CBSummer-replace Spring Byington's "December Bride" TV'er for Instant Maxwell House Coffee, effective Monday, June 20. . . . Eastman Kodak's "Norby" series will bow out of the NBC-TV sked April 6 with a new series of half-hour dramatic telefilms replacing it over an 84-station network April 13 and titled, "Kodak Request Performance." . . . Carol Haney's show-stopping steam heat number from "Pajama Game" will be seen on Ed CBSullivan's "Toast of the Town" April 17.



Stirling Wheeler

★ ★ ★

Sid Caesar, who, before attaining national laurels as one of the top comics of the day, was a first-rate saxophonist, has proven yet another hidden talent, tunesmith. The novelty ditty "I Wrote This Song for Your Birthday," which was performed on his program two weeks ago, is published by Flo Music, of which Nick Campbell, popular Tin Pan Alley figure, is general professional manager. . . . In the 10 years that he's brought his songs and films of yesterday to his radio and TV fans, Joe Franklin, ABCurrently starred daily at 3:30 P.M., has never missed a single performance in the decade. . . . The fact that Milt Burgh, MBS news chief, was associated with Walter Winchell a dozen or so years ago, is why Mutual has the inside track to feature W.W. on its 566-station network when his ABCContract expires in January. . . . WPIX fashion expert and commentator Ethel Thorsen, more beautiful than any of her model lovelies, filling Patio Bruno's swank eatery on W. 55th St. daily with her fashion show luncheon.



Sid Caesar

★ ★ ★

Howard Hughes is offering financial backing and national distribution enhanced by prospective tie-ups with approximately 230 RKO pictures to indie TV producers as inducement to use RKO studio facilities. . . . Vet newspaperman and scripter Jerry Franken has ankled Lester Lewis Associates to become director of publicity for Television Programs of America. Dine & Kalmus will continue to serve the firm as public relations consultants. . . . Sophie Tucker will guestrill on Milton Berle's NBCComedy program April 5.

2,000 Exhibitors Have Contributed To Toll TV Fund

Over 2,000 exhibitors in the U. S. already have contributed anywhere from \$7.50 to \$75, depending upon the number of seats in each theatre, to the Committee Against Pay-As-You-See TV's "war chest" furthering the group's opposition campaign to subscription television, according to the Theatre Owners of America.

Theatre men have sent in their contributions, which are based on the same lines as the COMPO dues formula, to Philip Harling, committee treasurer, who declined to reveal the total contributions received to date.

Thus far, in its campaign against toll-TV and in preparing an opposition brief to the medium for May 9 submission to the Federal Communications Commission, the exhibition committee, jointly headed by Alfred Starr and Trueman Rembusch, have retained Robert S. Taplinger Associates as public relations counsel, retained Marcus Cohn of the Washington law firm of Cohn & Marks as legal counsel, and commissioned Professor Dallas Smythe as economics advisor, and is still seeking an engineering consultant for services and advice.

'Omnibus' Show

(Continued from page 1)

position to toll TV, was poor in quality and the voice appeared 'scrambled.' It was signed by Phillip Harling, the committee's treasurer, on behalf of the national committee.

The wire declared that "Omnibus is definitely obligated to make time available at the earliest opportunity" for Storer to make known his views to millions who were unable to understand his remarks Sunday because of the poor quality.

It went on to state that it was "incomprehensible" that the situation arose, pointing out that adjacent film sequences highlighting the proponents of toll TV were "clearly seen and heard." Poor reception was not confined to New York area according to reports received today from Storer's Miami Beach office and interested parties in Chicago and elsewhere, the wire continued.

Calls It 'Not Fair'

"Since Storer's interview was filmed in advance," the wire stated, "it is difficult to understand why the 'scrambled' sound was not re-filmed to obtain the hitherto high quality of similar 'Omnibus' presentations. We feel deeply despite assurances that a fair presentation of our position would be made even though Zenith Radio, Inc., one of the 'Omnibus' sponsors, is an extremely active proponent of pay-as-you-see TV, this was not a fair presentation."

Johnston

(Continued from page 1)

Thursday night for Spokane, where he will spend the week-end. He'll arrive in Hollywood from Spokane Monday or Tuesday, staying there the rest of that week.

MPAA officials said that there was "nothing special" that Johnston is going to the West Coast about. They said it's just that it's been a long time since he was there, and wanted to talk to studio heads and other industry officials on a variety of subjects.

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— HOLLYWOOD REPORTER

MARTY

RATES A BIG "A"!

Another to the credit of producers Harold Hecht and Burt Lancaster.

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MARTY

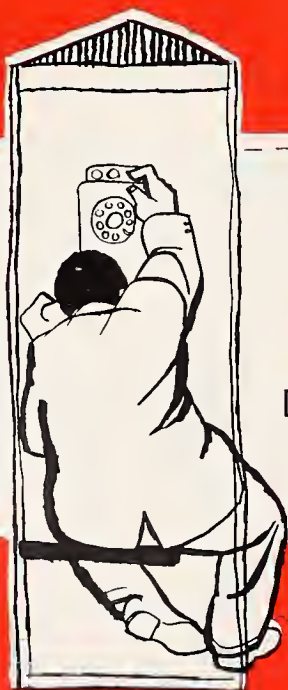
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— VARIETY

HECHT-LANCASTER present

"MARTY"



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ERNEST BORGNINE and BETSY BLAIR

Story and Screenplay by PADDY CHAYEFSKY

Directed by DELBERT MANN • Produced by HAROLD HECHT

Associate Producer — PADDY CHAYEFSKY

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VOL. 77. NO. 62

NEW YORK, U. S. A., WEDNESDAY, MARCH 30, 1955

TEN CENTS

Lawyers Confer

Lay Plans for Meeting Soon On Arbitration

See Progress Following Schimel-Levy Conference

The groundwork for another meeting shortly of the full arbitration committee to clear up the "few items that remain open" was laid here yesterday at a meeting between Herman Levy, general counsel of Theatre Owners of America, and Adolph Schimel, counsel for the distribution arbitration subcommittee.

The meeting between the two coun-
(Continued on page 6)

RCA Asks Court To Dismiss Gov't Anti-Trust Suit

Radio Corp. of America, in an answer filed yesterday in United States District Court in New York to a government civil anti-trust complaint filed on Nov. 19, 1954, said that RCA's patent licensing policies have been "a major factor in the spectacle."
(Continued on page 6)

U. K. Producers Cite Losses In 3 Years; Ask Tax Relief

By PETER BURNUP

LONDON, March 29. — Without substantial tax relief forthcoming when the Chancellor of the Exchequer opens his Budget on April 19, British film production will be doomed to remain in the precarious financial position that has beset it in recent years, the British Film Producers Ass'n contends in a document being circulated among Members of Parliament urging a reduction of £6,000,000 in entertainment tax.

The Association produces figures of recorded losses over the last three years calculated to surprise authorities on both sides of the Atlantic.

The figures are said to be based on an investigation into the profit and loss accounts of 202 films made here in that period. They represent, it is stated, practically all the first and second features made in that time.

Their aggregate production cost is
(Continued on page 6)

CBS Grants Counter Move

Offers Anti-Toll TV Time

Acknowledgment that Sunday's "Omnibus" program "did not do full justice" to the views opposing subscription television was made here yesterday by Frank Stanton, president of Columbia Broadcasting Co.

Court Gives Theatres Additional Time For Filing of Tax Brief

Special to THE DAILY

ALBANY, N. Y., March 29.—The Court of Appeals here has granted New York City exhibitor attorneys additional time in which to file a supplemental brief dealing with the effect of the recently enacted amendment to the State Enabling Act on their appeal in the five per cent amusement tax issue.

New York City Assistant Corporation Counsel Stanley Buchsbaum has already filed a supplemental brief in
(Continued on page 3)

McKenna New Head Of Oklahoma Allied

Special to THE DAILY

OKLAHOMA CITY, March 29.—Bernard McKenna, Jr., Norman, was elected president of Allied Theatre Owners of Oklahoma at its third annual convention here. Other officers elected include Eddie Jones, Tulsa, vice-president; Dick Thompson, Oklahoma.
(Continued on page 3)

Stanton, in a wire addressed to Philip Harling, treasurer of the National Committee Against Pay-As-You-See TV, offered on "some Sunday shortly after April 10 . . . to devote a full program period of one-half or an hour to a more comprehensive discussion of the entire issue. For this program, of course," the wire continued, TV and radio station owner George B. Storer, an opponent of toll TV, "will be invited to present his views" again.

The CBS president, responding to the "vigorous protest" filed by the Committee, proposed a time period "now occupied by 'Omnibus,'" which goes off the air after April 10.

A spokesman for the national committee opposed to toll TV expressed satisfaction with Stanton's proposal.

"Omnibus" producer Robert Sauder, also replying to the committee's wire of protest, accepted responsibility for deciding "at a late hour" not to have the Storer sequence refilmed. It
(Continued on page 6)

Wisc. Allied Hears Snaper, Goldberg

Special to THE DAILY

MILWAUKEE, March 29. — Wilbur Snaper, president of New Jersey Allied, speaking here today at the convention of Allied Independent Theatre Owners of Wisconsin, warned delegates of the possible effects of toll TV, saying, "Now we have another competitor, pay-as-you-see TV, using the free air for collecting on entertainment. This is an exhibitor problem. Distribution isn't in this argument, they don't know which way to go."

Snaper explained the methods by
(Continued on page 3)

UA to Seek \$15,000,000 World Gross For Kramer's 'Not As a Stranger'

By LESTER DINOFF

United Artists will be "shooting" for its first \$10,000,000 to \$15,000,000 world-wide grossing picture when "Not As a Stranger" will be released domestically in July, it was announced here yesterday by producer Stanley Kramer, who said that "sales contracts on the black-and-white film would be written at 70-30-10 terms."

Kramer, who is in New York setting up promotional and selling campaigns on his picture, said that UA will invest \$1,200,000 in a heavy promotional and merchandising program to help make "Not As A Stranger"

which was adapted from a best-selling novel, "the first film in UA history to step into the \$10,000,000 domestic grossing circle."

"My picture has an excellent chance to reach a world-wide gross of \$15,000,000 because of the public's tre-
(Continued on page 3)

Went 'Too Far'

Reject Plan to End Military Competition

Industry Now Must Give Some New Proposals

The Army, Navy and Air Force have turned down the industry's plan for ending military theatre competition with private theatres, it was learned.

Secretary of Defense Wilson could still overrule the recommendations of the three services, but this is considered unlikely. This apparently leaves it up to the industry to come up with a new plan acceptable to the armed services.

The matter was beat out at a conference between industry and Defense Department officials at the Pentagon in Washington last week. The results were learned only today.

Industry spokesmen had earlier reached a tentative agreement with Deputy Assistant Secretary of Defense Swan under which private theatres would get films in advance
(Continued on page 2)

House Votes to Up Anti-trust Fines to \$50,000 Maximum

From THE DAILY Bureau

WASHINGTON, March 29.—The House passed a bill boosting from \$5,000 to \$50,000 the maximum fine for violation of the Sherman Anti-Trust Act.

The bill was urged on the ground that the present \$5,000 fine is inadequate to deter anti-trust violations. The measure now goes to the Senate. The maximum fine applies to each count. No change would be made in
(Continued on page 3)

To Present Academy Awards This Evening

The 27th annual awards ceremony of the Academy of Motion Picture Arts and Sciences will take place this evening at the Pantages Theatre in Hollywood and the Century Theatre in New York. The ceremonies will be broadcast over the NBC-TV and radio network facilities, 10:30 to midnight, EST.

