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PRESIDENT SIGNS TAX BILL:
NEW SCALES START TODAY

Public, Also,
To Benefit
From Tax Cut

By MURRAY HOROWITZ

The public, as well as the exhibitor, will benefit from the Federal admission tax reduction, which goes into effect today, as was shown by a Motion Picture Daily poll of exhibition plans.

Although no clear ticket-price pattern is evident at this stage, it is apparent that the national average admission price will drop, thereby resulting in a saving to the public. This is apparent on the basis of exhibition plans across the U. S., to reduce prices in some instances, but virtually nowhere to raise prices. Such action will lower the national admission average price of 48 cents net, plus the old 20 per cent Federal tax, resulting in a gross national evening average price of 38 cents.

What the new average will be is too early to tell, but the new excise tax on admissions will put an estimated $122,250,000 per year more for disposal, in the hands of exhibition. The national average admission price figure was reported exclusive of the 20 per cent tax, and (Continued on page 3)

Tax Law More Than Treasury Wanted

WASHINGTON, March 31.—Secretary of the Treasury Humphrey admitted that the admissions tax relief in the new tax goes a long way further than the Treasury wanted. He made the statement when Sam Pinanski and Robert Coyne called on behalf of the Council of Motion Picture Organizations to thank him for his help in getting reduction of the 20 per cent levy. In testimony before Congress, Humphrey had listed the film industry as one of the few industries which he felt entitled to excise relief.

Time To Serve
Schine Extended

BUFFALO, March 31.—Federal Judge John Knight has approved an order which extends until April 6 the time for serving T. Meyer Schine, vice-president of Schine Theatres, Inc., with a show cause order in criminal and civil contempt proceedings. Schine, along with other officers of the company, and six corporations are named in the actions.

The extension has been granted at the request of U. S. District Attorney (Continued on page 6)

No Eisenhower Comment As He Affixes Signature; Industry Officials See Lower Rates Saving Thousands of U. S. Theatres

By J. A. OTTEN

WASHINGTON, March 31.—It's now the law.

Starting tomorrow, tickets costing 50 cents or less will be exempt from Federal admissions tax, and the tax on the higher-priced tickets will be 10 per cent, rather than 20 per cent as heretofore. President Eisenhower made the new rates official when he signed, at 3:15 EST today, the excise tax bill passed by Congress yesterday. That bill made the new admission rates effective April 1.

Industry officials have been counting on the admissions tax relief to give the industry a major shot in the arm. They have claimed that the exemption and the lower tax rate will save thousands of small theatres from going out of business and may even bring the re-opening of many theatres now closed. In many cases, it will permit exhibitors to buy new sound and projection equipment they could not otherwise afford or to undertake long-delayed remodeling.

The President signed the bill this afternoon without ceremony or comment. However, at this morning's press conference, he said he hoped that all the excise cuts in the bill would act as a stimulant to business generally.

The President declared that the revenue loss in the bill was more than he had originally recommended, but he realized that this field was open (Continued on page 3)

Decision Unanimous

Court Dismisses Poster Suit Against NSS and Majors

PHILADELPHIA, March 31.—The U. S. Court of Appeals here, by unanimous decision, today dismissed the suit of Independent Poster Exchange of Philadelphia against National Screen producers and distributors. The Philadelphia company, headed by Mitchell Pantzer and Charles Lawler, charged the defendants with conducting a monopoly, in violation of the anti-trust laws, with respect to standard accessories and posters.

In 1953, Chief Judge Kirkpatrick of the U. S. District Court in Philadelphia granted the motion made by Louis Nizer of Phillips, Nizer, Benn-...
Personal Mention

WILLIAM F. RODGERS has returned to New York from Florida.

MARTIN STEAK, manager of the Hollywood bureau of Queylie Publications, will leave here tomorrow for the Coast, where he will assume his new post on Monday.

PHIL HYAMS, of Eos Films, and Ben Goldwyn, winner of this week's lot for London, $8,000 or better, left for New York on a B.O.A.C. Monarch. Harvey Ork is to leave today, also by B.O.A.C. for Montego Bay, Jamaica.

JAMES McCARTHY, Connecticut district manager of the Stanley-Warner Theaters, is in Boston for surgery.

ANDREW MERCIS, assistant manager of the Stanley Warner Capitol Theatre, Worcester, Mass., has resumed his duties following an illness.

BEN GOETZ, M-G-M production head, will leave New York tomorrow for London.

R. E. WATT, Westrex Corp. Hollywood division manager, has arrived in New York from the Coast.

LEE KISSNER, office manager of the KKO Radio exchange in New Haven, Conn., has resigned.

FRANK KING, of King Brothers Productions, arrived here yesterday from Hollywood.

C. F. MCDANIEL, formerly of Birmingham, Ala., has been named manager of the Royal Theatre, Hoganasville, Ga.

HARLEY LORMER is now manager of Hammeric's Liberty Theatre in Portland, Ore.

AL O'KEEFFE, Pala-Lite vice-president for distribution, left here yesterday for Detroit.

EMERSON YORKE, producer, has returned to New York from Florida.

ROBERT TAYLOR is due in New York from Hollywood on Sunday.

Goldwyn Reissues to State Rights Firms

Eight Samuel Goldwyn reissues will be distributed through state rights organizations in approximately 25 exchange cities. Deals are now being set with independent distributors by Robert Mohrrie, Goldwyn's sales manager.

Seven of the eight files have been selected and the eighth will be announced shortly. Titles of the pictures, which are owned by Howard Productions, headed by My Samuel Goldwyn, are "The Westerner," "Dead End," "Barbar Coast," "Adventures of Don Juan," "Come and Get It" and "The Cowboy and the Lady."

Chicago Gets Off: 'Eternity,' 'Holiday' Hupo Subsequent

CHICAGO, March 31.—First-run business still is below normal here, with bad weather striking an additional blow in the form of an uncustomarily slow second-week opening. The weather [in Chicago] today is expected to be as bad as that which blanketed the city this week. Bright spots in an otherwise dull picture are the Monarch, where "Act of Love" should top $11,000 in an excellent second week; the Surf, where "Gengieve" is turning in its fourth consecutive session at a good pace; and the United Artists, where "This Is Cinema" is knocking out a good $33,000 in its third week.

The Loew's Factory is an imitator, hitting $21,000 in its second week at the Woods; "Riot in Cell Block 11" and "Highway to Hell" gave the sixth a good opening round of $22,000; "The Command," coming back with $17,000 after a disappointing run in order to catch up with the United Artists, and "Night People" opening a bit below expectations with $30,000 indicated for the first week at the Oriental.

'Everest' Disappearing

On the downbeat side, "Conquest of Everest" continues to disappoint at the Ziegfeld, running in a slow fourth-week session. The gross is reported hanging below $20,000, also in its fourth week, at the State Lake.

The "Amundsen," an extremely impressive picture, "Phantom of the Rue Morgue," around $40,000 in its second week at the Chicago, and "Rob Roy," at the second-run Manhattan Loop. The "Golden Coach," Italian import, continues in its second week at the Central and is reported a good $4,300.

In the subsequent runs, "From Here to Eternity" and "Roman Holiday," both of which figured prominently in the Academy Awards, did excellent business over the weekend in the houses that picked them up for repeat runs in order to catch up with the publicity they gained from the annual awards telecast last week.

Golden to Germany For Cologne Fair

WASHINGTON March 31.—Nathan D. Golden, head of the Columbia Pictures Division of Columbia Pictures, left for Cologne, Germany, to represent the department at the Cologne International Photographic Trade Fair.

While in Germany, he will confer with German government officials concerning the Columbia and the American photographic industries, and will then take a short vacation in Europe.

Max Patterson, 62

WAYNESBORO, Va., March 31.—Col. Max Patterson, 62, president of the Waynesboro Theatre Corp., operating the Cavalier and Wayne, is dead. A graduate of Virginia Military Institute, who served in World War I here he was active in other civic and business ventures. He is survived by his widow, Mrs. Max Patterson, and a number of nieces and nephews. Both theatres closed during funeral services.

Studio Workers Pay Rose in Feb.

HOLLYWOOD, Mar. 31.—Average earnings of craft workers were increased four cents an hour, or 50 cents a week, in February from $116.84 in January, the California Division of Industrial Relations revealed. Week worked averaged 40.5 hours, in February, compared with 40.2 hours in January, marking the first time in a year or longer that the average hours have increased in the concept of a decrease in average hours worked.

Union-Favored T.H. Provision Approved

WASHINGTON, March 31.—The Senate Labor Committee approved a bill to overhaul the Taft-Hartley law, including a provision long sought by studio unions.

The provision would cut from 30 days to seven days the time within which workers must join unions at the expiration of their contracts. The studio unions have argued that the present 30-day waiting period frequently means, in view of the limited time in which codes are ratified, that the agreements, that workers never have to join unions; the unions claim that a week's notice of a strike by 30 days before 30 another job, and finish that one before 30 days.

The case Law Committee, working on its Taft-Hartley bill, is expected to approve tomorrow or Friday a similar provision.

Former Time Warner had recommended the seven-day waiting period. The Senate committee bill approved seven by party-line vote and overrider The bitter of Democratic protests, includes most of the President's other recommendations.

Changes Announced in IFE Sales Staff

Two changes in the Italian Films Export Organization were announced yesterday by Bernard Jacoz, vice-president in charge of sales and distribution.

A. J. Herman becomes Northeast district manager effective April 5, under Seymour Schuessel, Eastern division manager. Herman replaces E. Gordon who has resigned.

The resignation of Albert E. Rock was also announced by Jacoz. Rock's resignation as Southern division manager will take effect May 1.

Re-elect All Officers Of Gulf States Allied

EDGEWATER PARK, Miss., March 31.—Abe Berenson, president; F. D. Thompson, vice-president; L. G. Solomon, treasurer; J. V. O'Quinn, secretary, and L. C. Montgomery, chairman, were re-elected yesterday by Allied Theatre Owners of the Gulf States.

Max Patterson's nephew were Berenson, Claude Dorce, L. C. Montgomery and Ed Orte.

Skouras Says 20th Welcomes New Media Advances by Others

BALTOMORE, March 31.—In introducing CinemaScape, 20th Century-Fox had only one purpose and that was a return to industry prosperity, Spyros Skouras said here last night at a dinner in his honor by the Baltimore Variety Club.

"We will not be deceived from it because we are convinced that all the excesses will eventually realize that only a superior medium and only superior entertainment will enable them to survive."

The 20th-Fox's asserted that 20th-Fox will "welcome and embrace any and all other advancements that the company can achieve to contribute to this goal of superior entertainment."

All Officers of WB Re-elected by Board

All officers of Warner Brothers Pictures were re-elected at a meeting Officers, Thursday, at the company's headquarters here.

The re-elected officers were: Harry M. Warner, president; Albert Warner, vice-president; Jack L. Warner, executive vice-president; Henry E. Warner, vice-president; Stanleigh P. Friedman, vice-president; Samuel Schneider, treasurer; Benjamin Kalmuss, vice-president; Mort Blumenstock, vice-president; Robert W. Perkins, secretary; Robert Warner, treasurer.

Also Cyril H. Wilder, assistant treasurer; Robert W. Perkins, secretary; and general counsel: Harold S. Babcock, assistant secretary; Edward H. Hessberg; assistant secretary; Roy Meebarger, assistant secretary; Carl Carlisle, controller; Thomas J. Mintin, auditor; and Walter Mehl, assistant controller.

The board also declared a dividend of 30 cents a share, payable May 3 to stockholders of record on April 16.

Allied Artists Market New Preferred Issue

Allied Artists' 150,000-share block of $5 preferred stock was placed on the market this week by Emmanuel, Duerrten & Co. Price was $10 a share.

The firm said its senior equity issue will be convertible into the company's common stock at the rate of 1.26 common shares for each preferred share. Optional redemption price is $11 a share, and for the sinking fund the price is $10.36.

UA To Release 5 Films During April

United Artists will release five pictures, including two re-issues, during April. "William J. Heineman, vice-president in charge of distribution for UA, announced yesterday.

Two westerns, "Southwest Passage" and "The Lone Gun," along with "Champion," announced by UA chairman William J. Heinean, "Champion" and "Home of the Brave" are the re-releases.
KEY FIGURES IN ACHIEVING TAX REDUCTION

Robert Coyne  H. A. Cole  Wilbur Snaper
Pat McGee  Al Lichtman  Sam Pinanski  T. T. Rembusch

Council of Motion Picture Organizations, which waged the tax campaign, the COMPO triumvirate and tax committee
yesterday were receiving congratulations from exhibitor organizations throughout the country.

New Scales

Public to Benefit by Lowered Tax

(Continued from page 1)

the $122,250,000 estimate was received from the Council of Motion Picture Organizations, the all-industry organization which successfully waged the tax campaign.

In New York, along Broadway, key show cases, including the Radio City Music Hall, Paramount, Roxy, Capitol and Loew's State, announced price reduction plans yesterday. The Music Hall said it will scale its prices downward from 90 cents to $1.40 to a new top of $1.55 weekdays and $1.65 on weekends. The Capitol and State announced a cut in the top price from $1.80 to $1.65, retaining the 80-cent opening price. Both the Roxy and Paramount disclosed plans to reduce top prices, but did not specify the new price structure yesterday which they plan to adopt.

Some Prices Retained

Retaining the same price on Broadway will be the Globe and Mayfair. It was stated, with the top ranging from $1.50 to $1.80 on a "special picture." All prices quoted, it should be added, will be subject to Federal Tax. A spokesman for the Astor, Victoria and Bijou said that no decision on price structure has been decided upon as yet. There were indications yesterday that competitive Broadway houses will be watching each other, ready to make readjustments, if found wise.

On a national level, "flexibility" was the key word from home office spokesmen of such large circuits as American Broadcasting-Paramount Theatres and Stanley Warner. Decisions for such circuits, it was explained, will be made on a local level, with such factors as local economic conditions, competition and the theatre-run being weighed.

In the East, Harry Brandt, head of the circuit, bearing his name, said he will retain the tax saving wherever possible. Spokesman for such circuits as Prudential Theatres, United Artists Theatres, Fabian Theatres, Skouras Theatres, Loew's and RKO Theatres said each individual situation will be considered separately. As of late last night, the price problem was being discussed in separate meetings of circuit officials.

In the West, exhibitor policy regarding the new price structure, was in a state of flux yesterday, with both courts and independents reserving concrete comment.

Little Change Indicated

In Los Angeles Area

HOLLYWOOD, March 31—Reduction of the Federal admissions tax will not be reflected in the overall admission prices in this territory, in the immediate future, at least, it was indicated by exhibitors queried here today.

National Theatres, which often key-notes general practice here, declined to direct statement, but referred to the COMPO advertisements in "Editor and Publisher."

The United Artists and Paramount

Cleveland Subsequent Maintaining Scales

CLEVELAND, March 31.—A survey of Greater Cleveland first subsequent run theatres, including those of Associated, Community, Modern, Washington, Warner, RKO and Loew's circuits, indicate they are maintaining their admission scales despite the Federal tax cut. Some theatres are adjusting scales to eliminate traffic in pennies.

Looks Like the 'Status Quo'

For Chicago Exhibitors

CHICAGO, March 31.—Orders pouring in to ticket printers here indicated that most exhibitors in this area intend to hold their prices at the present level and pocket the saving from reduction of the Federal admissions tax. Except for a few small concerns, exhibitors get away from charging uneven prices

Old Tickets

Good 30 Days

(Continued on page 6)

(Continued from page 1)

to discussion and differences of opinion. The cuts probably will stimulate business, he added, and for that reason he wholeheartedly is accepting the reductions voted by Congress.

The Council of Motion Picture Organizations said it thought that as many as 9,000 theatres which are not closed might reopen in the future as a result of the tax relief.

A statement issued by Col. H. A. Cole and Pat McGee, co-chairmen of COMPO's tax committee, expressed appreciation for the relief voted by Congress and said exemption of tickets costing 50 cents or less would remove the threat of bankruptcy from more than 4,000 small-town theatres, virtually all of which charge admissions of 50 cents or less, and would put on a sounder footing another 300 theatres which are now in a marginal position.

Moreover, Cole and McGee predicted, "A large number, perhaps as many as 1,000, theatres which were forced to close their doors because of the losses caused by the tax, will renew operations in the near future."

The COMPO statement emphasized that about 2,300 of the theatres which will now be permitted to remain open are in single-theatre towns, thus preserving the only source of public entertainment in those areas.

COMPO estimated that about 9,000 of the approximately 18,900 theatres in the country would benefit from the exemption of lower-priced tickets, since children's and matinee admissions charged by these theatres would be freed from tax.

Finally, COMPO said, many exhibitors will now be able to afford to install new sound and projection equipment, air-conditioning equipment, new-seat styles and other facilities which they have put off because of lack of money and uncertainty as to their future operations.

In a separate statement, Sam Pinanski, co-chairman of the COMPO governing committee, cautioned that despite the help the industry will get from the tax relief, many industry problems still remain to be solved.

He warned that the industry must continue to work to solve these problems.

"The tax relief granted by Congress is in fact an economic respite which will give us the opportunity to re-group our forces and to renew vigorously our joint efforts to eliminate serious intra-industry issues which we have necessarily deferred," Pinanski stated. "Pending the outcome of the tax fight, we devoted all energies to that problem. We now have the chance to put the industry on a sound economic footing—to strengthen and make secure all its branches, but we cannot afford to procrastinate.

The potency of intra-industry cooperation has been amply demonstrated. It must continue. We must plan the establishment of a strong, solidly-based, permanent intra-industry organization. We cannot look to the government for a handout or a subsidy."

On behalf of himself and the other two COMPO co-chairmen—Al Lichtman and Wilbur Snaper—Pinanski extended the industry's appreciation to Col. McGee and to COMPO's special counsel, Robert Coyne, for their leadership in the tax fight.

The Internal Revenue Department has informed the Council of Motion Picture Organizations that exhibitors will be allowed "at least 30 days" in which to "correct" their tickets to conform with the new Federal admission tax scale.

COMPO was told that exhibitors would not have to over-stamp their tickets if they display in a prominent place a sign telling what the "true price" and the "true tax" is on each ticket.

It was indicated that the 30-day period might be extended. Robert Coyne, COMPO special counsel, said that he regarded the policy as a liberal one.
10 New Song Hits by the Academy Award Composers
(for Doris’ ‘Secret Love’) Sammy Fain and Paul Francis Webster

Warner Bros’ Ultra-New Look in Musicals!

Doris Day, Robt. Cummings, Ph...


Eddie Foy, Jr. - Nancy Walker - Martha Hyer - Bill Good
Screen Play by James O’Hanlon, Robert O’Brien and Irving El
SILVERS

'Lucky Me'

WARNERCOLOR AND STEREOPHONIC SOUND

EL DALIO • HAYDEN RORKE • JAMES BURKE
From a Story by JAMES O'HANLON • Lyrics by Paul Francis Webster • Musical Direction by Ray Heindorf
PRODUCED BY HENRY BLANKE • DIRECTED BY JACK O'DONOHUE

and then its sunshine spreads across the land!!!

When you play it, you'll say it!
Tax Cut

(Continued from page 3)

such as 74 cents that were charged because of the old tax break-down, virtually all the tax reductions in the budget are at prices, as prices are $1.80 to $1.90.

Unemployed people, however, are not any better off than any others, say they are three people who have not had work in the past four or five months. Those who have not had work in the past four or five months.

Many in Salt Lake City Plan to "Wait and See"

SALT LAKE CITY, March 31.—The intentions of the city are to be the same as Wednesday. Dave Edwards, of Lawrence Theatres, said he won’t know until he studies the bill just what will be done.

Sid Cohen, who buys, books and sets programs for KUTV, says the change from 60 to 50 cents, for tax-free admissions, has caused thea-

res wear to be an ulcer in the tax-world, and that the old system is being considered.

Some Situations Reducing

Others Not, in Nashville

NASHVILLE, March 31.—Reduction in theatre admissions tax was welcomed by operators in this section, but may not be widely reflected in lower prices. Evans Sprott, general manager of Bijou Amusements, said he had set prices before the announcement, and that admissions are not due to be cut.

Second Street Amusement Co., according to W. Russell Holder, president, will reduce in some situations, not in others. Both Sprott and Holder said they had been waiting for the announcement, and that admissions are not cutting schedules, because of the shortage of good quality film.

Crescent, according to K. St. Gu- nel, president, contemplates few if any changes. Crescent also reports a shortage of good film for small houses.

First-Run Admissions Lowered in Columbus

COLUMBUS, March 31.—Columbus first runs have lowered their weekly matinee and weekend evening admissions by five cents under the new tax law, which is effective tomorrow. The New York Post says they will need to retain the tax savings in order to show a profit. The average neighborhood admission is $1.50.

Memphis Theatre Managers Undecided on Price Drops

MEMPHIS, March 31.—A check of all first run and leading neighborhood

theatres in the city Friday after the President had signed the new excise tax bill, revealed managers had not decided whether there would be any reductions in price on admissions.

Memphis Little Theatre announced prices would be cut from $1.80 to $1.50 since the entire 20 per cent tax on civic theatre tickets was eliminated along with the new law.

The 20-cent admission on theatre tickets were cut to 10 per cent on tickets costing more than 50 cents—which will help both the neighborhood and first run houses. Theatre managers, however, said it was likely there would be few admission reductions.

Reviews

"Diary of A Country Priest"

(Brandon Films)

A SENSITIVE and articulate film has been made of the French novel by Georges Bernanos. It ranks among the hotter current film imports, a notable one among the impressive degree of realism. Despite its relative youth, Laudy is meticulous as the sensitive priest, who seeks to resolve his own spiritual doubts and conflicts amid the worldly problems of the people around him. He is a painter, and his influence and understanding of the villagers for what they think is his prying, is forced to leave his parish and own a small farm.

Soon after, he succumbs to cancer in the rituals surrounding the death of the priest. His steps up to the priest’s burning faith. Andre Gilbert as the Priest of Torcy, Laya’s confidante, creates a full and understanding character.

The "best foreign film" of the year at the Venice Film Festival, where it also won recognition for its photography, "Diary of A Country Priest" is a notable item for selective audiences. Leon Carre produced.

Running time, 95 minutes. Adult classification, Release, April 5.

"Make Haste To Live"

(Republic)

ALTHOUGH "Make Haste To Live" has some scenes that are slow, the way the scene managers to build up enough suspense to keep spectators a highly-charged dramatic close at night, through the excursions of an old "make Haste To Live" is the picture’s highlight.

Dorothy McGuire, as McNally’s wife, is weighed down by the burden of carrying the major role, and does an able job of running the gauntlet of emotions demanded of her as she figures the machinations of her ex-con-expect husband. McNally plays the part of a charming, yet cruel and despotic cad, who returns from prison to ruin and terrorize the "make Haste To Live"

Running time, 90 minutes. General classification. Release date, not set.

22 in Production On Hollywood Lots

HOLLYWOOD, March 31.—Start of six pictures and completion of five others left the shooting-level at 22 at the weekend.


"Pit" to Normandie

The Arthur Davis release, "Fit Of Loveless," starring Edwina Ferragut and Simone Simon, has been booked at the Art and Little Theatre. This marks the first French film to play this 57th Street house.

$1.50 since the entire 20 per cent tax on civic theatre tickets was eliminated along with the new law.

The 20-cent admission on theatre tickets were cut to 10 per cent on tickets costing more than 50 cents—which will help both the neighborhood and first run houses. Theatre managers, however, said it was likely there would be few admission reductions.

5 More Aid V.C. Dinner

Harry M. Kalmine, Samuel Rinzler, Leonard Getlin, Joseph E. Katz and Joseph R. Vogel have accepted posts on the honorary committee for "A Party to Remember," the 55th anniversary testimonial dinner to be held at the Variety Club, Tent 13, in Philadelphia on May 5. Jay Emanuel is chairman of the dinner committee for the affair.

Editorial Cartoon

Irks Chi. Showmen

CHICAGO, March 31.—Chicago exhibitors are aroused over an editorial cartoon in Mon-

day’s Chicago Daily News un- der the caption, “Did you hear about an Oscar for this guy?”

The cartoon showed a man holding a cigarette, and reading “movie fan who sits through all the bum ones waiting for a good one.”

Schine

(Continued from page 1)

Will Reopen Tepeyac

Mexico City Studios

MEXICO CITY, March 31.—The Tepeyac will be re- opened, possibly before April 30, pri-

arily to service Americans producing pictures in Mexico, it was announced.

Schine interests is headed by Miguel Alemán, Jr., son of the ex-President of Mexico who will control the new enterprise.

The semi-official Banco Na-

cional Cinematografico has, reportedly, approved fiscal phases of the plan.

At the same time, negotiations are in progress with the legal and manual workers sections of the Picture Production Workers Union, (Screen.)

Tepeyac will serve Mexican, but will cater to Americans in particular.

Small Fire Damage

MEMPHIS, March 31.—Patrons filled out of the Main Street Theatre there in an orderly manner when smoke was discovered coming from the air conditioning unit. The small fire, which resulted in damage estimated at $25, was believed to have been caused by a careless cigarette.
**Poster Suit**

(Continued from page 1)

Niner and Anderson on behalf of the respective clients on Feb. 1, 1954.

The opinion of the Court of Appeals which upheld Judge Kirkpatrick's dismissal of the action held that the complaint for the defendants referred to the sublicense of posters by NSSC to the Independent Poster Exchange and dismissal, with prejudice, of a prior law suit brought by RKO for similar action against NSSC and several of the motion picture producers. The Court of Appeals held that the $50,000 award was barred from its present claim and that its accusations of economic duress would not be countenanced.

The Court of Appeals also held that even those motion picture producers and distributors in the prior action were absolved from liability, since their position was the same as those motion picture producers and distributors who were previously sued. The action, which was thrown out of court, had been instituted in 1949. Extensive testimony had been taken by Taylor and Panter, the plaintiffs; of Herman Robbins and George Demboe of NSSC, and of various executives of motion picture producers such as William F. Rodgers, Ned E. Depinet and others.

Statement by Robbins

Robbins, president of NSSC, in a statement issued today, took issue with the decision. He said that the higher court's decision upheld Chief Judge Kirkpatrick's decision in favor of NSSC and the motion picture companies. He said that the decision was made after thousands of hours of testimony and that the action was brought by NSSC to protect the motion picture industry from what it considered to be an illegal conspiracy among motion picture producers. He said that the action had been brought to prevent the use of posters in the motion picture industry and that the decision was made to protect the motion picture industry from what it considered to be an illegal conspiracy among motion picture producers.