Personal Mention

WILLIAM R. FRANK, producer-exhibitor in the Twin Cities area, has returned to Minneapolis from New York.

ROBERT SMITH, assistant manager at the Stanley Warner Embassy Theatre, New Britain, Conn., has been promoted to a similar post at the Strand, Hartford. **EDWARD McCLOSKEY** will succeed him in New Britain.

MATTHEW ROBERT RAPPAPORT, son of **ISADORE M. RAPPAPORT**, owner of the Little, Town and Hippodrome theatres in Baltimore, has become engaged to **ELLEN MARX**, of Atlanta.

MARTIN DAVIS, Eastern advertising-publicity director of Samuel Goldwyn Prod., is scheduled to return to New York tonight from the Coast.

GOTTFRIED REINHARDT, producer-director, and **MRS. REINHARDT** will leave New York today aboard the "Liberte" for Europe.

GOFFREDO LOMBARDO, JR., president of Titanus Film, Rome, and director **ALBERTO LATTUADA** will leave here for Europe today by plane.

GENE NELSON will arrive in New York aboard the "Queen Mary" today from Europe.

ROBERT WISE, director, has left Hollywood for a tour of the Mountain states.

ARNOLD JACOBS, vice-president of Union Films, has left New York for Dallas and Los Angeles.

JOEL LEVY, out-of-town booker for Loew's Theatres, has returned to New York from Miami.

JOE PASTERNAK, producer, has arrived in Cuba from New York.

ANN MILLER will leave Hollywood by plane on April 17 for Australia.

Cohen to Preside at WB Tokyo Meeting

Wolfe Cohen, president of Warner Bros. International, will preside over a meeting of the company's Far Eastern managers to be held in Tokyo, the week beginning May 1. **John J. Glynn**, vice-president of Warner Bros. International, will also attend the meetings.

Jack Degal, Warners' general manager in Japan, will be host to the delegation, which will include **Berry Greenberg**, field supervisor from Sydney, Australia, and Australian managing director **Stanley Higginson** and sales manager **Bruce Kennedy**; managers **B. Nadkarni**, India; **Geza Polaty**, Indonesia; **Elias Moses**, Singapore; **Arthur McClure**, New Zealand; **Richard Ma**, Hong Kong; **Robert Chen**, Formosa; **Clifford Almy**, the Philippines and **Tomas Flores**, sales manager in Manila.

See 'ANTA' Show As Step Forward

Circuit executives, commenting on Monday night's "ANTA Album" theatre telecast, described it as a step forward in providing theatre telecasts of Broadway stage productions.

Some theatre executives felt that the ANTA show, telecast to 32 theatres from New York's Adelphi Theatre, was not a good test for the telecasting of a Broadway production. They contended that ANTA is hardly known to the public and that the show is not a property lending itself to wide public appeal and exploitation.

However, a few circuit officials said that a number of lessons could be learned, maintaining that a variety show, extensive in long shots, is poor theatre telecast fare. Dramatic scenes and musical scenes, featuring close-ups and semi-close-ups, were said on the other hand to "pack a wallop."

One circuit executive expressed his firm conviction that a legitimate stage show, with the proper cast and proper entertainment ingredients, could not miss as a theatre telecast.

Poor in Chicago, Boston

Reports from various sections of the country indicated that most of the theatres were at best half-full for the ANTA telecast. As far as attendance, the poorest showing appeared to be in Chicago and Boston, where only 300 and 900, respectively, attended Chicago's 4,400-seat Uptown Theatre, and Boston's Loew's State Theatre.

Officials of ANTA or CARE, the two organizations which jointly sponsored the benefit event, could not be reached for comment yesterday. The pre-opening take in contributions to CARE was estimated to be about \$135,000 on the basis of incomplete reports, with a \$200,000 figure cited as a break-even point.

Strike Threatens Para. Home Office

Motion Picture Home Office Employees Union, Local H-63, IATSE, which represents some 225 "white collar" workers at Paramount, will call a strike at the company's home office here unless Federal mediator **Mandelbaum** can effect a reconciliation in the contract negotiations, **Russel M. Moss**, executive vice-president of H-63, declared yesterday. Moss said that H-63 is seeking a 15 per cent boost in wages, improved working hours and vacations, but Paramount has declined to meet the proposals.

"The Federal Mediator has asked for one more meeting between both sides before any strike action is taken by us," the H-63 official stated.

Cosgrove, Critic, Dead

BALTIMORE, March 29.—Funeral services are to be held tomorrow for **John 'Jack' Cosgrove**, assistant motion picture critic of the Baltimore News-Post. He had been with paper more than 30 years. He also wrote a column known as "Curtain Call." He died Sunday at Union Memorial Hospital following a brief illness.

Byrd Defers Action On Tax Legislation

From THE DAILY Bureau

WASHINGTON, March 29. — Senate Finance Committee chairman **Byrd** (D., Va.) postponed until mid-April, after the Congressional Easter recess, any committee action on the House-approved legislation to repeal two important sections of the 1954 tax law. The sections deal with expense reserve funds and prepaid income. Byrd had originally planned to have the committee vote on the provisions this week.

Industry Officials to Set UJA Drive Plans

Key leaders of the amusement industry will meet today in the offices of **Barney Balaban**, president of Paramount Pictures, to discuss the 1955 drive in behalf of the United Jewish Appeal of Greater New York.

Adolph Schimel, vice-president and general counsel of Universal Pictures, who chaired the industry's drive for the United Jewish Appeal, will preside over the luncheon meeting.

Yehuda Hellman, noted Israeli journalist, recently returned from Israel, will address the meeting and discuss the urgent requirements of the 1955 campaign.

Among those expected to attend the meeting are **Balaban**, **Charles Boasberg**, **Harry Brandt**, **William B. Brenner**, **Jack Cohn**, **Abe Dickstein**, **Ed Fabian**, **Leopold Friedman**, **Manny Frisch**, **William M. German**, **Harry Goldberg**, **Leon Goldberg**, **Irving Greenfield**, **Jacques Grinief**, **Leonard Gruenberg**, **Arthur Israel, Jr.**, **Malcolm Kingsberg**, **Harold J. Klein**, **Nat Lefkowitz**, **Milton Livingston**, and **Harry Mandel**.

Also, **Tom Murtha**, **Solly Pernick**, **Martin Quigley**, **Samuel Rinzler**, **Harold Robbins**, **Herman Robbins**, **J. Robert Rubin**, **Arthur Rosen**, **Samuel Rosen**, **Mr. Schimel**, **Abe Schneider**, **Samuel Schneider**, **Fred J. Schwartz**, **Sol A. Schwartz**, **Spyros P. Skouras**, **Spyros Skouras, Jr.**, **Morton Sunshine**, **Milton Weintraub**, and **Robert N. Weitman**.

Columbia, Spiegel In 3-Picture Deal

Columbia Pictures announced yesterday that it had concluded a three-picture deal with **Sam Spiegel**, producer of "On the Waterfront."

The pictures to be produced in the new deal are now under discussion between Spiegel and Columbia. The first production is expected to go before the cameras in the early fall.

George Tetrault Dies

ALBANY, March 29.—A Requiem Mass was celebrated in St. Parick's Church, Watervliet, yesterday, for **George I. Tetrault**, former operator of the Grand Theatre in that city. He died at Troy.

Military Plan

(Continued from page 1)

of some 95 to 100 competing military theatres, instead of behind these military theatres as at present. A letter outlining the agreement was submitted to the Pentagon for final clearance.

Army, Navy and Air Force officials, however, objected to the agreement worked out with Swan. They said that under Congressional pressure they had already curtailed operations of post exchanges and cut back on liquor sales on military posts, and that the film industry plan went too far in taking away advantages now held by the armed services.

Various compromises were discussed at the Pentagon meeting, it was learned. One would alternate first film showings in the area between military and private theatres. Another would provide for simultaneous showing of new films. So far, however, the military service spokesmen have stood fast for their present set-up.

Feel New Plan Is Needed

Participants in the meeting said the military officials said they recognized the theatres' problem, and the industry officials said they recognized the military problem. The official announcement of the conclusion of the meeting said the Defense Department had taken no stand but would communicate with the industry later. Industry officials said today, however, they had the very definite feeling that it's now up to the industry to come forward with a new plan, or the status quo will be kept.

Broidy Cites Benefit Of 'Living Together'

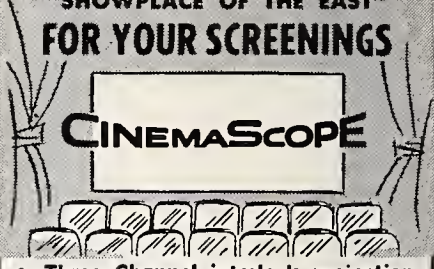
From THE DAILY Bureau

CHICAGO, March 29. — **Steve Broidy**, president of Allied Artists, on the homeward lap of his nationwide tour, today told Chicago exhibitors "living together takes more strength than fighting each other. Please don't try to legislate yourselves into success, or we'll all have a rude awakening before we're through."

Broidy's plea for top playing time was favorably received by 125 exhibitors representing 475 theatres. **John Balaban** and **Dave Wallerstein**, of B&K, and **Jack Kirsch**, president of Illinois Allied, attended.

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Oklahoma

(Continued from page 1)

homa City, secretary; C. F. Motley, Oklahoma City, treasurer; Earl Snyder, Jr., Tulsa, board chairman.

Other directors elected were Glen Thompson, Athel Boyter, Bob Busch, all of Oklahoma City; Henry Simpson, Bristow; J. S. Worley, Shamrock, Tex.; Don Cole, Buffalo; Lloyd Elliott, Harold Bowers and Gene McKenna, all of Tulsa; Jess Jones, Crescent and Max Feinsilber, Yukon.

Total registration for the convention in the Skirvin Hotel was 150. Ruben Shor, national Allied president, and Col. H. A. Cole, Bonham, Tex., were the principal speakers on the program of the closing day of the convention.

Court Grants

(Continued from page 1)

his appeal of a Supreme Court decision which forbids the municipality from collecting the "major fraction."

The exhibitors' respondents brief is expected to be received at the clerk's office of the Court of Appeals in time for the state's highest tribunal to announce a ruling in mid-April.

Buchsbaum's brief pointed out that Chief Judge Albert Conway of the State's Court of Appeals had granted on March 3 permission to file supplemental brief "in the event that a bill relating to the five per cent tax was enacted." On March 15, the Assembly and Senate unanimously passed a measure along to Gov. Averell Harriman, which he signed, setting forth "the grant of the authority to impose a tax was intended to include the power to employ the customary methods of dealing with fractions of a cent so as to eliminate any need for attempting to assure collections which in the aggregate would equal the percentage of the tax authorized."

House Votes

(Continued from page 1)

the maximum one-year jail sentence, a penalty practically never handed out.

Before passing the bill, the House voted down several attempts by Rep. Patman (D., Tex.) to make the maximum fine still tougher. He said even a \$50,000 maximum wouldn't deter "a billionaire corporation," and proposed a maximum fine of 5 per cent of the firm's capital assets, plus mandatory jail sentences for individuals violating the Anti-Trust Act a third or fourth time.

Meanwhile, the Senate Small Business Committee issued its annual report, and as predicted, for the first time in several years made no mention of the film industry as one of the problem areas before the committee. Committee members have said they presently plan no major investigations or hearings this year on film trade practices.

Columbia Licensed For Perspecta Sound

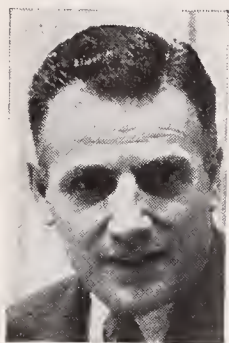
Perspecta Sound, Inc., announced yesterday that a license has been issued to Columbia Pictures to use the Perspecta system of optical stereophonic sound on all its productions.

Coinciding with the first anniversary of the introduction of Perspecta to the industry, this makes Columbia the sixth major producing company to choose Perspecta.

'Stranger' World Gross

(Continued from page 1)

mendous interest in the book, which has been read by an estimated 28 to 30 million readers," Kramer stated. The producer also expects his latest



Stanley Kramer

film to outgross his "The Caine Mutiny," which has grossed thus far \$9,500,000 domestically and from 12 to 13 million world-wide. "An excellent overseas gross is anticipated also because of the serialization of the best-selling novel in foreign daily newspapers and the tremendous circulation of the Readers Digest Book Club," Kramer said.

"Not As A Stranger" is the kind of product which will help the "youthful and aggressive" United Artists step into a new era, Kramer said, in describing the domestic and foreign set-up and facilities of the company.

Kramer revealed that he plans to tour the United States and Canada in conjunction with the openings of his \$3,000,000 budgeted picture. The producer and director said that he plans to visit 15 to 18 cities in this country

and 11 cities in Europe when "Not As A Stranger" openings are set.

Commenting on his future production plans, Kramer said that he hoped to begin production on "The Pride and the Passion" in Madrid, Spain, in the fall using VistaVision and color. Asked why he was using that particular wide-screen medium, Kramer replied that "the finest photography yet seen in VistaVision was employed by Alfred Hitchcock in making 'To Catch A Thief.' That sold me on using the medium for my film."

The novelty in the various motion picture processes has "worn off now," Kramer said, in explaining that a production medium should be used as "a hook" in selling and enhancing a film's box office value, not just to use a medium to make a picture look better. He cited as examples the success of "On the Waterfront," "The Country Girl" and "From Here To Eternity," films which attained high grosses without technical wide-screen innovations.

Won't Predict Future

The future is difficult to predict with such talk about closed circuit television, Kramer said. "For all I know, I may be making 12 television shorts or two 'spectaculars' in the future," he said. Kramer had no comment about subscription television.

Ilka Chase 'Emcee' Of 'Peter' Telecast

Ilka Chase has accepted the invitation to be mistress of ceremonies at tomorrow night's half-hour telecast on WPIX of festivities planned for the American premiere of 20th Century-Fox's CinemaScope drama, "A Man Called Peter," at the Roxy Theatre here. The program will be on the air from 8:30 to 8:55 P.M.

The opening will be covered for radio by the Mutual network, with Ray Heatherton in charge, and will be recorded by the Armed Forces Radio Network and Voice of America. Movietone cameras and a corps of still photographers also will be on hand.

In addition, a special broadcast is being arranged to be picked up by the British Broadcasting Corp. in England. The film is having simultaneous premieres tomorrow in London and Glasgow, Scotland.

Richard Todd, star of the picture, today will conduct a mass interview here with 200 high school and college newspaper editors, which will follow a special screening for the students.

Todd, additionally, will visit seven key cities on behalf of the picture. Following his present stay in New York, he will go to Philadelphia, Chicago, Detroit, Cleveland, Washington and Atlanta, before returning to Hollywood.

Among the promotional features that will be utilized in publicizing the film will be the introduction of a new ballad, "A Man Called Peter," written by Charles Tobias and Ken Sloan, of ASCAP, and Max Stein, copy chief in the advertising department of 20th Century-Fox.

Fleisher Leaving Fox

Robert Fleisher, 20th Century-Fox national magazine contact, has resigned from the company effective April 8. No successor has been named.

RKO to Hold Four Regional Meets

HOLLYWOOD, March 29.—J. R. Grainger, president of RKO Radio Pictures, Inc., announced today that four regional sales meetings of the RKO domestic sales force will be held starting on Thursday in San Francisco and Chicago to discuss forthcoming RKO product.

Grainger, accompanied by J. H. MacIntyre, Western division sales manager, will leave Hollywood for San Francisco tomorrow night to attend the two-day Bay-City sales meeting which will be held Thursday and Friday at the St. Francis Hotel.

Walter Branson, RKO world-wide sales manager, will conduct the Chicago sales meeting, which will be held Thursday and Friday at the Blackstone Hotel.

H. H. Greenblatt, domestic sales manager, will conduct a New Orleans meeting which will be held at the Jung Hotel Friday and Saturday.

A New York sales meeting will be held at the Warwick Hotel, April 4 and 5, with Branson conducting.

Settle Out of Court J. J.-Luxor Action

The \$3,000,000 anti-trust suit filed in 1953 by J. J. Theatres and the Luxor Group against 20th Century-Fox and Skouras Theatres in New York Federal Court was settled and discontinued here yesterday.

Under the settlement, the Luxor Theatre in The Bronx will play product day-and-date with Skouras' Park Plaza Theatre and the RKO neighborhood houses. The plaintiffs also will receive an undisclosed sum of money.

The case was first tried in 1953 and was won by the defendants. Upon appeal, the court reversed the lower court verdict and ordered a new trial. The settlement followed.

Wisconsin

(Continued from page 1)

which the national is fighting "this monster." He asserted that they have prevented the Zenith deal that would have put in toll TV at once.

Angelo Provinzano opened the first business session of the convention, introducing president Sig Goldberg. The keynote of Goldberg's talk was the accomplishment of the association legislative-wise and the plight of the small town exhibitor.

Decries Exhibitors' Plight

In wishing he had a larger crowd, Goldberg pointed out that many of the members throughout the state cannot afford to come and many have day jobs in order to keep their theatres open at night. Speaking on conditions of the industry here he said theatres, especially in the territory where TV is now hitting hard, are in serious trouble.

In speaking on legislative activities of the association Goldberg said, "If we did nothing for the next two years, what we did for you on the daylight saving job is worth the dues you paid. It was necessary for the theatres of Wisconsin to fight the bill. It hurts indoors and outdoors alike. The theatres in Wisconsin got a break when our association and other associations prevented the passing of this bill."

He credited Harold Pearson, executive secretary, for much of this work "that I think was a tremendous accomplishment."

Says Unions Oppose Toll TV

Snaper pointed out many things connected with toll TV that even those interested in it do not realize. Just the collection of the money in itself would be an expense, he said, and added, "We have a lot of allies in this. The candy companies alone stand to lose a lot. The unions are behind us."

Asked about franchises Snaper said he knew of no one who has or even applied for a franchise on toll TV.

Everyone in attendance took a hand vote to fight the medium. Goldberg warned, "Even if they get permission to try it and even fail, in the years it takes them to fail, it could break us."

Goldwyn Gains Point In the Pickford Suit

HOLLYWOOD, March 29.—Samuel Goldwyn appeared the winner over Mary Pickford in one phase of their cross-suit under trial today when Judge Paul Nourse ruled the latter was not ousted from studio, as claimed, and was not entitled, therefore, to the accounting from Goldwyn which she has been seeking.

Two other principal issues remain to be settled.

Crosby Academy Sub For Judy Garland

HOLLYWOOD, March 29.—Bing Crosby will substitute for Judy Garland in presenting the music awards at tomorrow night's Academy ceremonies. The actress gave birth to a son this morning.

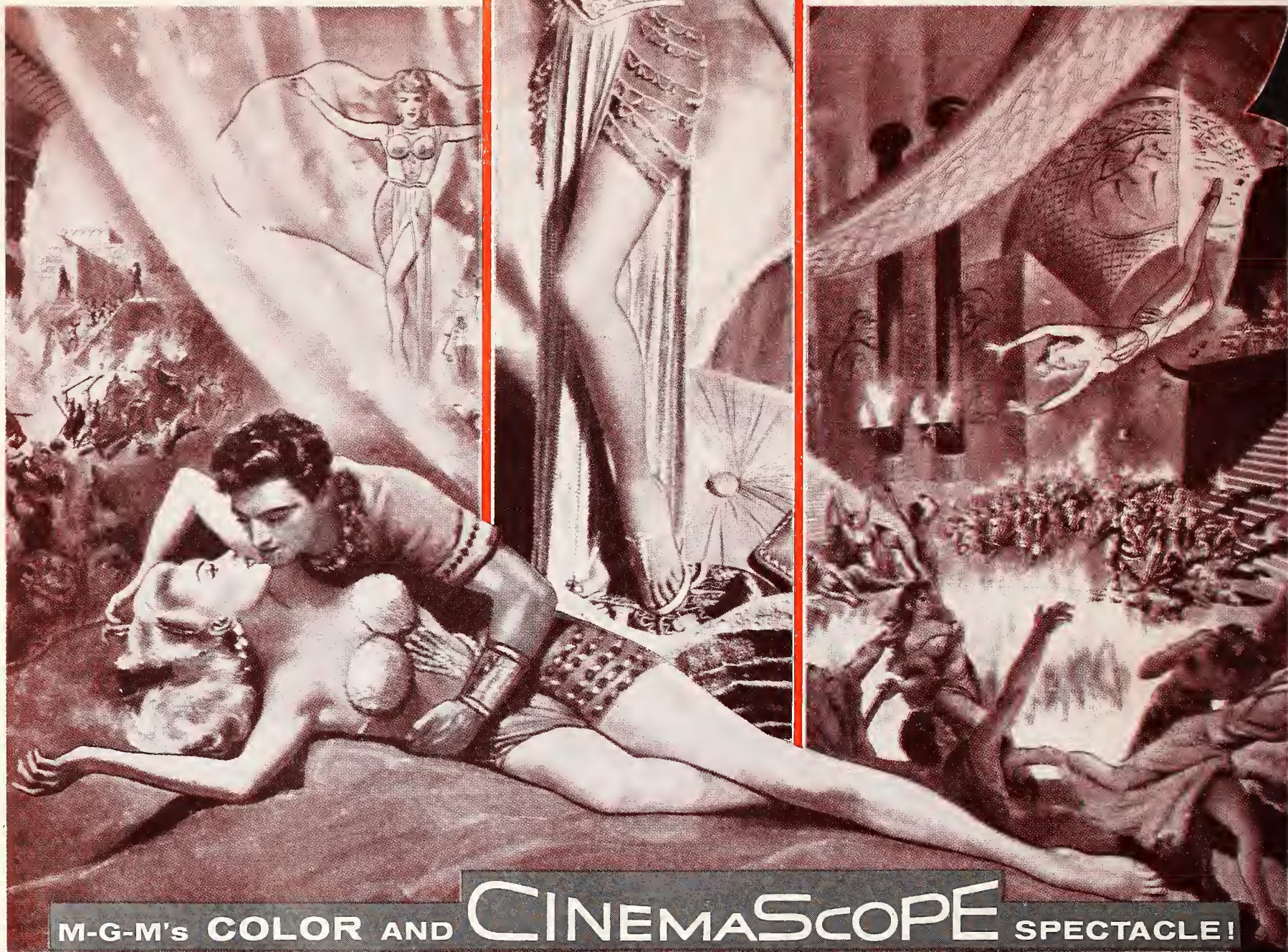
All candidates for awards are doubling as presenters of awards in other categories this year. Lauren Bacall was selected today to present any technical or scientific awards that the board of governors may vote tonight.



**Woman's
beauty and
man's
temptation
in the
City of Sin!**



This is the story of
The Prodigal Son who left
his father's house for the
fleshpots of sin-ridden Damascus!
M-G-M's mighty love-drama...
spectacularly presented! The Biggest
Picture Ever Filmed in Hollywood!
Two years in the making!
A fortune to produce!



M-G-M's COLOR AND CINEMASCOPE SPECTACLE!