**Order 2 RKO Pleas Combined in Chicago**

CHICAGO, March 31—Over the protests of attorney Thomas Strachan of Pope and Ballard, law firm representing RKO Radio Products, Inc., in the distributing company's campaign to have the ban of "The French Line" in the motion picture business be lifted, a federal judge has been asked to lift the ban. The judge had previously ruled that RKO's motion for a declaratory judgment be consolidated with the original petition for a preliminary injunction.

Strachan's objection to the consolidation was in the fact that Judge Pad- den of the Circuit Court of Cook County had ruled that the request for a preliminary injunction was out of order because "no irreparable damage" could be done by delaying the lifting of the ban. The judge had previously ruled that RKO's petition for a declaratory judgment be consolidated with the original petition for a preliminary injunction.

Judge Pad- den of the Circuit Court of Cook County had ruled that the request for a preliminary injunction was out of order because "no irreparable damage" could be done by delaying the lifting of the ban. The judge had previously ruled that RKO's petition for a declaratory judgment be consolidated with the original petition for a preliminary injunction.

**Kaye to Film 'Jester' In VistaVision**

Danny Kaye has completed negotiations with Paramount for release of his next independent production, "The Court Jester," Technicolor, and will be made in VistaVision this summer in Hollywood, the film company announced. Kaye's independent organization, Decca Productions, is composed of Sylvia Fine, Norman Panama and Melvin Frank. Their other release, "Knick on Wood," will open at the Warner's Beverly Theatre on April 6 in Hollywood.

**Universal Planning Benny Goodman Tale**

HOLLYWOOD, Mar. 31—Benny Goodman will have his life story brought to the screen, Universal-International Studios announced today. Edward Mulh, vice-president in charge of production, announced the signing of an agreement for the film. The film will be directed by George Cukor and will be made for Universal-International Studios. It is expected to be ready for the sound stages by early Fall. Goodman will not appear before the cameras in the film, Mulh said, but he will go to Hollywood to make recordings of all the musical numbers.

**TV for Colman**

HOLLYWOOD, March 31—Rouald Colman has signed a contract with Television Programs of America to re-create on television his role in "Halls of Ivy," with weekly half-hour programs budgeted at $50,000, supposedly "most expensive half hour on air.

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**Hughes**

(Continued from page 1)

Hughes, president of NSSC, has been a prominent figure in the motion picture industry and has been involved in numerous legal battles. He has been involved in legal battles with the Motion Picture Association of America and has been successful in many of his cases. He has been a strong advocate for the rights of motion picture producers and has been involved in numerous legal battles with the state of California. He has been successful in many of his cases and has been a strong advocate for the rights of motion picture producers.

**Dezel Acquires Two**

DETROIT, March 31—"Force of Evil" and "Miracle of the Bells," the first package of a series of nationally major-released pictures, has been acquired from the Bank of America by Albert Dezel Productions. It was announced yesterday.

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**Experience a Priceless Asset of Altec Stereophonic Service!**

The finest service experience in stereophonic sound is yours when you sign an Altec contract. Experience bought and paid for in countless hours of pioneering effort and research...experience in supervising critical CinemaScope industry showings and first run premiers, experience with an unceasing flow of stereophonic installation and service orders, experience implemented by Altec-devised precision tools.

**Your Experience with an Altec Stereophonic Service Contract will prove pleasant and profitable!**

161 Sixth Avenue
New York 13, N. Y.

SPECIALISTS IN MOTION PICTURE SOUND
‘Drive A Crooked Road’
Seen As Sleeper Of The Year

The sleeper of the year so far (i.e., an unexpected bonus for film-goers) is an electrifying crime thriller. This is Columbia’s “Drive A Crooked Road,” acted (but not overacted) by Mickey Rooney with Dianne Foster and Kevin McCarthy. A nearly perfect thing of its kind.

REPRINTED FROM THE LOS ANGELES TIMES

A NEW AND GREAT MICKEY ROONEY

Drive A Crooked Road
Starring
MICKEY ROONEY • DIANNE FOSTER

NOW DATING FROM Columbia!

Screen Play by BLAKE EDWARDS • Produced by JONIE TAPS • Directed by RICHARD QUINE
Further Details

Printed Ticket Status Clarified

By the Treasury

Compo Reveals Details Of New Tax Rulings

A further clarification of the status of present stocks of serially numbered admission tickets and the procedure to be followed in obtaining refunds on tickets sold were made here yesterday by the Council of Motion Picture Organizations. Treasury Department rulings were contained in memorandums to COMPO.

The provision regarding use of present tickets follows:

The present stocks of serially numbered admission tickets may be used for a reasonable period of time on and after April 1 unless properly printed tickets can be obtained or tickets on hand overprinted or overstamped to reflect new rates of tax. This procedure may be followed: signets are posted conspicuously at the outer

6th Compo Ad Tells Of Production Code

The sixth Council of Motion Picture Organizations’ ad to be published in “Editor & Publisher” tells its story of the motion picture industry’s production code. It points out that there is nothing mysterious about it—just plain common sense.

The ad, entitled “What’s All This Fuss About the Movie Code?” will appear in the newspaper industry trade paper tomorrow.

In adopting the code 25 years ago the ad reads, the signatories company had only two thoughts in mind. They

Hyman Urges Flexibility
On Double-Bill Practices

By MURRAY HOROWITZ

A policy of “utter flexibility” regarding the double-bill problem and other exhibition practices was advocated here yesterday by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.

H-Bomb Scene Clips
In Newsreels Today

Clips of the H-bomb explosion will be included in the newsreel issues reaching the screens today. The scenes originally were not to have been made public until April 7.

It is understood that complete footage of the event will be made available to the theatres of the nation at a later date.

“Prince Valiant”

(20th Century-Fox)

EIGHT money names adorn this big scale CinemaScope color by Technicolor production by Robert L. Jacks, based on Harold Foster’s King Features cartoon strip, “Prince Valiant.” They are James Mason, Janet Leigh, Robert Wagner, Debra Paget, Sterling Hayden, Victor McLaglen, Donald Crisp and Brian Aherne. Director Henry Hathaway handles these and their scores of associates with telling skill. Their names and fames combine with those of their subject to command almost unlimited public attention. In aggregate these and other factors forecast big attendance, possibly with younger audience

New Target: More Product

With the admission tax situation handled, exhibitors are looking to the product shortage as the next obstacle to overcome. Hardest hit appears to be the double feature houses, according to a survey made by Motion Picture Daily field correspondents.

In Washington, Sam Roth, head of Roth Theatres, said that whereas he used to have three to four twin bills a week, he now is down to two or three and has to use reissues and some foreign product to fill in the lower half of the program. An even more aggrieved picture was painted by Lloyd Wineland, Jr., vice-president of Wineland Theatres. Up to about six months ago, he said, the circuit used about four double bills a week, except when showing top features. “Now, we’re down to about one a week.” he said, adding that the public is not eating this kind of old product.

George Crouch, Washington zone manager for Stanley Warner, said,

N. Y. Prices Down
5 to 15 Cents As
New Tax Comes In

Although the major portion of the motion picture theatre-going public is not fully aware of the reduction in admission taxes, independent exhibitors and circuit operators in New York City have dropped their ticket prices from five cents at opening to 15 cents in the evening, a Motion Picture Daily poll revealed yesterday.

Public reaction to the reduction was limited, but Martin Newman, comptroller of Century Theatres which has approximately 35 houses throughout this area said that the “kids sort of appreciated” our cutting down from 50 cents to a quarter.

Of the 22 Century theatres that are equipped, 11 are now featuring Cinemascope films, Newman said. “At these houses, our prices have been scaled down from $1 to 85 cents,” he said.

Presidents for such circuits as Loew’s, RKO Theatres, Fabian, Prudential, Stanley Warner, United Art

Henry C. Cox Dies;
Was Official of NT

HOLLYWOOD, April 1—Henry C. Cox, vice-president, treasurer and member of the board of National Theatres, Inc., died today at St. Vincent’s Hospital, following treatment for a heart ailment. Cox, 63, had been associated with NT president Charles P. Skoras for 22 years, originally in the East, but here since 1942. His widow, son, daughter and seven grandchildren survive.

Coast-to-Coast

‘Crazy-Quilt’ Price Pattern
Blankets U.S.

COMPO Forecast on New Structure Borne Out

A “crazy-quilt” motion picture theatre admission price pattern made its appearance yesterday, the first day of the now prevailing lowered excise tax, according to field reports of Motion Picture Daily correspondents. In summary, here’s what’s happening:

In many situations, where the former price, including tax, was over 60 cents, part of the tax cut is being passed on to the public. The price reduction, in general, amounts to five cents for the public and as high as 15 cents along Broadway here.

Children’s prices, in many sections of the country, also are being reduced somewhat.

The retention of the tax cut by the theatres is the rule of the day in thousands of situations throughout the country.

The summary of what is happening bears out the forecast of the Council of Motion Picture Organizations, the representatives of which told Congress during the tax fight that

In This Issue

A presentation of expert opinion on stereophonic sound, by representative exhibitors who have installed it in theatres of every size and type, and appraisal of its role in the industry by George Schutz, editor of “Better Theatres,” appear on Page 6 of this issue.
Personal

Mention

ARTHUR B. KRIM, president of United Artists, will leave here by plane today for Europe.

HOWARD BAIRLE, manager of Paramount's Olympic Laboratories in Hollywood, who has been in New York, will return Thursday and from Hollywood today aboard the "Queen Mary." He

H. M. BRESSE, executive vice-president of Allied Service Corp., has returned to New York from a tour of division offices.

T. P. TIDWELL, 20th Century-Fox branch manager in Jacksonville, Fla., has returned there from Atlanta.

MAX E. YOUNGSTINE, United Artists vice-president, will return to New York at the weekend from Mexico City.

RUBE JACKER, Columbia Pictures assistant general sales manager, will leave here today for Florida.

ALEX HARRISON, new division manager of 20th-Fox, visited in Seattle from New York.

STANLEY KRAMER will arrive here tomorrow from Hollywood.

JOHN FABROW has returned to Hollywood from Hawaii.

Schine Served on Contempt Charges

BUFFALO, April 1—U. S. District Attorney John O. Henderson disclosed today that J. Meyer Schine, vice-president of Schine Theatres, Inc., has been served with a subpoena directing him to show cause why he should not be held in civil and criminal contempt of court.

Schine, along with other officers of the corporation, has been served with contempt charges. The charges are named in the actions. The government contends that the defendants failed to carry out a Federal agreement against the exclusion of Negroes and other Negroes and other Negroes.

In civil contempt action, the government asked the court to compel the defendants to agree to correct the defendant's officers concerning connected alleged monopoly operations in the theatre business.

Also served with orders were Louis W. Schine, Donald G. Schine, John A. May, officers of the corporation; Eleanor F. Lux, a resident of the Buffalo Common Council and Elmer, Inc., and Howard M. Anz-lev, attorney for Schine Theatres.

Plug 'Prince,' 'Faces'

Two nationally televised plugs to 20th-Century-Fox's "Prince Valiant" and "New Faces," both in CinemaScope, will be the highlight of this weekend's programming. They will be delivered during the key 8 to 9 P.M. time period on Ed Sullivan's "I Love TV: Coast of the Town" and the "Colgate Comedy Hour" on NBC-TV.

"Prince Valiant"

(Continued from page 1)

elements, with teenagers, young unmarrieds and juvenile delinquents.

The combat with the Nazis is in kind.

Jacks' $30,000,000 production, scripted by dependable Dudley Nichols, is rife with high adventure in polite romance, exciting in its frequent and varied clashes at arms and tremendously melodramatic in its final climactic and thrombotic sequences. The story may be rounded out inCONCERTING a-concerning experiences with Wagner, his gymnastics recall the late Douglas Fairbanks, when he sets out to join King Arthur's Round Table,

The directorship of the production is the work of Lewis Milestone.

In kind, he has been tapped by dissident Viking subjects. After many ups and downs, fights and dignities and duelling, he is successful both on the field of honor and in winning Miss Leigh as his bride.

Hyman Urges

(Continued from page 1)

these double-bills over a weekend. Hyman declared, have found their weekend business on the whole double the normal weekends. On the other hand, if the feature picture runs one and a half hours or longer and where the second feature would be called "medium" pictures. By giving these "medium" pictures equal billing, Hyman contended that the box office "may be down."

The ABPT executive was quick to add that many theatre affiliates of ABPT, mainly in the South and in Minnesota, maintain a single bill policy. His argument, he explained, was for "flexibility" as opposed to "rigidity." He went on to recall that the circuit had run a double alley a few weeks ago, on running time for pictures and changing of bills. If such a policy proves successful to the satisfaction of the exhibitors, he said, the circuit would be in close contact with the individual theatre operators. On the whole, the ABPT executive firmly indicated that such a policy is "wasting" today, with the industry in transition and exhibition requirements urgently seeking adaptability.

Hyman, who recently returned from a trip to Detroit and Northern Ohio, said that business in the theatre for ABPT affiliate houses is "on the up" compared to a year ago. It is not true of Detroit, too, he added, despite the rise in unemployment in that area.

In response to a question regarding stereophonic sound, Hyman explained that the ABPT affiliate theatre operator should be the arbiter of whether he should put in stereophonic sound. Film companies and holdovers, he said, should not "run the theatres."

New Target

"we make the best of it by putting c-ressions or anything else that comes along."

Judge Rifkin, vice-president of Riffkin Theatres of Boston, said that he was "going back three years to find suitable product." This prevailing hearsay concerning the weakening shows, the same time destroying the attempt to reestablish these theatres.