THE PRODIGAL

Starring

LANA TURNER • EDMUND PURDOM

LOUIS CALHERN with AUDREY DALTON • JAMES MITCHELL • NEVILLE BRAND
WALTER HAMPDEN • TAINA ELG • FRANCIS L. SULLIVAN • JOSEPH WISEMAN • SANDRA DESCHER

Screen Play by MAURICE ZIMM Adaptation From the Bible Story by JOE BREEN, JR., and SAMUEL JAMES LARSEN Photographed in EASTMAN COLOR

Directed by RICHARD THORPE Produced by CHARLES SCHNEE An M-G-M Picture

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

PRODIGAL" GIANT

CAMPAIGN IN NEWS-PAPERS, MAGAZINES, RADIO and TV!

61 MILLION
 People Will See This
 Full-Page, Full-Color
 Ad! Just Part Of
 M-G-M's BIG
 CAMPAIGN!

BELOW IS SCHEDULE OF AD ON OPPOSITE PAGE!
 It Appears in American Weekly, Sunday Supplement, May 8th Issues

Albany Times-Union
 Baltimore American
 Boston Advertiser
 Buffalo Courier-Express
 Chicago American
 Cincinnati Enquirer
 Cleveland Plain Dealer
 Corpus Christi Caller-Times
 Dallas Times-Herald
 Detroit Times

Houston Chronicle
 Huntington, W.Va. Herald-Advertiser
 Knoxville Journal
 Los Angeles Examiner
 Miami Herald
 Milwaukee Sentinel
 New Orleans Item
 New York Journal-American
 Philadelphia Bulletin
 Pittsburgh Sun-Telegraph

Portland Oregonian
 St. Louis Globe-Democrat
 St. Paul Pioneer Press
 San Antonio Light
 San Francisco Examiner
 Seattle Post-Intelligencer
 Syracuse Herald-American
 Washington Post & Times-Herald
 Wichita Beacon

Also, in Parade, Sunday Supplement, May 15th Issues

Akron Beacon Journal
 Albuquerque Journal
 Allentown Call-Chronicle
 Augusta Chronicle
 Baton Rouge Advocate
 Beaumont Enterprise
 Boston Post
 Bridgeport Post
 Charleston, W.Va. Mail
 Chicago Sun-Times
 Columbus, Ga. Ledger-Enquirer
 Columbus, Ohio, Citizen
 Denver Rocky Mountain News
 Detroit Free Press
 El Paso Times
 Erie Dispatch

Evansville Courier & Press
 Fort Wayne Journal-Sentinel
 Fort Worth Star-Telegram
 Greenville, S.C. News
 Harrisburg Patriot-News
 Hartford Courant
 Indianapolis Times
 Jackson, Miss. Clarion-Ledger
 Knoxville News Sentinel
 Little Rock, Ark. Gazette
 Long Beach, Calif. Independent-Press-Telegram
 Long Island Press
 Macon Telegraph & News
 Madison, Wisc. State Journal
 Newark Star-Ledger

New Bedford Standard-Times
 Oakland Tribune
 Pasadena Star-News
 Peoria Journal-Star
 Portland, Me. Telegram
 Roanoke, Va. Times
 St. Louis Post-Dispatch
 St. Petersburg Times
 San Diego Union
 Scranton Scrantonian
 Sioux Falls, S. D. Argus-Leader
 Syracuse Herald-American
 Tucson Star
 Washington Post & Times-Herald
 Wheeling News-Register
 Youngstown Vindicator

Also, in Independent Sunday Supplements Appearing At Playdates

Denver Post
 Louisville Courier-Journal
 Atlanta Journal-Constitution

Des Moines Register
 Minneapolis Tribune
 Dayton News

Oklahoma City Oklahoman
 Tulsa World
 Omaha World-Herald

Also, on May 15, N. Y. Daily News, Chicago Tribune, Philadelphia Inquirer

TEASER ADS!

Advance campaign in 31 top cities.
 15 insertions in each newspaper
 averaging 125 lines per insertion.

MAGAZINES!

'Picture of the Month' and 'Lion's
 Roar' columns in national mag-
 azines (Readership 109,261,300).
 Also Fan Magazines (Readership
 10,979,200).

RADIO COVERAGE!

The "Blair" Bulk plan 3 weeks
 in advance in 41 markets with 12
 one-minute spots weekly. Total
 1,476 spots.

TV CAMPAIGN!

Spectacular TV footage radiating
 from 32 cities with 12 one-minute
 daytime spots weekly for 3 weeks.
 Total 1,152 spots per week.

GET PRESS-BOOK!

Order free from National Screen
 Service the big "PRODIGAL"
 press-book. This is the biggest
 picture ever produced in Holly-
 wood and the press-book reveals
 most extensive campaign since
 "Quo Vadis."

Anti-Toll TV

(Continued from page 1)

was this sequence, featuring the sole speaker opposed to toll TV, which the committee claimed was poorly filmed with the sound unintelligible.

Saudek, in his wire, maintained that despite its "inferior recording quality" the Storer sequence in the forum on toll TV was "intelligible" to him. He went on to say that "its exigency would have affected" the entire filmed forum, adding that he does not plan to have a reply of the Storer sequence on "Omnibus," as suggested by the national anti-toll TV committee.

Stanton, too, declined to give the opponents of toll TV compensatory time on "Omnibus." However, the CBS president's alternate proposal was heartily accepted by a committee spokesman.

Stanton claimed that running another brief sequence of Storer's views on "Omnibus" "would take his views out of context and might create further misunderstanding and imbalance."

British Producers' Losses

(Continued from page 1)

given at £21,864,000 against total earnings in the United Kingdom and overseas of £15,201,000 resulting in a loss of £6,663,000. That loss is admitted to have been largely offset by payments from the Eady Fund of £6,200,000, but even then there was nothing with which to remunerate the £10 million capital in the films. The document comments that in the same period entertainment tax took a total of £112,200,000 out of the industry and adds that even a reasonable reduction in the tax would have turned the loss on production into a fair profit, with the chance of building up a reserve against a bad spell.

Box-Office Take Studied

The producers' plea to Parliament analyses also the distribution of the country's overall box-office take. Out of every £100 taken at the theatre, £31.4s. goes directly in tax. From the balance of £68.16s. the distributors' share for rental is around £23.4s., of which £14.16s. goes to producers. In every £100, it is admitted, £2.10s. is also made available to producers of British films out of the Eady Fund. But, of the producers' share of £14.16s. approximately £10.10s., or 70 per cent, goes to American companies, leaving £4.6s., or 30 per cent, for British producers, exclusive of course of the contribution from the Eady Fund.

Allowing for the up-and-down of production hazards, the producers lament that the aggregate of profit and loss must inevitably show a loss in the home market, in contrast with the

good fortune of their American counterparts who, it is asserted, largely recover production cost at home, with sales in Britain and other overseas countries providing the profit.

The additional cost of coloured films is at least £15,000 per film, it is stated. The number of coloured films made by British producers in 1951, 1952 and 1953 was, respectively, 8, 17 and 18—an average of 14. In the next three years the average per annum will probably be 30, representing a minimum addition to production costs of £240,000 per annum. Moreover if, during the next three years, an average of only five films per annum is made by British producers in any of the new techniques, the additional cost will be approximately £125,000 per annum. And back of all the apprehensions of concerned producers is a possible drop in theatre admissions as a result of increasing competition from television, particularly when commercial TV begins to operate.

Points to Tax Increases

The document points out that since 1939 entertainment tax has been successively increased in three different Finance Acts, so that, while the Exchequer took only £5,613,000 from box-office receipts in 1939, it took no less than £37,595,000 in the financial year 1953/54. But against that there has been little change in the net price of theatre seats over these years. The average admission price paid today (exclusive of tax) has increased only by 4d. over the 1939 figure.

RCA Asks Court

(Continued from page 1)

lar growth of the electronics industry, including the radio-television industry, and the pre-eminence of the United States in that industry."

Branding the government's request for relief as "unreasonable, unnecessary and contrary to the public interest," RCA denied each and every allegation in the complaint charging violation of the Sherman Act.

Electronics is today the fastest growing and most dynamic industry in the world, the answer said, and any charges that RCA "has in any way restrained the electronics industry, including the radio-television industry, ignore the facts." On the contrary, it was stated, RCA has pioneered and been responsible for the creation and expansion of much of this industry.

Asserting that it "has been in the forefront in all major industry advances, from the beginning of sound radio and broadcasting, through black-and-white television and now color television," the corporation stated that its policies have meant more and better radio and television sets for the consuming public at lower prices.

RCA declared that its leadership has been "leadership by example, not by control in any way, shape or form."

Denying allegations in the complaint charging RCA with "package licensing," or compelling any prospective licensee to accept a license under more patents than he wants, RCA said that "it grants patent licenses to competitors and others on reasonable and non-discriminatory terms and without restriction."

Describing the license agreements, the answer stated that RCA's "licenses contain no restrictions as to price,

Arbitration

(Continued from page 1)

sellors was the first held on arbitration in several weeks, due to the illness of Schimel.

The conference, held at the Yale Club, was said to have made some progress on the draft of the proposed arbitration system.

The draft, which is known to have a number of items in dispute, is understood to be near completion, with the issue of financing still open. Plans to hold a meeting of the full arbitration committee, composed of exhibition and distribution members, as soon as possible was disclosed by one of the parties at yesterday's meeting.

200 Houses to Play 'Creature' in 3-D

"Revenge of the Creature," Universal-International's 3-D film production—the first to be released in the industry in almost a year—will have its premiere at the Broadway-Capitol Theatre in Detroit today as the first of three pre-release territorial saturation kickoffs of the picture.

Openings are scheduled for the Roger Sherman Theatre in New Haven today and for Friday at the Hippodrome Theatre in Cleveland.

More than 400 theatres are scheduled to play "Revenge of the Creature" during April with close to 200 theatres having already indicated that they will play it in 3-D, U-I reported.

quantity, territory, or anything else, require no minimum royalty, and are offered under any one or more patents and for any apparatus as may be desired by any prospective licensee."

National Pre-Selling

MGM's "Blackboard Jungle" receives substantial assistance from a pictorial story and review appearing in the "Movies" section of the March 28 issue of "Life." The lead page of the story has been printed from a reverse plate. This produces a black background which ties in with the name of the picture and is the only editorial page of its kind in the book.

"Blackboard Jungle" is based on Evan Hunter's novel about a New York City vocational school. In the same issue of "Life" is a story of an entirely different school located in Dover, New Jersey.

"Blackboard Jungle" is breaking box-office records here at Loew's State.

A striking color ad on "A Man Called Peter" appears on the page opposite the inside front cover of "Redbook's" April issue.

"Woman's Home Companion's" April issue has an interesting story on the home life of June Allyson, star of U-I's "The Shrike." June Allyson, who is an attentive mother, is shown on a two-page color pictorial story guiding her oldest daughter in the selection of wearing apparel.

Todd-AO's "Oklahoma" receives a substantial plug in the current issue of "Look." The "Oklahoma" story opens with a beautifully colored two-page spread. This is followed with a black and white spread featuring Shirley Jones, the picture's star. She is shown seeing the sights of Hollywood, accompanied by Bob Dix, 21-year-old actor-son of Richard Dix.

"Captain Lightfoot," "Jupiter's Darling" and "A Life in the Balance" receive laudatory reviews in the April issue of "Seventeen." In the same issue is an eye-catching color page ad on "A Man Called Peter."

MGM's "The Glass Slipper" is advertised on the table of contents page of the current issue of "Collier's."

WALTER HAAS

BEST SELLER!