That organized exhibition will now resume for more product was the consensus of many of leading exhibitors.

Compo Ad

(Continued from page 1)

wanted to keep their pictures acceptable family entertainment, and protect their financial interests.

"There was no nonsense about the code's being a form of censorship," he said. The code was reorganized for what it was—voluntary self-regulation.

"We think it has worked reasonably well," the Compo ad stated. It concluded by saying the code was designed "to preserve the decency of the American movies."

$5,650 for 'Lucky'

MIAMI, April 1—Warner Brothers' "Lucky Me," is on its three-theatre premiere today at the Miami Theatre and with an opening price of $5,650 on its opening day. The picture opened at the Paramount here, and in Memphis in Cordage, Coral Gables, with Phil Silvers, Robert Cummings and Nancy Gates making personal appearances.

Gross was said to have topped those of "His Majesty O'Keefe" and "Three Sailors and a Girl" which played Christmas holiday engagements in the same theatres.

Reelet Leon Back

BALTIMORE, April 1—The Allied Motion Picture Theatre Owners of Maryland re-elected Leon Back to a second term as president at a meeting held here Friday afternoon.

Jack Whittle was named vice-president and C. Elmer Nolte, Jr., was reelected as treasurer. Mrs. Helen Whittle holds the post of secretary by appointment.

N. Y. Prices

(Continued from page 1)

ists Theaters and Shubert Theatres still reserved concrete comment on their price structures. Joseph R. Vogel, vice-president of Loew's, said his company will be the ones to decide about the reductions, if any. "In some neighborhood houses, the price may drop a nickel or dime," he said.

Along Broadway, box office prices were dropped from ten cents to 15 cents with the ticketing costing at noon to 95 cents at 95 cents. This is Cinerama tickets were still selling at $29.60 each.

The rundown on the theatre mid-day prices are: Rivoli Theatre, 50 cents; Zeigfeld and RKO Palace, 80 cents; Astor, Mayfair, Music Hall, Roxie and Victoria, 90 cents; Criterion, Holiday, Capitol and Loew's State, 95 cents.

At the big showcase houses here, Music Hall, Roxie, Paramount, Capitol and Astor, early benefits for the prices were dropped a dime. Logs were set at two dollars and dropped from $2.50 to $2.30. Prestige houses, starting at 1.50 were raised in 15 cents to patron. The Rivoli Theatre, which is featuring a re-issue, charged one half dollar for all seats up to 1:30 p.m. and then raised $1.50 to 70 cents during the late afternoon.

Name New Members To The Film Council

CHICAGO, April 1—Newly elected members of the Film Council of America, who will take office during the spring, are, being held at the Conrad Hilton Hotel here today, tomorrow, and Saturday, in the person of: Dr. Albert Louis de Rochemont, president of Louis de Rochemont Associates; Roy Disney president of Walt Disney productions; Dr. Frank Stanton, president of the Columbia Broadcasting System; Dr. B. H. Quigley, Jr., president of Quigley; J. R. Bingham; Dr. John T. Caldwell; Dr. John T. Edlin; Dr. William S. Carlson; David C. Fulton; Dr. William H. Garvey, Jr.; James B. Spaulding, Dr. John Saylaw.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

"ROSE MARIE"

starring

Ann Howard

ELVYTH MAUMBY THOMAS

in Cinemascope

Plotted at the アルモードCUBIE EASTERN STAGE

An N. M. Picture and the MUSIC HALL'S GREATEST EASTERN STAGE
Ticket Status

Price Pattern in U.S.

(Continued from page 1)

some theatres, in dire need of tax relief would retain the tax cut while others would reduce prices in part, if at all. The preponderance of theatres retaining the tax saving, at least in part, illustrates the fact pressed upon Congress for the past several years by COMPO that some tax relief was absolutely essential. A substantial thousands of theatres from closing. Many others have to have the extra 10 cents per ticket put into plant improvements long deferred, and for purchase of equipment and furnishings, new technical processes, and other items.

Still other theatres have been and continue to pay a state or city tax, or both, and thus in many sections of the country need to keep the Federal tax saving as a hedge against possible imposition of state and/or municipal theatre taxes imposed by the Federal government has relinquished part of the field.

The price situation in New York is explored in a separate story, printed in today's issue of Motion Picture Daily.

Here is a rundown of reports from the field:

Chicago: A detailed poll taking of leading circuits, including Balaban & Katz, H. & E. Balaban, Alliance Theatres and Great States, also leading independents, bore out advance predictions that prices in this area would not drop prices when the federal admissions tax was cut. A few neighborhood repeat houses that had been charging 55 cents were forced to reduce their price to 50 cents because of the new admissions tax schedule, but still managed to pick up four cents each ticket at a time. A few neighborhood repeat houses that had been charging 55 cents were forced to reduce their price to 50 cents.

Buffalo: Downtown first-run will reduce their prices from 55 cents to 50 cents, offered 6:00 P.M. with evening prices remaining the same at 80 cents. The Sencex and Elmwood, community houses which advanced prices to 55 cents, will go back to the 50 cent level, and other community houses now charging 50 cents will remain at that figure.

Baltimore: First-run theatres here are still holding 50 cents, with cut to the customers. Town, Hippodrome and Little have cut the 80-cent admission price to 75 cents. Morning prices here are 50 cts.-the 50-cent level is not figure and remain unaffected. Neighborhoods in almost every instance had a substantial admission price then are continuing it, while some of the neighborhood deluxe houses which charge more than 50 cents, are following suit with the downtown houses and splitting the tax in similar portions.

Boston: Major circuits in downtown first-run have reduced evening prices five cents, from 95 to 90 cents, or from 90 to 85 cents, with morning admissions remaining at 50 cents.

Afternoon prices have been reduced from 74 to 65 cents or from 65 to 60 cents to theatres Clinton, the Caledonia and the Strand, which are among the many suburban and sub-run situations, is maintaining its prices, with an adjustment of a penny or two in isolated theatres. The authorities stated, however, that this is still on a trial basis and that they will keep an alert eye on Washington to determine a standard policy later.

E. M. Loew Theatres Circuit has reduced children's prices of 29 cents, and in many "critical situations" they have reduced prices from 55 to 50 cents. In the small-town situations throughout New England the price was cut to the same prices as formerly.

Charlotte, N. C.: All first-run here cut prices to 50 cents for adults, at all times. Children's prices were kept at nine and 15 cents. Second-run theatres, several of which are in neighborhoods, indicated that their prices, which are below the 50-cent level, will remain the same. The Carolina Theatre, which will open "Night of the Living Dead" this evening, announced that its 50-cent price will be in effect for this picture, the first time a Cinema-Scope picture has been shown here at regular prices.

Pittsburgh: Evening rates here remain the same, to a large measure, while most prices are being reduced five cents.

Washington: If any general pattern prevails it's this: Where the increase was, including tax, was over 60 cents, at least part of the tax cut is being passed to the public. Where increases, including tax, were formerly below 60 cents, the exhibitor is keeping all the tax cut. The exception to this is that children's prices are generally being reduced the full amount of the tax cut.

Cincinnati: RKO, other Cin- cinnati and area first-run are reducing matinee admissions from 55 to 50 cents, but retaining their price scales for evening shows of the day, with no change in the price structure for suburban or drive-ins at present, but some are considering a change.

Miami: Theatre operators here indicated that they will not lower admission prices, at least for awhile in case the expected surge of income may be the deciding factor that will keep many theatres open.

Detroit: The Wipser-Wetsman Circuit will hold its present price level, in addition to most first-runs here.

Salem, Ore.: Several neighborhood theatres dropping the admission price from 55 to 50 cents reported a small increase in business. All drive-ins in this area got off to a good start at their regular admission prices, and a few with a few exceptions, Minnesota Amusement Co., which operates the theatre in Minneapolis, N. M., where prices are 50 cents, and Dakota, will maintain prices in all of its 55 houses. A meeting of independent exhibitors from the Twin Cities area today indicated that there will be no admission price reduction.

New Orleans: On the whole the admission price pattern here remains the same. The local admission price pattern, incidentally, include a city, state and welfare tax.

Kansas City: Admission prices to remain the same. Surplus income to go to cash interests in most, but not all, the first runs and subsquent in this area. Most circuits are retaining the former prices.

Oklahoma City: Video Independent Theatres, Inc. and an Oklahoma City theatre owner have announced that they will cut admission prices as a result of the federal tax reduction. Scattered independents over Oklahoma also may make slight reductions, but the managers of the Oklahoma City and Tulsa have made no cuts.

Denver: Most Denver theatres are holding prices. Pat Pacheco declared he will not cut any prices in the Cooper Foundation theatres of which he is general manager. Gibraltar The- atres have made no reductions.

SPG Weighs Walkout At Col. Home Office

A strike call against Columbia Pictures home office is being weighed by the Screen Publicists Guild here, following the announcement of new terms for a new pact. The SPG is asking for an increase in the minimum wage scale and retroactive salaries based on the new contract.

It is reported that Columbia wants the new pact to start on March 29, which may be at odds with the Guild. If other details can be worked out, meanwhile, negotiations are continuing between Warner Brothers and Universal and the SPG.

Cochran in Phila.

Steve Cochran, co-starring with Anne Baxter, Lyle Bettger and George Murphy in "Carnival Story," will make personal appearances in Philadelphia on April 16, when the picture is premiered.
A STEADY STREAM OF
FROM 20th CENTURY-FOX

Some of the great presentations IN THE
are launching an era of unprecedented

NOW!

THE ROBE - CinemaScope - Color by Technicolor
starring RICHARD BURTON - JEAN SIMMONS
VICTOR MATURE - MICHAEL RENNIE

HOW TO MARRY A MILLIONAIRE
CinemaScope - Color by Technicolor - starring
Marilyn Monroe - Betty Grable - Lauren Bacall - William Powell

BENEATH THE 12-MILE REEF -
CinemaScope - Color by Technicolor - starring
Robert Wagner - Terry Moore - Gilbert Roland
CINEMASCOPE ATTRACTIONS
THE CINEMASCOPE LEADER!

SONDER OF STEREOPHONIC SOUND which
promises prosperity for theatres large and small!

PRINC VALIANT - CinemaScope - Color by Technicolor-DeLuxe - starring JAMES MASON - JANET LEIGH - ROBERT WAGNER - DEBRA PAGET

RIVER OF NO RETURN - CinemaScope - Color by Technicolor - starring ROBERT MITCHUM - MARILYN MONROE

THREE COINS IN THE FOUNTAIN - CinemaScope - Color by Technicolor - starring CLIFTON WEBB - DOROTHY mcGUIRE - JEAN PETERS - LOUIS JOURDAN - MAGGIE McNAMARA

GARDEN OF EVIL - CinemaScope - Color by Technicolor-DeLuxe - starring GARY COOPER - SUSAN HAYWARD - RICHARD WIDMARK

Demetrius and THE GLADIATORS - CinemaScope - Color by Technicolor DeLuxe - starring VICTOR MATURE - SUSAN HAYWARD

THE EGYPTIAN - A Darryl F. Zanuck Production
CinemaScope - Color by Technicolor-DeLuxe - starring VICTOR MATURE - JEAN SIMMONS - GENE TIERNEY - BELLA DARVI - PETER USTINOV - EDMUND PURDOM

...AND many more outstanding boxoffice attractions are on the way in CINEMASCOPE, the Hallmark of Quality in motion picture entertainment!
EXHIBITOR EXPERIENCE WITH C'SCOPE

By GEORGE SCHUTZ

The Value to Realism Of Stereophonic Sound

Excerpts from an article to appear in the April 10th issue of Better Than 98

We would like to believe that resistance to stereophonic sound is a natural reaction setting in after the first few of "new techniques." What seized the industry last year was much too sudden and violent to avoid a relapse. Great expectations were bound to generate false confidence; and the public was too young to have sound and light in our conventional way of presentation. Do not relax your requirements for CinemaScope and stereophonic sound. You have our 100% support.

M. H. Chakeres, Chakeres Theatres, Ohio: "CinemaScope entertainment has brought back the lost audience we've placed orders today to install CinemaScope equipment throughout our circuit. Meyer S. Fine, Associated Theatres, Indiana: "We are already agreed for our five CinemaScope installations. More installations to be made immediately in other of our circuit theatres."

Ted Schlanger, Stanley-Warner Theatres, Philadelphia: "Sound thinking exhibitors should encourage growth developments that incite public interest. Exhibitors throughout the world should applaud you for your boldness and courage in development of CinemaScope presentation which we in America hail as the greatest development since sound."

Monty Gougher, Butterfield Theatres, Michigan: CinemaScope is greatest stimulant to business we have had in twenty-five years and in the interests of the whole industry we urge you and other producers of CinemaScope pictures not to serve theatres which are not fully equipped with stereophonic sound and suitable screens."

Roy Gross, Stillwell Theatre, Bedford, Ohio: "We are considering a new type of entertainment which is fully appreciated by them. We base our opinion on our box-office results."

J. P. Essick, Modern Theatres, Ohio: "Have installed stereophonic sound in our circuit. Results are excellent and definitely enhance the value of CinemaScope."

M. A. Lightman, President, Mo. Theatre Owners Association: "We positively believe in stereophonic sound and believe anyone who firmly believes that stereophonic sound is one of the greatest achievements in motion picture history is not only entitled to thanking you for bringing the motion picture industry this wonderful and timely life-saver."

Stereophonic Sound Aided Small Houses

[The news columns of Motion Picture have carried reports of exhibitor criticism, organized and otherwise, of the Cinemascope and stereophonic sound equipment.]...
"The Ads Tell the Story

...and so will your BOX-OFFICE when you play

PLAYGIRL!