Income Tax Time is the TIME TO READ

EUGENE W. CASTLE

Billions Blunders and Baloney

The Fantastic Story of how Uncle Sam Squanders YOUR Money Overseas

WINCHELL

"Timely book—Terrific debunker..."

ROBERT J. LANDRY

Variety

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VOL. 77. NO. 63

NEW YORK, U.S.A., THURSDAY, MARCH 31, 1955

TEN CENTS

Anti-Trust Report

Treble Damage Issue Highlight Of U. S. Study

Would Leave Awards to Discretion of Judges

From THE DAILY Bureau

WASHINGTON, March 30.—The Attorney General's special committee to study the anti-trust laws urged that Federal judges be given discretion to award less than treble damages in private anti-trust suits.

It said "the trial court could then penalize the purposeful violator without imposing the harsh penalty of multiple damages on innocent actors." At present, treble damages are mandatory. Film distributors have asked

(Continued on page 7)

AB-PT Profit Up in 1954

Net operating earnings of American Broadcasting-Paramount Theatres for 1954 were \$4,722,000, as compared to \$4,480,000 for 1953, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, reported yesterday in the company's annual report to stockholders.

Theatre income was \$115,916,000 as against \$114,926,000 in 1953, the report continued. It added, however, that income from comparable



L. H. Goldenson

(Continued on page 7)

No Anti-Film Action In 14 Legislatures

From THE DAILY Bureau

WASHINGTON, March 30.—Fourteen state legislatures have adjourned so far this year, without major damage to the industry, according to Motion Picture Association legislative representative Jack Bryson.

Academy Awards for 1954

BEST PICTURE

"On the Waterfront," Columbia, Sam Spiegel, Producer.

BEST PERFORMANCES

Actor—Marlon Brando in "On the Waterfront," Columbia.

Actress—Grace Kelly in "The Country Girl," Paramount.

Supporting Actor—Edmond O'Brien in "The Barefoot Contessa," United Artists.

Supporting Actress—Eva Marie Saint in "On the Waterfront," Columbia.

BEST DIRECTION

"On the Waterfront," Columbia. Elia Kazan.

BEST WRITING

Story—"Broken Lance," 20th Century-Fox. Philip Yordan.

Screenplay—"The Country Girl," Paramount. George Seaton.

Story and Screenplay—"On the Waterfront," Columbia. Budd Schulberg.

BEST ART DIRECTION

Black-and-White—"On the Waterfront" Columbia. Richard Day.

Color—"20,000 Leagues Under the Sea," Walt Disney Productions. Buena Vista. John Meehan; set direction, Emile Kuri.

BEST CINEMATOGRAPHY

Black-and-White—"On the Waterfront," Columbia. Boris Kaufman.

Color—"Three Coins in the Fountain," 20th Century-Fox. Milton Krasner.

BEST COSTUME DESIGNS

Black-and-White—"Sabrina," Paramount. Edith Head.

Color—"Gate of Hell," Daiei. Edward Harrison. Sanzo Wada.

BEST FILM EDITING

"On the Waterfront," Columbia. Gene Milford.

BEST SOUND

"The Glenn Miller Story," Universal. Leslie I. Carey.

BEST MUSICAL ACHIEVEMENTS

Scoring of a Musical—"Seven Brides for Seven Brothers," M-G-M. Adolph Deutsch and Saul Chaplin.

Dramatic or Comedy Film—"The High and the Mighty," Wayne-Fellows. Warner Brothers. Dimitri Tiomkin.

Song—"Three Coins in the Fountain," "Three Coins in the Fountain," 20th-Fox. Music, Jule Styne; Lyrics, Sammy Cahn.

BEST SHORT SUBJECTS

Cartoon—"When Magoo Flew," United Productions of America. Columbia.

One-Reel—"This Mechanical Age," Warner Brothers.

Two-Reel—"A Time Out of War," Carnival Productions.

BEST DOCUMENTARIES

Short Subject—"Thursday's Children," World Wide Pictures, British Information Services. Morse Films, producer.

Feature—"The Vanishing Prairie," Walt Disney Productions, Buena Vista.

SPECIAL AWARDS

To Danny Kaye, for "Assignment Children," which he made for UNICEF.

To "Gate of Hell," as best foreign language film.

To Bausch & Lomb, for 60 years of fine optical service.

To John Whitely and Tommy Rettig for their performances in "The Little Kidnapper."

To Greta Garbo.

(No Irving Thalberg Memorial Award was made)

Record Audience

Presentation Of 'Oscars' on 351 Stations

Aired Globally by AFRS; Bob Hope Is the 'Emcee'

By WILLIAM R. WEAVER

HOLLYWOOD, March 30.—Video-viewers reached by 151 television stations, listeners accommodated by 200 additional domestic radio stations, and uniformed personnel serviced globally by the Armed Forces Radio Service, tonight learned the final outcome of the closely contested balloting in the 27th annual Academy Awards competition simultaneously.

Slightly later, all television stations operated by the British Broadcasting Corp. telecast a kinescope furnished the BBC gratis by the Academy.

Total audience seeing and/or hearing this year's presentation is reck-

(Continued on page 3)

Seek 'Active' RKO Pictures

Plans for "the activation of RKO Pictures" are "under active consideration" by Floyd B. Odium, president of Atlas Corp., and Howard Hughes, the two principal stockholders in RKO Pictures, it was disclosed here yesterday in the annual Atlas report to stockholders.

Detailing Atlas' interest in RKO Pictures, the report stated that Atlas declined the offer to redeem its stock

(Continued on page 6)

52% Corporate Tax Extended to 1956

From THE DAILY Bureau

WASHINGTON, March 30.—A one-year extension of the present 52 per cent corporate tax rate—until April 1, 1956—was approved by the House by an overwhelming 386 to 8 roll-call vote.

This sent the measure to the White House. President Eisenhower was expected to sign the bill late tonight or tomorrow. Under previous law, the rate would have dropped to 47 per cent on Friday.

Personal Mention

NED E. DEPINET has returned to New York from Phoenix, Ariz.

JACK SANSON, manager of the Stanley Warner Strand Theatre, Hartford, has resumed his duties, following extended illness and surgery.

LINDA EINFELD is in Florida from New York. The daughter of CHARLES EINFELD, 20th Century-Fox vice-president, is vacationing at Coral Gables.

H. M. BESSEY, Altec Service Corp. executive vice-president, has left New York for a tour of the Southern states.

SPYROS P. SKOURAS, president of 20th Century-Fox, was in Washington yesterday from New York.

JULES LEVY, independent producer-distributor, is in Toronto from New York.

ROBERT Z. LEONARD, director, will leave New York on Apr. 6 aboard the "Queen Elizabeth" for Europe.

Three-City Premiere Of 'Peter' Tonight

Ushering in the Easter holiday season in New York, London and Glasgow, Scotland, 20th Century-Fox's CinemaScope production of "A Man Called Peter" will be simultaneously world premiered this evening before members of international royalty, government leaders, stars of the entertainment world and prominent social and civic figures.

The three country introduction of the filmization of Catherine Marshall's book—the first time a CinemaScope production has been so introduced to world audiences—will be attended by an aggregate audience of more than 13,000 figures from all walks of life.

In New York, an audience of 6,000 persons headed by Richard Todd, who stars in the title role of Peter Marshall in the Samuel G. Engel production, and Mrs. Catherine Marshall, wife of the late Chaplain of the United States Senate and author of the biography on which the film is based, and 20th Century-Fox star Terry Moore will be on hand.

The opening is being transformed into a benefit performance for The Highland Fund of North America and The Caledonian Hospital of New York with proceeds going towards the re-habilitation of the Scotch highlands and the Brooklyn medical institution.

New Rep. Offices

CLEVELAND, March 30.—Republic Pictures celebrated the opening of its new Film Bldg. street floor exchange with a luncheon of cold cuts for industry members. Jules Livingston, branch manager, and salesman Justin Spiegle and Joe Krenitz were hosts.

Early September Delivery

20th-Fox to Market 16 mm. CinemaScope Lens at \$100

By LESTER DINOFF

Twentieth Century-Fox will market a two-inch focal length 16mm. CinemaScope anamorphic lens, through its subsidiary CinemaScope Products, Inc., possibly in early September at a cost in the neighborhood of \$100 to small-gauge exhibitors, according to a company spokesman.

The 16mm. CinemaScope lens, which has been successfully tested and demonstrated by Bausch & Lomb, which will manufacture the lenses, is for projection only, not interchangeable such as the 16mm. anamorphic lens developed by Bell & Howell for photography and projection, the 20th-Fox representative said.

The new 16mm. lens will make available to some 28,500 narrow gauge exhibitors, public institutions, churches, schools, etc., all of the past 20th-Fox CinemaScope product which has been distributed in 35mm. versions, it was learned. It is adaptable for all 16mm. projectors, it was said.

Another Problem Cited

The development of the 16mm. anamorphic lenses by Bausch & Lomb has posed an additional problem to the film company, the 20th-Fox official said. "We are experiencing difficulties in projecting 16mm. CinemaScope product on portable screens, but by using fixed screens, we have no prob-

lem at all," the spokesman pointed out.

It was revealed that 20th-Fox had successfully demonstrated a sequence from "Broken Lance" in 16mm. CinemaScope recently, using a 750-watt projector located 35 feet away from a fixed Miracle Mirror screen, and presenting a picture which was 14 feet in width which was said to be sharp.

Early Releases Available

"The early CinemaScope releases from this company will be available in 16mm. versions with optical sound only," the representative stated. These CinemaScope pictures in 16mm. versions are expected to be ready for distribution in September also, to coincide with the sale of the 16mm. anamorphic lenses.

The 20th-Fox official revealed that there are some 28,500 16mm. possibilities in the United States. The approximate breakdown listed: 2,700 projectors in theatres, 18,800 schools and colleges, 4,000 shut-ins, and the remainder in churches, social clubs public institutions, etc.

Schimmel to Guide UJA Drive Again

Adolph Schimmel, vice-president and general counsel of Universal Pictures Co., was drafted to continue in office as chairman of the amusement industry's campaign in behalf of the United Jewish Appeal of Greater New York at an executive committee meeting of UJA's Amusement Division held yesterday at the offices of Barney Balaban, president of Paramount.



Adolph Schimmel

The division's executive committee met to plan the industry's 1955 campaign for UJA and to select officers to guide the various segments of the industry in the forthcoming drive.

A highlight in the proceedings was the presentation by Balaban of a plaque, signed by the officers of UJA, to Schimmel "for his devoted and inspired leadership as chairman of the division." Schimmel guided the industry's past two UJA campaigns and will begin his third consecutive year as chairman of the amusement division's campaign.

The luncheon-meeting was addressed by Yehuda Hellman, Israeli journalist and foreign correspondent now assigned to the United Nations.

US Signs Two-Year Pact with Belgium

A new two-year film agreement with Belgium, calling for a voluntary import limitation for American product of 258 pictures per year, has been concluded, it was disclosed here yesterday by the Motion Picture Export Association.

The pact, substantially the same as the previous agreement, boosts the number of pictures to be admitted per year under the voluntary understanding from 251 to 258. It also continues the 65 per cent remittance clause as heretofore.

Regarding the color processing issue, the new agreement carries a provision stating that the American film companies will study the possibilities of processing its color prints in Belgium, with a view of possibly doing some color printing there.

Forum on Censorship To Be Held Tonight

Martin Quigley, Jr., editor of "Motion Picture Herald"; Dr. Hugh M. Flick, New York State film censor, and Professor James M. O'Neill, educator and author, will participate in a forum tonight at Wesleyan University, Middletown, Conn.

This discussion of motion picture censorship and self-regulation is sponsored by the Student Parley Committee. Professor F. B. Millett, director of Wesleyan's Honors College, is scheduled to be the moderator.

Northwest T.O. Unit Votes to Close Its Seattle Headquarters

Special to THE DAILY

SEATTLE, March 30.—Members of Theatre Owners of Washington, Northern Idaho and Alaska, at a meeting held in the Olympic Hotel here, voted to close the organization's Seattle office as of Apr. 1. Joseph J. Rosenfield, chairman, and Morrie Saffle, co-chairman, will serve the association on a rotating basis. Dwight Spracher, member of the board, will act as secretary, while L. O. Lukan will serve as treasurer.

It was decided that all mail and correspondence should be directed to C. B. Gustasson at 2222 Second Avenue here, as the accountant who handled the books for the organization. He will continue the bookkeeping and accounting work.

Gen. Christenberry Heard

A highlight of the business meeting held here was an address by Maj. Gen. Charles W. Christenberry, president of the American Korean Foundation, who asked that the association participate in the foundation's work through an audience collection program.

Rosenfield was in charge of the business meeting that followed.

Seattle exchanges and theatre circuits were well represented at the meeting.

Hissong for Censor Bill; Two Oppose It

Special to THE DAILY

COLUMBUS, March 30.—Legislators would violate their oaths to support the state and Federal constitution if they approved film censorship legislation which they believe to be unconstitutional, said Morton Icove, Cleveland attorney and chairman of the censorship committee of the Ohio Civil Liberties Union. He spoke at a meeting today of the judiciary subcommittee of the Ohio House of Representatives considering censorship.

Icove said obscene films can be controlled by stricter enforcement of the present penal laws and by greater penalties; he said he would like to have Ohio's attorney-general rule now on the constitutionality of the proposed censorship laws. He declared that prior censorship is unconstitutional and said that shifting standards used by censors have caused confusion.

Dr. Clyde Hissong, former chief Ohio censor, said "limited pre-control" of films is necessary now as in the past. He criticized "strike-it-rich" producers and distributors who have attempted to capitalize on the present lack of censorship.

Rev. Jesse Cavileer, pastor of the First Unitarian Society, Cleveland, and member of the Ohio Civil Liberties Union, protested the 30-day appeal limitation from censorship board rulings contained in one of proposed laws. He said there was no limitation on the courts in giving decisions. He said American ideals are strong enough to be exposed to certain foreign films criticized by Dr. Hissong.

CBS Offered Aid in Preparing Program For Toll TV Answer

Factual material dealing with subscription television and the services of committee members as program participants were offered here yesterday by the Committee Against Pay-As-You-See-TV in a wire to Frank Stanton, president of Columbia Broadcasting System, who had proposed to devote a longer program period for a comprehensive discussion of toll-TV.

The exhibition group earlier this week had protested the faulty presentation of George Storer's comments opposing pay-as-you-see TV on the Ford Foundation's Sunday presentation of "Omnibus."

Released by Harling

Philip Harling, committee treasurer, who released copies of his telegrams to Stanton and Robert Saudek, director of the radio-TV workshop of the Ford Foundation, said: "Your proposal to devote a longer program period for a comprehensive discussion on this issue demonstrates another instance of CBS's concern for the all-important 'public interest' aspects of broadcasting, a concern shared, of course, by all networks and broadcasters."

"We feel very strongly that 'public interest' would not be served by any form of pay-as-you-see-TV and respectfully request the opportunity to cooperate with CBS in presenting a fair, well-rounded discussion of proposals now before the FCC which contain elements of destruction aimed at the present pattern of TV programming now enjoyed by millions."

Material, Personnel Offered

"May we, at this time, offer to your program production department any or all factual material in our files together with the services of committee members as program participants and in advisory capacities to assist building a completely informative program such as the American public deserves on this important issue. As you know May 9 is the current deadline for filing reports with the FCC, so the most valuable service to the public would result if the program is presented two weeks prior on April 24."

To Saudek, Harling said: "Since you apparently feel no disservice done to those supporting the freedom of the airwaves for American viewing public and are satisfied that 'your limited report was objective' and do not plan to continue the subject on 'Omnibus' we feel nothing is to be gained by pressing the matter."

Not Aimed at 'Omnibus'

"Be assured our protest was aimed not at 'Omnibus' per se, but solely in the interest of the American viewing public which is entitled to a full and fair presentation of opinions on important decision now resting with the FCC regarding the future course of television program."

Meanwhile, the committee announced the retention of John V. L. Hogan and Hogan Laboratories, Inc., as engineering counsel to conduct research and prepare studies of the technical aspect of petitions now before the FCC seeking adoption of a system whereby television audience would be required to pay for programs now received by VHF and UHF channels free of charge.

Hogan's findings in the engineering

Review

"Strategic Air Command"

(Paramount)

(VistaVision)

Omaha, March 30

THIS acutely flight-conscious town and its Offutt Air Base where globally-spread Strategic Air Command operations are tended clock-around, bestowed its experienced approval, in applause and acclaim, on Paramount's tri-starred production in VistaVision and color by Technicolor representation of life and duty as lived in what Omahans lovingly call "SAC." In its special pre-premiere premiere presentation on freshly installed horizontally-fed projectors from unreduced double-frame VistaVision film, its phenomenally realistic and fascinating flight footage, photographed by veteran Thomas Tutweiler for cinematography director William Daniels, drew repeated hand-clapping in its own right. With James Stewart and June Allyson together again (third time) as husband and wife, co-starring with Frank Lovejoy as General Curtis E. Le May, production by Samuel J. Briskin, directed by Anthony Mann, it looks like a dependable money-maker.

The script by Beirne Lay and Valentine Davies is a straight-line narrative presenting Stewart as a big-league baseball player recalled to peacetime duty in the Strategic Air Command, Miss Allyson as his lonely but loyal wife upset by repeated moves from one air base to another, and Lovejoy as SAC's hard-driving, successful and always colorful first-in-command.

Stewart's Korean-war record has earned him this recall to duty, and his skill in that enlistment sustains him through training periods that ripen his efficiency, develop his capacity and, finally, win him topmost flying rank, which he is compelled to give up only when physical impairment necessitates his dismissal. Two principal crises are his grounding of a fire-struck plane in the Arctic fastness and his race against time, fog and fuel shortage after another transcontinental flight. There are no enemy spies, no sabotage, no commonplace villainies—just ups and downs of life in the service.

The ground story is, basically, routine, but made to seem warm and important by Stewart's personality and performance, to which Miss Allyson responds with the same result as in "The Glenn Miller Story" and "The Stratton Story." For concrete proof that this husband-and-wife casting for these two players is about the best boxoffice security on the market, look up your "Miller" and "Stratton" gate receipts.

Running time, 110 minutes. General classification. For April release.

WILLIAM R. WEAVER

Albany Trust Suit Asks \$1,050,000

ALBANY, March 30.—A \$1,050,000 anti-trust suit has been brought by Capitol City Theatre Corp., former operator-lessee of the Eagle Theatre, here, against 20 companies. They include: eight of the major distributors maintaining branches here and one located in Buffalo; Fabian Theatres Corp., Fast Theatres, Inc., and Copia Realty Co.; Warner Brothers Circuit Management Corp., Stanley Mark Strand Corp., Albany Royal Theatre Corp. and Patroon Theatre Corp. The last named two are Hellman-family units.

Against All Albany Houses

The suit is actually against all Albany motion picture theatres now operating, except the Eagle, and two presently closed, the Royal and the Paramount.

Defendants are alleged to have created an "illegal monopoly," to have "conspired in various ways" and to have committed "unlawful acts" affecting the plaintiff, between the date of its acquiring the Eagle on July 1, 1944, and selling it on April 1, 1951. The sale is alleged to have been "forced" by the "monopoly and unlawful acts."

phases of "pay-as-you-see TV" will be filed with the FCC by legal counsel for the committee, Marcus Cohn, together with economic studies being prepared by Dr. Dallas Smythe.

The committee has also established an information center at 608 Fifth Avenue, New York, to coordinate the nationwide activities of citizen's groups actively opposing any attempt to divert present free telecast channels into "coin-box airwaves." The coordinating group has been named "Organizations for Free-TV."

20th-Fox Launches 'Daddy' Campaign

A promotional program designed to attract an audience of 75,000,000 in the United States and Canada has been launched by 20th Century-Fox for "Daddy Long Legs," CinemaScope musical production starring Fred Astaire and Leslie Caron which will be released nationally in May, the company announced.

Budgeted at several hundred thousand dollars, the overall advertising, publicity and exploitation campaign is the latest major drive set by 20th Century-Fox this year to pre-sell its CinemaScope attractions to record audiences months in advance of first theatre engagements.

The campaign will be kicked-off on Sunday night, on Ed Sullivan's "Toast of the Town" variety show over CBS-TV, when Fred Astaire makes a special appearance, introducing an eight-minute film clip from the production.

Golden Is Delegate To Cannes Festival

WASHINGTON, March 30.—Commerce Department film chief Nathan D. Golden has been chosen as the official American delegate to the Cannes Film Festival.

The festival will be held in Cannes, France, from April 26 to May 10. Golden was chosen by the government's Interdepartmental Committee for Film Festivals. He attended the Cannes festivals in 1949 and 1952, and in 1953 was the American delegate to the Venice Film Festival.

Golden has also been invited by the French Photographic Society to participate in the French Government sponsored International Photographic Show in Paris May 4 to May 16.

People

Stanley Kramer, producer of "Not As a Stranger" for United Artists, and his wife, Anne, dialogue director, have launched a month-long series of radio and TV appearances spotlighting the film.

□

Kenneth E. Reynolds, head of the defense contract department of Bausch & Lomb Optical Co., has been elected vice-president of the American Society of Photogrammetry.

□

Joseph Sarlin has been named general sales manager of Du Mont New Jersey, Inc., where he will help supervise sales planning, merchandising and customer service for the Jersey distributorship of TV receivers.

□

Irving Levine has been engaged to head the art and film animation department of the Medical Film Guild in line with that organization's expansion on the TV field.

□

George Delis, having completed negotiations for the sale of his 30-East Drive-in at North Canton, Ohio, has left by plane for Greece, to join his wife and son.

□

Melvin L. Gold, president of Mel Gold Productions, will be awarded a plaque and the title of "honorary lifetime president" of the National Television Film Council at that organization's monthly meeting today at a luncheon at the Hotel Delmonico here.

Academy Awards

(Continued from page 1)

oned far and away the largest in Academy history.

Nominees for tonight's awards were elected in preliminary balloting by 13,438 members of the production branch of the industry, with five candidates winning nominations in each category, but only 1,653 individuals, constituting the entire Academy membership, voted in the finals.

Presentation ceremonies at the Pantages Theatre here were enlivened this year by emcee Bob Hope's humor, and enriched, as to glamour and in sustained interest, by arrangements credited to director Jean Negulesco, under which all "Oscar" candidates doubled as presenters.

Results are listed on page one of this issue.

Coast 'Trust' Suit Is Settled Privately

HOLLYWOOD, March 30.—The anti-trust suit filed March 6, 1951 by David Bershon, J. W. Kennedy, Vivian Koerner, Cal-West Theatres and Leimert Theatres, seeking \$1,610,400 from major distributors on grounds their theatres had been unfairly deprived of first run and proper clearance, has been settled privately for an undisclosed amount, defense counsel Homer I. Mitchell today announced.

Federal Judge Harry C. Westover signed the dismissal order.

MAN WHAT RAVES!