"If you can't afford it... FORGET IT!"

The story of notorious Fran Davis... queen of the neon jungle... the racket she ran and the men she ruined!

"Pictures with that Universal Appeal"...
or any of the other theatre men who were fortunate enough to attend the New York prevue screening of COLUMBIA'S

THE JOLSON STORY

ON WIDE SCREEN WITH FULL DIRECTIONAL SOUND!

They're all saying that THE BRAND NEW SOUND GIVES IT A BRAND NEW LOOK!

Dating For May...and Destined For New Greatness!
Tradewise...  

By SHERWIN KANE

NOW that a wholly commendable job has been done by COMPO in obtaining vitally needed relief from the Federal admissions tax, it is a virtual certainty that the organization will not long want for suggestions from the rest of the industry as to what its attention should be turned to next.

The governing triumvirate might well anticipate the flood of unbidden proposals sure to inundate the COMPO organization in the coming weeks and months and, perhaps, take action to divert it. A simple method of accomplishing the latter would be to issue a polite reminder to the industry that the tax campaign cost money, that any new project to be undertaken will cost more money, and that COMPO’s funds are not limitless and, in fact, need replenishing now.

•

COMPO’s treasury was depleted in waging a successful effort to help distressed theatres financially. Now, while the victory is fresh, while thousands of theatres are enjoying its first fruits, relieved of operating losses or, worse, of fears of closing, is the time to put on a new drive to replenish COMPO’s funds. It would be not only an eloquent means by which the industry might express its appreciation of COMPO’s achievement but would be eminently practical as well.

It will be providing the first requisite, the essential tool, which the next COMPO assignment, whatever it may be, will require before ever it can be undertaken.

•

This corner’s advice to COMPO’s leaders and staff is to go fishing, get a good rest, have some fun. You’ve all earned it. Maybe, when you get back, you might find that an appreciative and practical industry will have provided the wherewithal to finance at least a few of the scores of jobs sure to be proposed in the immediate future.

COMPO, once more, has dem-

(Continued on page 2)

SET DISNEY-ABC VIDEO PROGRAM

The deal whereby Walt Disney will produce a minimum of 26 off-screen TV programs for Angel Broadcasting Co. was announced formally at the weekend. Expressing his confidence in the "compatibility" of motion pictures and television, Walt Disney stated that his organization was fully conscious of its responsibilities to the two media and that "we have in work the three highest-budgeted pictures in our history." The TV program on film will consist of both live-action and cartoon techniques and will be produced on the Disney lot in Burbank.

In further expressing his confidence in the future of both fields, Disney said his screen program had been completed for the next five years and that it consisted of 25 features in addition to the customary short subjects, the heaviest production schedule in the company’s 25-year history. The television program will start in October.

Will Start Work Today

Two Independents Launch
RKO Studio Production

HOLLYWOOD, April 4.—Two independents will launch the resumption of production at RKO Radio Pictures studio tomorrow, with starting dates for filming of five other pictures set.

The announcement came shortly after the commemoration of the Howard Hughes deal, under which Hughes purchased the assets of the company.

[Continued (on page 3)]

Self-Regulation Code
For Production Set
By Italian Industry

By ARCEO SANTUCCI

ROME, April 4.—The Union of Producers, producing company division of the over-all trade association (Associazione Nazionale Industrie Cineematografiche ed Affini), has established a self-regulation system for Italian motion pictures. The announcement was made at the weekend by Eitel Monaco, AMICA president.

Action was taken as a result of Italian government, local and foreign press criticism of Italian film industry on grounds of Communist infiltration and immorality of some productions. Henceforth, all scripts are to be reviewed in advance of filming by a committee of five prominent personalities to be named shortly. The stand—

(Continued on page 3)

28 from 20th in ’54;
16 in Cinemascope

Sixteen CinemaScope films with color in Technicolor will be released this year by 20th Century-Fox, it was disclosed at the weekend by the company, which also plans to produce at least 12 standard films during 1954, making a total of 28 features for the year. The CinemaScope production, "De—

(Continued on page 3)

Still Studying

Mixed Policies
In First Tax
Cut Weekend

Scales Unset; Exhibitors
Watching Each Other

First weekend under the revised admission tax schedule found many exhibitors undetermined as to what their permanent policies will be. A checkup in the field by Motion Picture Daily revealed a tendency on the part of exhibitors to see what their competitors are doing before displaying their here-to-stay box office prices.

In areas where television is a new rival, theatre operators are hesitant in reducing prices to conform with the scaled-down tax boxes. TV has cut heavily into theatre grosses. There is a feeling that if they cut prices to lure the TV stay-at-homes, it will be difficult to lure prices again if the lower scales fail to draw them back. This is especially true in the vicinity of

(Continued on page 3)

Johnston Calls on
Foreign Countries
To Cut Ticket Tax

A call to foreign countries to follow the U.S. example in reducing the motion picture theatre admission tax was issued by Eric Johnston, Motion Picture Association president.

Johnston’s call was contained in a statement, issued here at MPAA headquarters before Johnston’s scheduled departure from Paris yesterday for the U.S. The statement, which was relayed to all Motion Picture Export Association offices around the

(Continued on page 3)

Home Office Union
Seeks ‘A’ Charter

The Motion Picture Home Office Employees, H-63, after an executive board meeting tonight is expected to apply to Richard Walsh, president of the IATSE, for a Class A charter and more autonomy, it was learned at the weekend.

Since winning the IATSE with a limited charter, H-63 has been considered a “special department” local and under supervision of an IATSE representative who approves the home office employees actions.

If a Class “A” charter is awarded

(Continued on page 3)
Rosen Guest Speaker at Phil. UJA Dinner

Samuel Rosen, executive vice-president of Stanley Warner Theatres, will be guest speaker at the annual theatrical division dinner of the Allied Jewish Appeal, to be held at Variety Club, Tent No. 13, in Philadelphia, on April 8.

Samuel Rosen, zone manager of Stanley Warner, who will be toastmaster, said that the dinner will be utilized for mobilizing enthusiasm in the industry in the interest of the campaign on behalf of the 48 agencies included in the Appeal.

Jay Emmanuel, trade paper publisher of "Exhibitor," is chairman. In addition to the entire Variety Club membership, which will be present, the following prominent people in theatrical circles will be seated at the dais: Melvin Fox and Larry For, chairman of studio; Norman Silverman, chief banker, Variety Tent, No. 13, and Republic Pictures producer; Myer Barr, Trade Council head; Ephram Goumberg, executive director of the Philadelphia Allied Jewish Appeal, and Jack Berenberg, international chief banker and president of Berlo Vending.

Blumenstock Here For Product Talks

Mort Blumenstock, Warner Brothers vice-president in charge of production and publicity, arrived in New York over the weekend from Miami, where he attended the three-theatre world premiere of "Ace in the Hole." He will also attend the world premiere of "The Cimarron Scope" musical, "Lucky Me." While here, Blumenstock will conduct one of the many casting campaigns for "A Star Is Born," "Dial 'M' for Murder," "Them!" and "The High and the Mighty.

20th Drops Action Against Brando

HOLLYWOOD, April 4—Damage claims against Marlon Brando have been dropped, Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, announced on Friday.

Zanuck said costs caused by delay in starting "The Egyptian" when Brando failed to appear in the film, would be borne both by Brando and the studio.

Brando's contract with 20th Century is restored, and he will start work on June 7 in "Desire."
RKO Studio

(Continued from page 1)

Allan Dowling's "Night Music," and Benedict Bogeaus' "Where the Wind Dies," "Night Music" stars Linda Darnell, and as an additional attraction, Hank Dvorak, who wrote the original story, is also producer, while Walter Doniger directs.

"Where the Wind Dies," which will be filmed in color for wide screen projection, stars Carroll Wilde and Har- mon Jones is director. The film will be photographed in the High Sierra country.

Dowling's second film for RKO release is "The Sea Is a Woman," the starting date for which will be May 7. This picture is also made in wide screen projection. It is also scheduled to get underway shortly is "Americano," starring Glenn Ford, Cesar Romero, Arthur Kennedy and Ursula Thiess. RKO is currently negotiating for a director for this picture, it was stated.

Meanwhile, the company is readying for release several plans that have already completed. They are, according to RKO, the following, in addition to "Sundown at Sundown," "Susan Sont Sips," "Supercope," in Technicolor, "Jet Pilot," in Technicolor, "Silver Lode," and "Hawaiian Adventure," and Technicolor, "The Big Rainbow," in Supercope and Technicolor.

"Genevieve" Scores

ANN ARBOR, Mich., April 4.—Playing to a full house engagement, Universal's "Genevieve" grossed $10,500 in eight days at the Michigan Theatre here, according to the distributor. This is reported to be the biggest gross on a Universal picture, with the exception of "The Glenn Miller Story," at this house.

'Son' Key to New RKO Release

(Continued from page 1)

RKO Plans Release Of Seal-less 'Son'

Hollywood, April 4—RKO Pictures' "Son of Sin- bad," which has failed to gain a Production Code Seal, is being readied for release in the summer, ac- cording to a company an- nouncement here.

Based on a minus a Code Seal, has been submitted to the state censor boards of New York and Ohio and in both instances the picture was rejected because of "objectionable" scenes.

28 from 20th

(Continued from page 1)

Italian Industry Code

(Continued from page 1)

Italian Industry Code

In the 20th Century-Fox fold is available for the "freeze-up" of 1954—countries holders also of the year past. Most effect the Motion Duryea. 50 the any statement met subse- "The SuperScope" reported more the figures. "Susan Italian the Universal an get the Rainbow," the Red luxury to Evil" first-runs, the la Cinematografia cents setain. Sin—majority ment, The Theatre Miller 'Genevieve' and "The Pilot," completed. Ford, injection. are temporarily, the nearest Ford, photographed the release of "A Pades," are scheduled to be "A Prince Thies. Aberdeen, South the 44-cent "The Pilot," had already "A Prince 28-day "A Prince 28-day "A Prince & Fen" the following 4.—Dividends expected from "An-This is a matter of the code, which the film would use it as a frame of reference in establishing its principles, according to reports from Rome.

Home Office Union

(Continued from page 1)

Home Office Union

to the Home Office Employees, under the IATSE constitution the per capita dues are charged at $5.75 per year per member, as now in effect for special departments, to $3.75 per quar- ter, by one union man, because the general membership would have to vote on the issue.

Russell M. Moss, executive vice- president of H-63, has asked Walsh to step into the negotiations between the union and Paramount publicists and newswired personnel. An IATSE representative stated that no action has yet been announced by Walsh as to this request.

Contract negotiations between the home office workers and distributors are not yet completed, it was learned. H-63 is scheduled at the present time to begin talks at RKO Pictures. An agreement has been reached with "American" but the contract hasn't been signed, it was reported.

'Valiant' Tomorrow

Over 300 film industry leaders will attend the premiere of 20th Century-Fox's CinemaScope production "Prince Valiant" tomorrow night at the Roxy Theatre here.

Sees Industry Pilot TV Film by April 15

By April 15 the pilot film promoting the motion picture industry should be ready, Robert Weitman, vice-president of American Broadcasting-Paramount Theatres, said at the weekly meeting of his executive committee.

Weitman said that ABC, a division of AB-PT, is now setting the personalities. The long awaited "pilot" is expected to be permitted for approval to the Motion Picture Association of America, the agency which reached a tentative agreement with the network for the series.

Mixed Policies on Prices

(Continued from page 1)

Salem, Ore., where several new television outlets are bidding for the customers' attention.

In Detroit, major circuit houses are holding prices at the regular level, but executives are worried over the fact that publicity on reductions in luxury price and commodities may boomerang, especially because theatres there asked patrons to sign petitions for the reduction.

As of the weekend, Milwaukee circui- cts had not set definite policies, but, temporarily, at least, will absorb the tax excise of 15 cents and reduce prices. Small neighborhood houses, however, are adjusting to the nearest nickel, while drive-ins are raising prices from 74 cents, including tax, 85 cents, tax included.

First-run Indianapolis theatres are splitting the tax cut with the patrons at most price levels, but the subsequent-run situation still is fluid. Indica- tions are that most of the 28- theatre circuit is saving money to 50 cents for competitive reasons. These include drive-ins. Deep sub-runs are expected to try to hold to the estab- lished 44-cent to 50-cent prices. Dale McFarland, general manager of the Greater Indianapolis circuit, which operates four foyers, announced that the scale in the 60-cent to 85-cent theatres would be revised to 50 cents before 1:00 P.M., 60 cents until 6 o'clock and 80 cents thereafter. One theatre will charge 35 cents before 1 o'clock, then drop from 50 cents to 45 cents at 6 o'clock and from 76 cents to 70 cents until closing.

Goldstein Passes It On

Samuel Goldstein, head of Western Massachusetts Theatres, announced Monday that the company have been saving to the public in its smaller theatres. Similarly, in Chattanooga, Tenn., most of the local theatres are reducing prices immediately, with most of the undecided situations expected to follow suit.

On the West Coast, Robert A. Riddell, Internal Revenue director, esti- mated that the excise tax reduction would save Southern California approximately $6,500,000, pegging the savings on admission taxes at $2,500,000. His district extends from Fresno South to the Mexican border.

Chicago Theatre Tax For Feb. Exceeds '53

CHICAGO, April 4—The theatre business here continues to run ahead of last year, according to figures re- leased Friday by the theatre- tors office, showing that the three per cent collections on February theatre receipts were $94,939.81 against the previous month's $71,405.51 for January receipts.