"One of the Best" *N. Y. Herald Tribune*

"Bang-up performance! Kirk Douglas brings it vividly to life . . . as Dempsey Rae who has a way with his fists, his guns and his women!"

N. Y. Journal-American

"Solid entertainment! Dempsey Rae . . . not only has a sense of humor but also a firm conviction that sex is here to stay!"

N. Y. Times

"Exceptional entertainment! It may be compared for thrills and appeal with top-notchers like 'High Noon.' You'll have a fine time!"

N. Y. Post

"Inevitable that the film will be faced with comparisons with the earlier 'Shane'... A forthright, hard-hitting and tightly written picture."

Motion Picture Herald

"A taut and exciting melodrama"

Harrison's Reports

"A vigorous and off-beat Western"

The Independent

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**MAN
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**Goldman Theatre
Capitol Theatre
Fulton Theatre
Southern Theatre
Lafayette Theatre
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**"MAN
WITHOUT
A STAR!"**



*Universal International
presents*

**KIRK DOUGLAS
JEANNE CRAIN
CLAIRE TREVOR**



co-starring
WILLIAM CAMPBELL with **RICHARD BOONE • MARA CORDAY • MYRNA HANSEN**
Directed by KING VIDOR • Screenplay by BORDEN CHASE and D. D. BEAUCHAMP • Produced by AARON ROSENBERG



Another Picture with that Universal **Boxoffice Appeal!**



Marcus Addresses Wisconsin Allied; Officers Elected

Special to THE DAILY

MILWAUKEE, March 30. — Selling practices of distributors and the matter of seeking Federal relief for the ills of exhibitors were the two subjects principally discussed at the closing session of the Allied Independent Theatre Owners of Wisconsin here today.

Ben D. Marcus, director and former president of the association, in speaking of film rentals, declared that the trouble lies with the top executive echelon of the companies in New York. He put stress on the plight of the small town exhibitors and their need for immediate relief.

Stresses Rentals

"Allied is not taking part in any arbitration meeting," Marcus said, because film companies will not allow film rentals to enter into the discussions. If we could get by at fair and reasonable terms we could survive TV or anything else that could hurt us."

Speaking of E.D.C., Marcus said exhibitors did not seek nor did they wish to go to the government for help, but only as a last resort the E.D.C. is trying to arrive at some compromise."

In reporting on group discussions, Marcus introduced the subject of CinemaScope pictures, saying that these films should be sold on the same terms as regular features. "Battle Cry," "Vera Cruz" and "White Christmas," he said, have not played small towns because of operators' difficulty in meeting the terms asked.

He complimented M-G-M and Paramount for their treatment of the small town theatre, but decried what he called an unwillingness to cooperate on the part of Warner Brothers and Universal.

Referring to the Council of Motion Picture Organizations, Marcus declared, "What good will it do to draw patrons when you can't get the top pictures to show them."

Sees Good Future

Speaking of the future, Marcus concluded, "Despite all our troubles, we have a great future." The American public, he said, will not stay confined in homes, but will be attracted by the new media in which films are offered.

New officers of the association are: president, Angelo Provinzano; vice-president, William Charboneau; secretary, Edward Johnson; treasurer, Oliver Trampe; executive secretary, Harold Pearson; national delegate, S. J. Goldberg.

A "College of Concession Knowledge," headed by Clifford Lorbeck, followed a cocktail party and banquet which ended the convention.

Graham, Gehring, Jr., In New Fox Posts

BUFFALO, March 30. — William Graham, for several years office manager and salesman at the local 20th Century-Fox exchange, has been appointed office manager at the Boston Fox branch. Bill Gehring, Jr., son of the Fox home office executive, will cover the Syracuse territory as a salesman. Graham had been taking care of this division. Gehring has been a student salesman at the local Fox office.

Review

"Jump Into Hell"

(Warner Brothers)

Hollywood, March 30

THE echo of combat, exactly one year ago, at Dienbienphu, a small fortress in Indo-China, against overpowering forces of Viet Minh Chinese Communists has hardly died; and Warners has ready for release an entertaining feature based on the campaign.

Although an attempt at exploitable tribute to the French martyrs in this heroic effort is apparent, the film falls short of its purpose in the development of its fictional character-leads who would have been much more at home with the Foreign Legion in Morocco.

The title should attract marquee shoppers for action films, and there's plenty of action on the battlefield in this one with special newsreel footage integrated to authenticate the matching battle sequences of the production. Name drawing-power is lacking, but the faces of Kurt Kasznar, Arnold Moss and Marcel Dalio are familiar seasoned actors to the regular patrons.

American audiences will be introduced to Jack Sernas, star of the film, who gives a whetting indication of the more important role he will fill when Warners' forthcoming "Helen of Troy" is released.

The screenplay, by Irving Wallace, delves into the personal lives of several Frenchmen in Paris who volunteer to fight for the cause. They are flown to Indo-China, where they must make parachute landings to the fortress. Sernas finds his girl friend's husband, Peter Van Eyck, also defending the fortress. Van Eyck dies despite Sernas' efforts to save him on the battle field. Everyone dies after 56 days of valiant battle except Sernas and Norman Dupont who are ordered to make an escape to the outside world with "General" Arnold Moss's dispatches and report on the campaign.

The film was produced by David Weisbart and directed by David Butler.

Running time, 90 minutes. General classification. For release in May.

SAMUEL D. BERNIS

Israel Studio Seeks U. S. Industry Ties

Modern facilities for handling all phases of motion-picture production and a climate which permits outdoor location shots most of the year are major selling points in Israel's bid for closer cooperation with the American film industry, according to a report in the March issue of "Economic Horizons," monthly publication of the Jewish Agency for Palestine in New York.

Participation, If Desired

Yehoshua Brandstatter, managing director of the Israel Motion Picture Studios, Ltd. in Herzlia, said, in an interview with the publication, that he hoped to attract to Israel foreign producers who will produce films on their own or with local Israeli participation. Brandstatter's company, a pioneer in Israel's film industry, has made 23 films since it began operations less than three years ago, among them full length features, shorts and documentaries, a number of which have been shown in the United States.

Brandstatter pointed out that Israel, though a small, compact country, offers film producers a great variety of scenic background for location shots.

Snowstorm Hits Cleveland Grosses

CLEVELAND, March 30.—Theatres in northern Ohio hit what their owners claim to be all-time low over the last week-end due to a nine-inch snowfall, followed by strong winds that caused heavy drifts.

Downtown Saturday night business was practically nil, but it picked up somewhat on Sunday. Neighborhood houses suffered both Saturday and Sunday except only the Fairmount which played to 1,000 people and the Detroit, with an audience of approximately 500 to see the one night pre-release simultaneous engagement of "Doctor in the House." Drive-ins which had opened closed again over the weekend. The storm was general throughout the entire area.

'Life' Critical of 'Peter' Ad Copy

Criticism of 20th Century-Fox's advertising campaign for its CinemaScope production of "A Man Called Peter" is noted in the April 4 issue of "Life" Magazine. In an unsigned article on page 115, objection is expressed over the catch lines in the ad copy which read: "He was a lovin' kind of guy—he was God's kind of guy."

The weekly magazine declares that the advertising copy used for promotional purposes for "A Man Called Peter" "sets something of a record for plain bad taste and skirted close to blasphemy."

Clergyman Dissents

Dr. Howard N. LeSourd, executive assistant to Dr. Norman Vincent Peale, formerly dean of Boston University's School of Public Relations, in reply to the "Life" article, said that he saw "nothing bad in using the word 'guy' instead of 'man' when expressing closeness. There is nothing wrong with the advertising for the picture."

Some 112,000 clergy, leading laymen, Sunday School teachers and civic opinion makers in 60 cities are currently viewing the film at special screening which 20th Century-Fox has set up.

Berger Pays Tribute To A.A. President

MINNEAPOLIS, March 30.—Ben Berger, president of North Central Allied States Association and ranked high among distribution's sternest critics, today welcomed Steve Broidy, president of Allied Artists, saying, "In addition to being an outstanding executive, he has proven to be a great humanitarian."

Later, at a meeting attended by 78 exhibitors representing 320 theatres, he declared, "We have given this company our support in the past, and it will get even more in the future."

Broidy, vice-president Morey R. Goldstein and John C. Flinn, publicity director, meet with Kansas City exhibitors tomorrow.

RKO Films

(Continued from page 1)

as offered by the corporation. On the contrary, the report stated that Atlas preferred to keep RKO Pictures Corp. in business as a going concern, not necessarily in the motion picture business, but simply with the purpose of making profits for its shareholders by developing whatever opportunities might be available."

The production and distribution company of RKO Radio Pictures was purchased by Hughes from the parent RKO Pictures Co., leaving the latter company only with cash assets. RKO Pictures last reported that it estimated the company's capital-loss-carry-forward as much as \$30,000,000 under the recently enacted new Federal tax code.

Holds Million Shares

Atlas reported that it holds 1,000,000 shares of RKO Pictures stock, as of Dec. 31, 1954, as against 76,000 shares on the year-end in 1953. Hughes, according to last reports, holds 1,262,120 shares of RKO Pictures.

Listing other stock holdings in motion picture companies, Atlas reported that it held as of Dec. 31, 105,000 shares in Walt Disney Productions, an increase of 4,000 shares during the year. At the 1954 year-end, Atlas also reported holding 25,000 shares in Paramount Pictures, adding that it has disposed of 10,000 shares in RKO Theatres Corp.

Odum also reported that Atlas Corp. had an indicated asset value of approximately \$43.77 per share at the year-end, the highest in the company's history. This was after provision for taxes on unrealized appreciation and compares with approximately \$37.82 per share at the end of the previous year, it was added.

2 Tech. Dividends; 1st Quarter Net Up

Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., announced that the board of directors at a meeting held in New York yesterday declared a dividend of 25 cents a share on the new \$1 par common stock and 50 cents a share on the old no-par common stock, not exchanged. The dividend is payable on April 25 to stockholders of record on April 11.

Doctor Kalmus reported that the consolidated earnings of the Technicolor companies (Technicolor, Inc., and Technicolor Motion Picture Corp.) for the first quarter of 1955, after taxes on income, are estimated to be 36 cents per share. This compares with 19 cents per share after taxes on income for the corresponding first quarter of 1954. Average quarterly earnings for 1954, after taxes on income, were 29½ cents per share.

'Lincoln' Rights Not Sold, Dowling Says

Eddie Dowling stated yesterday that contrary to a published report theatrical and film rights to Jim Bishop's "The Day Lincoln Was Shot," February selection of the Book of the Month Club, have not been sold.

Dowling said that he and Bishop have talked about a dramatization of the work but that it is free and clear to date.

AB-PT Net

(Continued from page 1)

theatres, after adjusting for theatres disposed of, increased \$3,276,000 over 1953.

The American Broadcasting Co. division, the report stated, showed operating income of \$70,424,000 as against \$54,758,000 in 1953. However, the ABC division was reported to have suffered a loss "slightly larger" in 1954 than that incurred in 1953, reflecting, according to Goldenson, the necessary expenditures to develop the TV network from a secondary to a competitive place.

Income Up 10%

Total income for the company for 1954 was \$188,796,000 as compared with \$172,196,000 the previous year, reflecting nearly a 10 per cent rise in operating income. The \$4,722,000 1954 net earnings, the report continued, represent \$1.06 per share common, after preferred dividends of \$534,000. This compares with \$4,480,000 or \$1.00 per share common in 1953, after preferred dividends of \$488,000.

Capital gains were \$210,000 or five cents per share common as compared with \$4,516,000 or \$1.14 per share common in 1953. The large 1953 capital gain was primarily due to the sale of TV station WBKB in connection with the ABC merger.