Total collections so far this year are $285,987.32, compared with last year's $262,678.36, an increase of 8.8 per cent. While prices roughly six per cent. With the elimi- nation of Federal taxes up to 50 cents and 60 cents of the admission, the prices are higher prices, city officials are ex- pecting an increased "take" from the-theatres, inasmuch as in most the cases the reduction will not be passed on to the public.

2 RCA Dividends

A quarterly dividend of 25 cents per share on the common stock of the United Stockholders, was declared on the common stock record April 15, 1954, was announced at the weekend.

A dividend of 87 1/2 cents per share was also declared on the first preferred stock for the period April 1 to June 30, payable July 1 to holders of rec- ord at the close of business on June 14.

Better to be met will be established by the new committee. All producing companies which are members of the Union of Producers are bound to com- pare with the decisions of the control system. Approving pictures will carry a distinguishing seal. Pictures without the seal will not be eligible for Italian government subsidies nor for distribution abroad by Italian Films Export.

The project of an Italian produc- tion code, which is already a voluntary basis, was sponsored originally by Martin Quigley, Jr., editor of "Motion Picture Daily." The first Italian film code, II Codice per la Cinematografia, was drafted by Ettore Monaco, then general counsel and now president of ANICA. It was based on the American code as modi- fied by Quigley and Monaco following discussion with Hollywood experts. Although the code was accepted individually by a majority of companies and formally endorsed by ANICA in 1945, no administration system was estab-

Johnston Calls on

(Continued from page 1)

Johnston, on the eve of his depar- ture for Paris, says that "the spirit of the French pact, according to an MPAA spokesman here. The MPAA president went to France last year for a fresh attempt to settle a num- ber of issues blocking French sanction of the pact, initiated last summer. In his statement on the admission tax, Johnston said: "the wise action of the American government in com- pletely exeoutting all motion picture admissions on 50 cents and under from the tax and halving a tax on higher admissions should meet cordial reaction by the French. I hope that every country with amusement taxes will consider the U. S. action a sound precedent for reducing such taxes."

Wednesday, April 5, 1954

MOTION PICTURE DAILY
ATTENTION SHOWMEN

RACKET-GIRLS BEWARE!
See how Miami blasted the
SILK, SATIN AND SUDDEN-DEATH
SYNDICATE!

See how the Sunshine City
struck back at the vice ring,
the fixed games, the shake-
down, the paid gun, the
B-Girls, the murder boys, the
big shots!

See the sensational, shocking
truth about the way Miami put
the big heat on the mob!

The MIAMI STORY

GEN. GEORGE A. SMITHERS OF FLORIDA
SAYS: "THE MIAMI STORY why shows
what a few courageous citizens, brave
police officers, and tough, alert police
agencies can do to rid their cities of
gangland influence."

Starring
BARRY SULLIVAN - LUTHER ADLER
with JOHN BAER - ADELE JERGENS

Produced by SAM RAYBAN - Directed by FRED F. SEARS
A COLUMBIA PICTURE
WATCH THE RESULTS

WHEN COLUMBIA’S

"THE MIAMI STORY"

OPENS AT THE

PARAMOUNT IN NEW YORK,

THE CHICAGO IN CHICAGO,

THE PARAMOUNT

DOWNTOWN AND THE

PARAMOUNT HOLLYWOOD

IN LOS ANGELES,

AND AT THE ALL-STATE

PREMIERE IN FLORIDA!
A SALUTE to
GENERAL FOODS

ASCAP—The Thirty-five hundred members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, will long remember with pride and gratitude the evening of Sunday, March 28th, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members

ROGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only the 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rogers and Hammerstein are truly Ministers with Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-fifth Anniversary, the ASCAP—licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.
Meets U. K. Press

C'Scope Tests To Be Held in Britain Also

Silverstone Clarifies 20th’s Profit Guaranty

By PETER BURNUP

LONDON, April 5.—Tests of stereophonic versus single track sound will be conducted here under the direction of Spitz’s 20th Century-Fox president, some time in the later part of May, Murray Silverstone, president of 20th Century-Fox International Corp., told a meeting of representatives of the trade and national press here today.

Silverstone also reported announcements of new CinemaScope developments which were given to the American press at a meeting with company officials in New York a week ago.

The announcements included those concerning:

- Development of new CinemaScope camera lenses;
- Lower prices on Bausch & Lomb projection attachments;
- Guarantee of a profit on the... (Continued on page 4)

In Line With Policy

Warner Slates 12 Pictures For Early Production

HOLLYWOOD, April 5—Warner Brothers has slated 12 pictures for production during the spring and early summer in line with the studio's policy of basing its program on important story properties. Other pictures will be started as scripts and casting are completed, Jack L. Warner stated today. Warner pointed out that forthcoming WB pictures would be selected from the best of contemporary... (Continued on page 4)

Name Sidney Cooper

UA Washington Mgr

Sidney Cooper has been named branch manager of the United Artists’ Washington exchange, effective next Monday, by E. G. Kramer, UA general sales manager.

Cooper moves to Washington from New Haven, where he headed the company's branch.

Cooper's entire career in the industry has been in association with United Artists. Ten years ago he began as a salesman in Pittsburgh, transferring later to Detroit in a similar capacity... (Continued on page 4)

Policy for Taxable Loge Seats

The handling of the new ticket tax in special loge cases was explained here yesterday by an RKO Theatres spokesman.

The special cases referred to the following situation: A patron buys a tax-free 50-cent general admission ticket but upon entering the theatre finds that he prefers sitting in the loge, with loge seats selling for 60 cents, the ten additional cents bringing the ticket price above the 50 cents exemption.

According to the RKO Theatres spokesman, the general admission ticket is exchanged for a loge ticket, the price of which is 55 cents plus five cents admission tax, for which the patron pays the extra 10 cents.


BOSTON, April 5.—The Supreme Court of Massachusetts yesterday sent its decision to the Superior Court for further hearings on an appeal of the Commissioner of Public Safety on the regulation regarding two men in a projection booth.

The Superior Court held the Department of Public Safety had no authority to regulate the use of acetate film in projection booths. The court decided that acetate film was not combustible within the meaning of the law.

This ruling was challenged by the higher court’s decision, which said the Superior Court was wrong in holding that acetate film is not combustible and that the commissioner had authority... (Continued on page 4)

Consent Settlements Needed, Says Barnes

WASHINGTON, April 5.—Assistant Attorney General Stanley N. Barnes in charge of the Justice Department’s anti-trust division said anti-trust complaints received by the department “have skyrocketed.”

Barnes made the statement in an address to an American Bar Association anti-trust panel citing the increase as illustrating the need for more consent judgments. He said that whereas the anti-trust division received 373 complaints in a seven-month period in 1953, it had received 527 complaints in the like 1953 period.

Barnes said a rising tide of complaints and failing appropriations... (Continued on page 4)

Film Buying Rules Eased by Denmark

COPENHAGEN, April 5.—The Ministry of Commerce has agreed to abolish the existing allocation system for films purchased on a dollar basis. The Board of Supply and Danish importers were informed of the move after several negotiations during the past few months.

At the same time all other regulations... (Continued on page 4)

No Complaints

Report Public Accepts New Price Policy

Patrons Go Along with Exhibitors, Poll Finds

Public acceptance of the new “crazy-quilt” ticket price pattern blanket- ing the U. S. was revealed here yesterday in a poll of major circuits and leading Broadway showcases.

No complaints of any significance were registered in motion picture the- atres on prices since last Thursday’s reduced ticket schedule, accord- ing to the survey. Those circuits polled include Loew’s, RKO Theatres, Stanley Warner and Brandti Theatres.

The lack of public reaction, according to circuit executives, holds true for those situations which retained the full 10 per cent tax saving, as well as those theatres that passed a portion of the saving on to the public.

That does not mean, according to one circuit official, that the ticket price is not a factor in today’s exhibition market, nor does it mean that competi-... (Continued on page 4)

Kupper to Head Chromart Sales

LONDON, April 5.—William J. Kupper, 20th Century-Fox Canada vice-president for Canadian and Fox Midland Theatres in Canada, has been appointed vice-president and general sales manager of the Chromart Colour Organisation.

In his new post, he will handle the sales of the organisation’s product in Canada and the U. S. According to... (Continued on page 4)

Supreme Court Refuses Appeal

Hearing on Duffy-Griffith Case

Wis. Allied Opens Convention Today

WASHINGTON, April 5.—The Supreme Court today refused to over- turn an Appeals Court decision throwing out a private anti-trust suit which was filed against Griffith Consolidated Theatres.

The suit had been brought by Duffy Theatres, Inc., which owned only two theatres in Mfigcaption, Okla., in the mid-1930’s. The court found Griffith made it impossible for the two Duffy theatres to get films and forced Duffy to sell the theatres to Griffith. How-... (Continued on page 6)
Italian Red Deputy
Hits Luce on Films

ROME, April 4.—Charges of leftist
implications in Italian motion pictures,
were suggested by American Ambassador
Clare Booth Luce, Communist Deputy
Perakos, referred to the Italian
Parliament.

Echoing the Italian Producers As-
soocation statement, Perakos, in
an attack on the motion picture indus-
try, said it is a pretext to defend the big
American interests which, he said, is
presently slandering the Italian pictures.
He charged the Holly-
wood industry of maneuvering for
the objective control of two of Italy’s
largest circuits.

Denying that Italian producers get
big profits, he warned the government
that it would use its power to
back Communist activity favoring
the national motion picture industry
against what he called American im-
plications.

Urges European Pool

The Democratic Christian Deputy,
Mariano Pintus, urged the government
to join the French move for the estab-
lishment of a Pan-European Cinematograph
Center. Meanwhile, the Communist daily,
“Unita,” approved the Italian Produc-
isers’ statement which un-
swervingly denied leftist influence in
Italian motion pictures. It went on to
assert that such information, previ-
ously released in the foreign press
and then echoed here by the
government, is due to the recrui-
tment of foreign sympathisers in con-
junction with the unexpected success of Italian pictures everywhere.

Matsson of Scandia Is Dead at 65

Funeral services were held yester-
day at the home of Ernest Matsson, presi-
dent of Scandia Films, Inc., distributors
of Swedish films in this country, who
died at the age of 65 after a brief
illness.

Matsson, a veteran of the industry
with more than 50 years of associ-
ation with foreign pictures, was a mem-
ber of the National Board of Review
and the Swedish Chamber of Com-
merce of the United States. His wife,
Alice, survives.

NSS Accepts Orders
For Superscope Lens

Orders for the anamorphic Super-
scope projection lens are now being
accepted by National Screen Service.
George F. Denbow, vice-president
in charge of sales for NSS, has announced
Denbow detailed the price policy
on the new lens. The price to
all sales personnel at $500 per pair.
Orders for the new lens should be filled
between May 15 and May 20, he
said.

Olen McCutchen Dies

MEMPHIS, April 5.—Olen Walker
McCutchen, Blytheville, Ark., theatre
owner, died early Sunday at Battle
Creek Sanitarium, Battle Creek, Mich.
He was 64.

McCutchen owned motion picture
theatres in Memphis, Natchez and
Syracuse, Mo.

Fox Has 1,452 ‘Scope
Dates During Easter

Twentieth Century-Fox Cinema-
Scope productions have been booked
to open in 1,452 theatres throughout
the world for Easter Week, the com-
pany announced yesterday. Of the total,
336 are domestic theatres and 1,116
abroad.

Moreover, more key-city first-run
theatres will be shown at Cinema-
Scope attraction during the key holiday
period than ever participated in any past
year, with 208 theatres opening during
April 3 and 245 in the period un-
til “Night People,” it was said.

Easter Week will also see 192
sub-
stantial and smaller-title theatres
showing “How to Marry a Milli-
sionaire” and “160 will present “Hell and
High Water.”

The U.S. theatre circuit acquired
permission to show “The Kobi Rides”
and “Beneath The 12-Mile Reef”
total in excess of 400.

Films per program from the British Isles
Europe, Asia, Latin America and
Australia show all widespread engagements of CinemaScope pictures.

An estimated 75% of the U.S. motion
picture theatre circuit, the majority of Cinema-Scope-equipped
theatres will present either “How to Marry a Millionaire,” “The 12-Mile Reef” or “King of the
Kibyr Rides” during the period.

Almost all foreign houses equipped
for CinemaScope have committed
engagement of, or are currently showing
“The Robe,” the company announced.

UA Festival of Hits Starts at Museum

The Museum of Modern Art yester-
day opened its five-month festival
commemorating the 35th anni-
versary of the founding of United
Artists.

The festival was launched officially
on Sunday with a showing of
“The Night of the Hunter” in the
presence of Miss John D. Rockefeller, III, here.

Moreover,斯isson, saying “speak
on” the issue of standardization of new
projection media, independent pro-
ducer Fred Brison said here yes-
terday, lack of uniformity of systems
must come soon, Brison as-
serted that exhibitors should hold
Hol-
iday shows so that the problem can be resolved as quickly as possible.

Brison, who said he was the first
independently to embrace VistaVision, expressed the opinion that the Para-
mount-developed process would be
really useful as a medium in the
production of “The Girl From Tulip,” for release, which will
be completed with Rosalind Russell starred. He has set a
budget of $2,500,000.

Brison also is preparing the “The Pajama Game” for Broadway production.

Testing Two Cameras

“Technicolor is experimenting with two VistaVision cameras,” Brison said, “I expect to know next week
whether I can get delivery of the camera ordered by August so that
I can begin production,” he said.

Brison stated that many top flight
effects men had volunteered to enter the independent production
ranks. He cited the cases of William L. Wyler and Billy Wilder who are
reported closing independent deals
with Allied Artists.

Eventually, Brison said, “all the major studios will be working with
independent producers.”

Howard Hughes, who assumed full control of RKO Pictures, has shown an
indication of going up to the inde-
pendent, Brison said.

Arthur Kelly Moves Office to Paris

Arthur W. Kelly, Charles Chaplin’s
sales representative and former United
Artists vice-president, has closed his
New York office and has transferred
his headquarters to Paris. He will
make a sales office in the UA Paris office for the present.
UA’S GREAT JULY 4th RELEASE
BURT LANCASTER AS THE
Apache in TECHNICOLOR

BURT LANCASTER • JEAN PETERS in “Apache” • COLOR BY TECHNICOLOR • with JOHN McINTIRE • Produced by HAROLD HECHT • Directed by ROBERT ALDRICH • Written for the screen by JAMES R. WEBB • A HECHT-LANCASTER PRESENTATION
C'Scope Tests

(Continued from page 1)

Only TWA offers NON-STOP Super Constellations LOS ANGELES to NEW YORK

No EXTRA FARE!

See your travel agent, or call TWA, Trans World Airlines.

See Public Accepting New Price Policy

(Continued from page 1)

Two-Men-in-Booth

(Continued from page 1)

Kupper to Head

(Continued from page 1)

Wisc. Allied

(Continued from page 1)

Consent Settlements

(Continued from page 1)

Sidney Cooper

(Continued from page 1)

Knoxville Bans 'Line'

(Continued from page 1)

Compo's 'Grass Roots' Campaign Cited

COMPO's tax campaign, last year and this, won the admi-
ration of many legislators, veteran Washington observers,
newsmen and others. A detailed description of the cam-
paign and how it worked both years was written by John D.
Morris of the "New York Times" Washington staff and
published in that paper yester-
day.

"When the grass roots speak, Congress listens and of-
ten acts," the "Times" piece begins, pointing out the major role in
Compo's campaigns played by
"the folks back home."

Comments are few. A similar lack of reaction was reported by the Brand
and Roxy, maintaining their pre-tax redu-
tion level.

Denver Houses Maintain Former Price Scales

DENVER, April 5—The only theatres in Denver that are chang-
ing prices due to the cut in the ad-
mission tax are those which were charg-
ing 55 cents with the tax. There are
six of such houses in Denver and the
suburbs. These theatres are dropping to
50 cents. Reports from the terri-
ories which use the new scale warn
that charging 55 cents also are dropping
to a half-dollar.

Two first-runs here were charging
advanced admissions at the time of the
cut-back, but they went right along with their former prices. Other first
runs are maintaining their regular
price range of 50 cents to 85 cents.
Circuits which have stated there
would be no price cuts at this time
were Gibralter Enterprises, Fox Inter-
mountain, Cooper Foundation and Lee
Theatre.

Exhibitors report that very few
patrons asked about the tax reduc-
tion.

Alhany Houses Keep Most of Tax Saving

ALBANY, April 5—Theaters here are retaining most of the tax reduc-
tion money. Fabian's Palace and Stanley
 Warner's Strand, which recently in-
creased the weekday matinee charge
from 50 cents to 60 cents and week-
end nights from 74 cents to 85 cents, kept
the afternoon schedule but cut the evening
prices by five cents. Children's admis-
sions remained at 25 cents.

The Strand reduced its special scale for two
films D-Player of Rome and Romeo and Juliet
absorbed the tax-reduction money.

The Delware, Stanley Warner art
theatre, which raised its week night price
from 50 cents to 65 cents, cut to 50 cents
when the downtown first-runs hiked their
prices, made no change in its scale.

Two Subsequences Unknown

The second-run Madison, a neigh-
borhood house, kept its scale intact
after having advanced its evening prices a few months ago from 50 cents
to 60 cents, Saturday matinées from 50 cents to 75 cents. Other tickets to
50 cents to 75 cents. This may not
be permanent; the downtown first-runs may reduce their prices also.

Orders for purchases of films have been
cancelled. Foreign producers are
now allowed to take more than the 60
per cent of net income on films. In
addition, there are plans to
25 cents. Most agents in the business
plan to hold down all but the highest
prices.

"Long Wait" United Artists release,
will open at the Woods Theatre
in Chicago on May 16.
Warner announced, is "The Silver Chalice." This B. Costan's novel which recently passed the 4,000,000-sales mark and has headed the best-seller lists for many months. To date, Virginia Mayo has been named for one of the leading roles. It will be in CinemaScope and WarnerColor.


Ferber 'GIants' Included
Other properties of equal magnitude which Warner announced for imminent filming are:


"Battle Cry" Being Made
Currently filming, Warner continued, is "The Battle Cry," just completed is "A Star Is Born," starring Judy Garland, James Mason, Jack Carson, Charles Bickford. The book and scheduled for early release are:

"Lucy Me," "Dial M for Murder," "Ring of Fear," the High and the Mighty," "The Thrill of It All," "West of the Cradle," and the Crusaders," adapted from Sir Walter Scott's classic romance, "The Talisman."

Col. SPG Meets Today
The Columbia Pictures member of the Screen Publicists Guild will meet today to discuss the film company's latest offer to settle the present contract negotiations.

MORNING PICTURE DAILY
Tuesday, April 6, 1954

Reviews

"The Lone Gun" (World Films-UA)

GEORGE MONTGOMERY, as the strong-armed, law-abiding marshall. He's tall, he's strong, he's tough, he cleans up the Texas town, cleans out 3, of cattle rustlers, rescues peace and wins the hand of a blue-jeaned ranch owner, played by Dorothy Malone, in this standard Western. Offering the routine pattern of the amnesic, instigating the story, the picture's notable point is the photography of Lester White, who captures a great deal of the dust and sagebrush of the Southwest with his camera. Noteworthy too, is the character bit played by Frank Faylen. As a philosophical gambler, who can handle a pearl-handled .38 as well as sinfully, Faylen introduces his share of dry humor and slyness to the picture.

As stories, go this one follows the standard pattern. The newly appointed, namesake westerner, is ordered to aid the folks in dire straits. Skinny Hoover and his sister, who have been taken advantage of by the rustlers. The marshall, aided by his gambling side-kick, overcomes the mob and wins the hand of Miss Malone. Faylen throws the usual amount of lead and fists around. In color, by Corp. Warner, with lots of horses hoofs and dust raised, this looks like good double feature material. With suitable direction by Ray Nazarro and featuring the ruggedness of Montgomery, it should be a natural for the Western addict.

Screenplay by Don Martin and Richard Schayer, from a story by L. L. Foreman.

Running time, 78 minutes. General classification. For release in April.

"The Pickwick Papers" (Mayer-Kingsley)

SMOOTHLY directed by Noel Langley, with fine character portrayals by Nigel Patrick and James Hayter, "The Pickwick Papers" is a solid new serial for the television situations and audiences. Despite its length, the film maintains interest throughout. Langley also wrote the script.

The journey through Britain of Charles Dickens' fictitious Pickwick Club, a small, select organization of well-to-do bachelors, is filled with situation and humor. The chief of the group's responsibilities is Hayter as Samuel Pickwick, the innocent bystander who is involved in a breach of promise suit and is sentenced to debtor's prison, among other minor tragedies.

Patrick's pouting, strolling actor, attaches himself to the gentleman of the club and the opportunist tries to aid them in their search for a widening sphere of knowledge. Paget, the constant gullibility, gets Hayter into hot water. But after being evicted from a girls' seminary, ridiculed in court and serving time in debtor's prison, the gullible old man is rescued by his valet, Sam Fowler. As the film concludes, even Patrick is forgotten for his mischief when Hayter gives him money to satisfy his ambition to settle in Jamaica.

In the production, first full-length feature treatment of the Dickens' novel, is high-level entertainment for specialized theaters, as produced by George Mayer.


2,000 Theatres Book "U" Solid in April

More than 2,000 theatres have solidly booked Universal-International pictures during the month of April, the company announced. The bookings include the "Feldman's Freight," the "100 Percenters Club," in U-1's current Charles J. Feldman annual sales drive. In addition, the fourteen-weeks' current drive has pushed U-1's billings ahead of last year's campaign which was the biggest in the company's history, it was said.

The Western division headed by Foster M. Blake is ahead as of today. Leading drive district, headed by P. F. Rosian, consists of Cleveland, Detroit, Pittsburgh and Washington.

Italian Film History Published In Fall

Herman G. Weinberg has completed the editing of the American edition of the book "50 Years of Italian Cinema," which will be published in Rome this Fall. The book will be issued in English, French and Italian.

The book, which will be the first full-length study of the Italian cinema (covering the period 1904-1954), will be illustrated and will have a foreword by Richard Griffith, curator of the Museum of Modern Art Film Library.

The American edition will be issued in the United States late this year to coincide with the retrospective Italian film festival scheduled to take place at the Museum of Modern Art in December.

Lindkamp Winner Of Universal Prize

The $100 prize offered by Universal Pictures Company for the best promotional campaign on "The Glenn Miller Story" went to Frank Lindkamp, manager of the RKO Palace Theatre in Rochester. The prize was competed for by RKO Theatre managers outside of New York City.

The judge in the contest included Harry Mandel, national director of advertising and publicity for RKO Theatres; and Charles Simonelli, Universal's eastern advertising and public relations department manager.
**Television--Radio**

with Pinky Herman

**THIS** reporter has always adhered to the principle, first things first, etc., so without further ado we doff the chapeau and say "Gracias mucho" (might as well show off the poco poco Spanish we picked up in South America) to Max Liebman and Sid Caesar for the interesting columns they wrote while we were the lords of the manor (though, Joseph Conrad). We'll never forget the first sight of land, St. Thomas in the Virgin Isles (Editor’s Note: and second things second, where is the column?) and so, as our friend of the wonderful travel talks film subjects always says, "It's farewell to the blue waters of the tropics and both (accent on the first syllable), to work, cook, tail figures (that's work?) interviews, deadlines and such." Hey, Jim Kane, what's doing over at CBS-TV? Get to Dave Jacobson and let's have a yarn or two. Mad Speigel—What's new with your boss, Arthur Godfrey? Ernie Stern—Please inform Jack Pacey that in the future when a story like the "signing of Walt Disney" breaks, to hold up the release until we're closer to Broadway for we will show the news in Havana. Syd Eigse—Never mind. The daily NBC envelope was just delivered by messenger, Frank Zurlauf—How near is a solution to the musicians' strike against WOR-Mutual? Gerald Lyon—Don't tell us, we'll tell you. Jim MacNair follows a Second billing by a winner so far as the concerns on the S.S. Atlantic (Home Lines) were concerned.

After the conclusion of his Easter TV Show" for General Electric CBSunday, April 18, Fred Waring and his Pennsylvanians will make a three-week concert tour, returning May 9 to start the sixth consecutive year on TV for G.E. . . . . . . Last film luminaries to CBSopera is Donald Woods who, yesterday, announced the "finishing stroke," the husband in "Portia Faces Life" (Mon. thru Friday 1:15-1:30 P.M.). . . . The 28 musicians in the orchestra presented Maestro Harry Sonnik with a gold-plated baton for his work with the New York "Waltz" by Rodgers-Hammerstein 90-minute TV musical over the combined nets for General Foods. . . . James Nielsen, who directed 20th-Fox Theatre telefilms, has arrived in Hollywood to direct a new TV film series, "For the Defense" for Sam Bischoff.

Fred Waring

Edward G. Robinson Productions. Shooting will start next week at the KRO-Pathe Studios with E. G. Robinson in the role of "legal defense champion of the poor" and James Van Trees, chief cameraman.

Ford Foundation's "Omnibus" will return to the CBS-TV net for the third year, Oct. 17 and will be slated at 5:00-6:00 P.M. Sunday, May 16. SomeNBC-TVehicle, "Three Steps to Heaven," becomes the pappy of a seven-pound son, Ward Ellis, who was born in last week at Doctor's Hospital in Gotham. . . . Sandy Howard and Ray (Merry Maids) Hamilton will present two shows May 1 at the Wood Auditorium in Mt. Vernon, N. Y., to raise funds for the erection of another children's wing. Artists who wish to perform in this fine endeavor may contact Sandy Howard at Circle 5-6971. . . . Station KOTV (channel 6) Tulsa, Oklahoma, a basic affiliate of CBS and also served by other major networks, was purchased by J. H. Whitney of New York from Mrs. Howard, Jack D. Wrather, Mrs. Mae Wrather and General Television, Inc. for $4,000,000, subject to FCC approval. The transaction was negotiated by Howard E. Stark, radio and television station broker of New York.

Scripters Malvin Wald and Jack Jacobs have sold their teleplay, "The Artist and the General" to Frank Wishar, producer of the Fireside TV Theatre. . . . Violinist Florian Zabach, currently breaking records at the Hollywood Hotel in Cleveland, hectares the world over, where he'll star in a half-hour musical teleplay for Guild Films scheduled for production April 12. . . . Monroe Greenhal looks us the following note; quote: Dear Pinky, thought you might be able to use this amusing letter sent to our Palladium Radio Productions. Unquote. The amusing fact is that M. G. forgot to enclose the amusing letter. One-TV column in Riverside section of the Bronx now includes Bill Leonard, Paul Denis, Tony Bennett, Ralph Curtis, John Goetz, Wm. Gargan, Jr., Bea Fontaine, Ted & Rhoda Brown, Bill Wendell and Arturo Toscanini.