Goldenson reported an increase in theatre earnings due mainly to better pictures and the reduction in the Federal tax on admissions. He added, "preliminary estimates indicate a continued improvement in the first quarter of 1955 and, given a sufficient number of good pictures, we are hopeful that a higher level of theatre business will be maintained in the coming year."

Optimistic Regarding ABC

Reporting on ABC division activities, Goldenson said that "with new shows being readied for the coming year, including a daytime children's show by Walt Disney, we feel that ABC is on its way toward realizing its true potential as a profitable division of the company." ABC earnings for the first quarter of 1955 are estimated to be substantially higher than earnings for the comparable period of last year, the report added.

The company's financial position was described as "strong." Despite heavy cash outlays, working capital was up slightly at \$26,080,000. Theatre capital expenditures were \$5,862,000 of which \$2,748,000 was for new wide screen and sound equipment, the report stated. Most of the theatres are now equipped with wide screens and about 260 of them have complete CinemaScope and stereophonic sound installations, the report explained.

Has Interest in 639 Theatres

At the year end, Goldenson reported that the company had a whole or partial interest in 639 theatres. It was further stated that AB-PT is required to divest itself of 42 theatres by Sept. 3, 1955, to complete the requirements of the consent judgment.

Goldenson reported that there was greater stability in the theatre business in 1954 than in 1953. While business was better, he maintained that there was still a shortage of pictures resulting in higher film rentals and hoped that supply and demand would come into balance.

The AB-PT president said that TV had affected business earlier in the

Treble Damage Issue Highlight of U.S. Study

(Continued from page 1)

Congress to give courts authority to award anything from actual to treble damages.

The 60-man committee has been studying the anti-trust laws for over a year and a half, with Assistant Attorney General Stanley Barnes and Michigan professor S. Chesterfield Oppenheim as co-chairmen. Its long-awaited report runs 394 printed pages and covers every phase of anti-trust activity. Its pages are liberally sprinkled with citations from the motion picture anti-trust cases of the last 20 years.

Recommendations Outlined

Among other recommendations of the committee were these:

A uniform four-year Federal statute of limitations on private anti-trust suits. An increase in the Sherman Act maximum fine from \$5,000 to \$10,000. Retention unchanged of the Webb-Pomerene Export Trade Association Act. Not too much change in present standards for applying the anti-trust laws in specific monopoly and restraint of trade cases. Restricted authority for the Justice Department to force corporations to produce records in connection with new anti-trust investigations. Periodic checks by Justice to see whether anti-trust decrees have been effective in restoring competition.

Some of the committee recommendations cover legislation already moving through Congress: The house has passed a bill increasing the maximum Sherman Act fine to \$50,000 and the House Judiciary Committee has approved a four-year uniform Federal statute of limitations. Other recommendations are likely to affect future Congressional action — for example, the House committee has deferred hearings on a discretionary damages bill awaiting this report.

Not 'Administration'

Attorney General Brownell has said, however, that the Administration will have to review the report before submitting any legislative proposals to Congress. "The report is not to be considered necessarily as an expression of the views of the Administration," he declared.

On the subject of private anti-trust suits, the committee noted that during the first 50 years of the Sherman Act, private plaintiffs succeeded in only 13 of 175 actions brought, but that since June, 1947, suits and recoveries jumped rapidly. It said this is one reason why judges should be given discretion to award less than treble damages, since many individuals and corporations violate the law unknowingly. The committee added that liberal rules

year, as it moved into many smaller communities for the first time, especially in the South and Midwest. However, with better pictures being shown, the recovery has been much more rapid than in previous years, he added.

Goldenson, expressing optimism regarding the future, said that further research is being made to improve picture presentation and the growth in population should provide for larger audiences.

on proof of damages indicate that even in the absence of mandatory trebling, plaintiffs will secure ample recompense, and therefore discretionary damages will not weaken the effectiveness of private suits as a deterrent to anti-trust violations.

Several committee members dissented from this recommendation, declaring that all Sherman Act violations should be fined treble damages.

The report also noted that most members caution "against unreliable estimates of damage, essentially based on speculation and guesswork contrary to the Jackson Park case requirement of a 'just and reasonable estimate of the damage based on relevant data.'"

Time a Vital Element

The report said another problem is the amount of time to be allowed between the injury and the suit for damages, and the issue of when this time limit is to be waived for the pendency of a government anti-trust suit. Leaving the statute of limitations to varying state law, as at present, encourages "forum shopping," the committee warned, and recommended a four-year statute of limitations. It also said a suspension of the time limit during a government anti-trust suit should be limited to the period during which the government action is actively pending and contested, and should not include a period when a consent decree is in effect if that decree is later reopened. This was the case in the Paramount suit, the report noted. The suit was pending from 1938 to 1940, a consent decree was in effect from 1940 to 1944, and the suit was live again from 1944 to 1950. Some courts have held that the statute was tolled during the entire 1938 to 1950 period, disregarding the four years under the earlier consent decree. This, the committee said, is wrong.

Four-Year Limit Provided

The committee also recommended that: the claim for any person relying on suspension should be barred after one year after the end of the suspension period; in no event should such a person recover damages for more than a four-year period; and the suspension should be effective only for cases where the plaintiff is permitted to introduce the judgment in the government case as prima facie evidence in his suit.

Film industry anti-trust cases figure prominently in a lengthy section discussing whether "conscious parallelism"—uniform business conduct by different firms—violates the anti-trust laws. After citing Supreme Court decisions in the Interstate Circuit, Paramount, Crest and other cases, the committee said it is "in full accord" with the Crest case decision that uniform business behavior is evidence relevant to proving a conspiracy, but is not sufficient of itself to overcome other evidence that the defendants' conduct was not concerted. "Proof of agreement, express or implied, is still indispensable to the establishment of a conspiracy under the anti-trust laws," the report stated.

Industry Cases Cited

Industry cases also are cited repeatedly in a discussion of the legality of a refusal by a seller to sell his product to a particular buyer or refusal by a buyer to buy from a par-

ticular seller. After studying the Paramount, Schine, Griffith and other cases, the committee concluded that "refusal to deal" may be perfectly all right in some situations and may be anti-trust violations in others. "Only thoroughgoing factual inquiry into the surrounding business circumstances can characterize a refusal to deal as part of a restrictive course of conduct incompatible with anti-trust objectives," the report said. It added that present legal standards in this field are good, and no revision of the basic law is necessary.

'Divorcement' Called Rare

The committee pointed out that in only 24 litigated cases since the Sherman Act was enacted in 1890 have the courts required divorcement or divestiture as a punishment, and that in all but one case the order involved single firms or firms united by common stock control. Only once has divestiture been ordered involving a combination of separate corporations not united by stock control—in the Paramount case. The committee said it approves "judicial reluctance" to grant divestiture or divorcement as a frequent form of relief, and told the Justice Department not to ask for divorcement except in extreme cases.

The report urged more emphasis on consent decree settlements, including attempts to reach settlement on cases before they are filed. The members also suggested the Department of Justice submit a proposed consent decree if requested by the defendants. At present, Justice insists defendants submit the consent decree.

Not only should Justice conduct regular studies to determine whether its judgments have been effective to restore competition, the report said, but the department should be equally ready to consent to judgment modification where the defendant can show changed circumstances.

A lengthy section on patents declared that where patents have been used to thwart competitive conditions, compulsory licensing at reasonable rates can be ordered. However, the report stated compulsory royalty-free licensing or dedication of the patent rights to the public are too extreme remedies and should not be used.

Unions May Be Included

Another lengthy section on labor recommended that unions, now exempt from anti-trust action, be subject to suit where they try to force employers to submit to schemes aimed at fixing the kind or amount of products which may be sold in any area or their market price. The committee did not go into the question of whether unions should be subject to the anti-trust laws for their activities to promote organization or bargaining on wages and hours.

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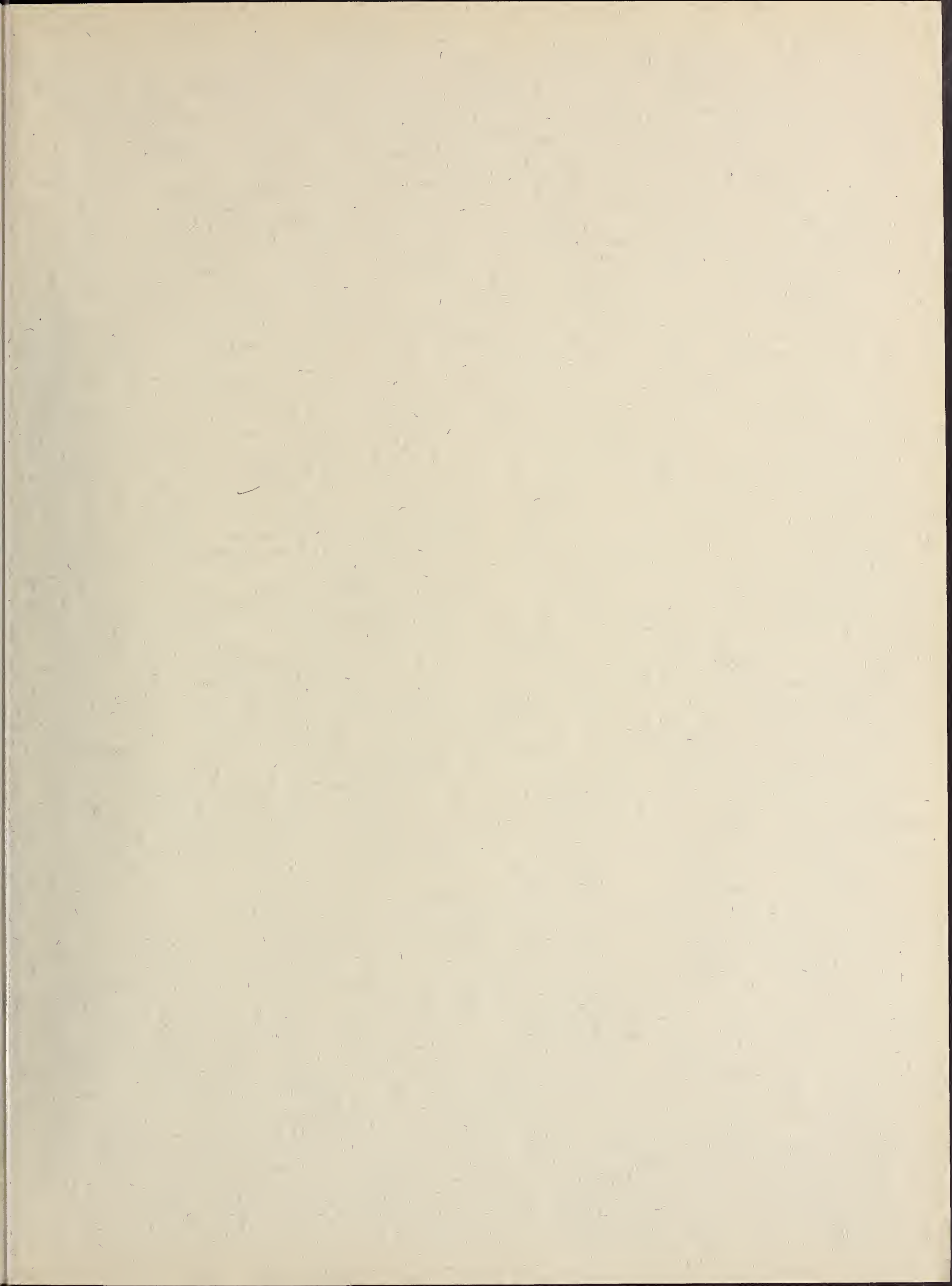
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