Giveaway Programs Win in Test Before U.S. Supreme Court

WASHINGTON, April 5.—The U.S. Supreme Court today struck down the Federal Communications Commission's proposal ban on radio and television "giveway" shows. The FCC, in its shows were being "lotteries" and so violating Federal law. Three networks—ABC, NBC and CBS—fought the FCC ban and won a favorable verdict by a special New York three-judge court.

Commission Had Appealed

The commission appealed to the high court, but an 8 to 0 ruling today against the commission. Chief Justice Warren, who wrote the court opinion, said that such a ban would be permitted only where the contestant was required to turn over money or something else of value, such as a requirement to obtain the sponsor's permission, "stepped over the boundaries of interpretation."

Justice Douglas took no part in the decision.

**Supreme Court**

(Continued from page 1)

ever, when the theatres were sold in April, 1938, Duffy signed a statement releasing all claims against Griffith. In April, 1954, the anti-trust suit against Griffith, but the district court and the 8th Circuit Court of Appeals said the statement had freed Griffith of all claims and threw out the Duffy suit. Duffy then appealed to the high court, to which the justices refused to hear the appeal. The justices gave no reason for their decision.

Justice Jackson took no part.

**'Wind' Plans Before M-G-M Field Men**

Thirty-nine field men will attend six separate sessions throughout the country to discuss promotional plans for Metro-Goldwyn-Mayer's re-release of "Gone With The Wind." Jerry Austin, M-G-M exploitation manager, will preside.

All the planning held in each of the company's divisions, will take place in New York, April 12; Atlanta, April 14; Chicago, April 15; Cleveland, April 16; Dallas, April 26, and San Francisco, April 30. Premiere for the M-G-M re-release of "Gone With The Wind" will be held in Atlanta on May 20, with the other openings slated for the following day.

**Adams Joins L & N**

Charles Adams has joined Lounck & Norling Studios here, as manager of its newly created TV film department, in charge of producing and directing TV shows over the Dumont and ABC networks.

Organ Magic

**JACK WARD**

at TV and Radio

41st Week at Rainbow Room

Radio City, N. Y.
ASCAP—The Thirty-five hundred members of the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, will long remember with pride and gratitude the evening of Sunday, March 28th, 1954.

The hour and one-half televised tribute, so warmly deserved, to ASCAP members

RODGERS AND HAMMERSTEIN

presented before a nation-wide audience, unprecedented in the annals of televised entertainment, performed a two-fold public service:

As it channeled inspiration and enjoyment into the American home, it brought inspiration and resolution to fellow composers, authors and publishers of ASCAP to the end that our members will never rest their creative labors in their search to bring words and music into the homes of not only the 160,000,000 lives of our good people, but indeed the peoples of the world. If songs are ambassadors of good will—and they are—then Rodgers and Hammerstein are truly Ministers with Portfolios bulging with harmony for a troubled world.

Understandably then, and with good reason, we salute GENERAL FOODS on its Twenty-fifth Anniversary, the ASCAP—licensed telecasters who with miraculous perfection bore the enchanting artists into your presence, and above all RICHARD RODGERS and OSCAR HAMMERSTEIN II for their genius that through the years has so richly endowed the ASCAP repertory.
Wonderful News

Rosalind Russell
That Wonderful Girl

Who made "Wonderful Town" a $3,500,000 Broadway smash

In Fabulous "VistaVision" & Technicolor

Old West vs. New West in Sparkling Las Vegas

Multi-Million Dollar Budget

Will make her first film musical "The Girl Rush"

10-Star Cast! Plus Biggest Names in Show Biz

Musical score by Martin & Blane who wrote "The Trolley Song"

And it's for RKO
ALLIED IN PRODUCTION PLAN

UK May Cut Ticket Tax

By PETER BURNUP

LONDON, April 6.—Moderate reductions in the entertainment tax are proposed in the new budget opened in the House of Commons today by Chancellor of the Exchequer R. A. Butler.

If approved by Parliament the tax reductions will become effective May 30 and will cost the Exchequer £3,000,000 ($9,800,000) per year. The Cinematograph Exhibitors Association had submitted a memorandum to the Treasury some two weeks ago claiming that a tax remission of £7,000,000 ($19,-

Nevertheless, legislative observers regarded the announcement as a great triumph for the exhibitors’ tax remission campaign in view of the fact that the Budget makes practically no concessions in other tax fields.

The following cinema entertainment tax reductions are proposed: a half-

Disqualify Lawyer in Fisher Trust Action

David H. Isacsen and the law firm of Malkin & Isacsen have been disquali-

20th Sets Prints For Sound Tests

After 20th-Century-Fox selects its stereophonic and optical demonstration prints, invitations will go out to the Theatre Owners of America and Allied States Association to cooper-

NY Censor Head Defends Role

Pre-censorship of motion pictures was vigorously defended here yester-


Report Soviet Seeks To Buy U. S. Films

The purchase of American motion pictures by Russian interests, sus-

Drive-in Top Subject Before Wisc. Allied

MILWAUKEE, April 6.—The first session of the “year of decision con-

BOSTON SALUTES FILM INDUSTRY IN FREE LIBRARY CELEBRATION

BOSTON, April 6.—Sponsored by the Boston Public Library, the industry was honored here tonight at a banquet designed to serve a dual purpose; to celebrate the 100th anniversary of the first free library in the United States and to salute the motion picture industry for its pro-

REPORT BREAKS 12 Hal Makelim Films with 2,500 Playdates in Move to Help Ease Product Shortage; Other Measures to Be Pursued

By J. A. OTTEN

WASHINGTON, March 6.—Allied States Association announced it has entered into an agreement with a Hollywood independent producer for 12 feature pictures to be delivered at the rate of one per month beginning in late summer or early fall. The theatres would not put up any money in advance but would merely sign contracts to take all 12 films at pre-determined flat rentals, on a fixed run status.

Thompson Resigns RKO Labor Post; To Open Own Office

Major L. E. Thompson, director of labor relations for RKO Theatres and active in amusement industry labor relations since 1919, has resigned effective April 10. Before he will continue as labor consultant for RKO Theatres and other thea-

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**Personal Mention**

**HERBERT J. YATES, president of Republic Pictures; Mrs. Yates (Vera Kalso) and Will-**

**SIAAL, executive assistant to Yates, will return to New York from Europe today aboard the “United States.”**

- **Robert Dresler and Albert Cohn of Motion Picture Television Laboratories, were in Washington yesterday from New York.**

- **JEAN BENOT-LEVY, French producer, will deliver an address here Friday at the New School for Social Research.**

- **DON HARTMAN, Paramount Pictures executive producer, has arrived in Paris from London.**

- **NAT LEVY, RKO Radio Eastern-Southern division sales manager, is in Washington from New York.**

- **MIKE SIMONS, M-G-M exhibitor relations head, is in Milwaukee from New York.**

- **BEN J. ROSENWALD, M-G-M distributor, has returned to leave there tomorrow for New York.**

- **VICTOR SAYERS has returned to Hollywood from New York.**

- **PAUL GREER, producer, left here yesterday for the Coast.**

**Shift 18 ‘Trust’ Suits To One Coast Jurist**

**HOLLYWOOD, April 6—Eighteen anti-trust suits aggregating $25,-**

**000,000 were transferred today to Fed-**

**eral Judge Harry C. Westover’s court from the jurisdiction of eight other**

**Federal judges in order to expedite proceed-**

**ings. The cases ranged in filing date from**

**December, 1947, to April, 1953.**

**J. Gorman Dies in Chi.**

**CHICAGO, April 6—James J. Gorman, 64, president of the Chicago**

**Moving Picture Machine Operators’ Union, Local 119, of the IATSE, died yester-**

**day. Survivors include his widow, two**

**sons, a daughter and three sisters. Requiem**

**mass will be held at 10 A.M. Thurs-**

**day at St. Margaret Mary’s Church.**

**Mrs. Madden Rites**

**Funeral services will be held to-**

**morrow morning for Ellen Madden, 82,**

**mother of William Madden, Metro-Goldwyn-Mayer Boston sales**

**manager. Services for Mrs. Madden, who died Monday after a long illness, will**

**take place in St. Simon Stock Church, the Bronx.**

**Mrs. Hyskell, ’76**

**Funeral services for Mrs. Phyllis Hyskell, ’76, mother of Dean Hyskell,**

**National Theatres advertising executive, were held yesterday. Mrs. Hyskell died Monday.**

**From Bank of America**

**Conclude Television Deal For 30 Pre-1949 Pictures**

**Conclusion of contract negotiations between the Bank of America and**

**General Telecolor, Inc., principal owner of Mutual Broadening System, by**

**which 30 films that were produced prior to 1949, have been made**

**available to television at a rental fee in excess of $1,250,000, was announced**

**by Dwight Martin, vice-president of General Telecolor.**

**The 30 films, most of which were acquired by the Bank of America from**

**Universal Pictures in a foreclosure suit, it was understood, were not**

**available for four years and less than five**

**with the bank retaining ownership.**

**Made Between ’46 and ’49**

**Most of the 30 in the package were produced between 1946-1949. Eleven of**

**the features were from Universal, United Artists released eight; Metro-Goldwyn-Mayer, three;**

**Republic, one; Eagle-Lion, four; for RKO, one; and RKO Pictures, two.**

**The price, according to television officials, is regarded as up to four**

**times as well as to be a considerable sum**

**to owners of films for viewing. According to an official of Motion Picture Television**

**distributor, the distrib-**

**utor has been able to get approximately $6,000 from a station for a film in cities such as**

**New York and Los Angeles. In order for**

**Universal Telecolor to break even, he**

**said, ‘it will have to make around a film during the four years that it can use it.’ General Telecolor**

**paid an average of $42,000 for each**

**of the pictures.**

**Eleven from Universal**


**Sklaroff-Fox Deal Wins ‘Holders Okay; Plan FCC Filing Within Next 60 Days**

**Sklaroff’s agreement with Matthew Fox was overwhelmingly ap-**

**proved yesterday by stockholders of Sklaroff Electric and Tele-**

**vision Corp., at a special meeting held at 7 p.m. on**

**Monday.**

**Under the agreement, Fox and his group are granted an exclusive 99-year franchise for the world-wide exploitation of Sklaroff’s system of sub**

**scription-television. Fox, who also is president of Motion Picture Tele**

**vision, was said to be ready to file an application within the next 60 days with the Federal Communications Commis**

**sion seeking the commercial introduction of Subscriber-Vision. A simi**

**lar application by Phonevision has been pending before the FCC**

**for over 18 months.**

**Under the terms of the arrangement, Fox is to set up an operat-**

**ing company, to be known as “Sklaroff TV.” It will pay Sklaroff five per cent of the gross income received from all forms of enter-**

**tainment to be shown on TV. In addition, Sklaroff is to receive 50 per cent of the proceeds of foreign franchise arrangements en-**

**tered into by the operating company.**

**See Delay in Trust Bills**

**WASHINGTON, April 6—House Judiciary Committee delay on two bills makes it almost certain that they will not be enacted this year.**

**One bill would set a uniform Fed-**

**eral statute of limitations on private anti-trust suits. The other would give**

**Federal judges discretion to award less-than-triple damages in private**

**suits.**

**There’s still a chance that one or**

**both will pass the House this session, but the committee judges each action would come too late to permit Senate approval also this year.**

**See Delay Until After Easter**

**A Judiciary Subcommittee approved the amendment of limitations bills many**

**weeks ago, and split three-to-three on the discretionary damages bill. The full**

**Judiciary Committee took up the two bills without action about two weeks ago, but did not complete ac-**

**tion. The committee has met four or five times each time, has put the two bills aside in favor of working on other legislation. Now committee members say that they’re not sure the bills will ever come back.**

**Du Mont 1954 Meet Is Set for May 3**

**The annual meeting of stockholders of**

**Allen and Co., distributors of Du-**

**Mont, will be held May 3 at the com-**

**pany’s offices in Clinton, N. J., to elect eight directors and officers of the**

**company.**

**The Class A stock is entitled to elect five of the eight directors and the president and vice-president. The Class B stock, all of which is owned by Paramount Pictures, is entitled to elect three directors, the secretary, treasurer and assistant treasurer, respectively. The company has nominated for reelection by the Class A holders the following: Allen M. Du Mont, general superintendent; Thomas T. Goldsmith, Jr., vice-presi-**

**dent; Stanley F. Fenton, vice-presi-**

**dent and secretary; and Percy M. Stewart, assistant treasurer.**

**Paramount Designees Unknown**

**The company’s proxy statement notes that it does not know who Paramount’s designees will be. It is expected, however, that Paramount will reelect Barney Balaban, Edwin L. Weil and Paul Rainbouw as direc-**

**tors, and Ralbourn and Arthur Israel as treasurer and assistant treasurer, respectively.**

**The statement reports that Allen Du Mont, president, remuneration for the year last year was $103,675, was the only officer or director paid in excess of $30,000.**

**The company had a record gross income of $91,828,982 last year and net of $1,344,362, after providing $348,774 for taxes, or $1,244,603 on a gross of $76,566,832.”**
LANA IS TURNERIFIC IN "FLAME AND THE FLESH"!

And she's even more exciting now as a brunette!

"THE GREATEST SIN... TO STEAL ANOTHER WOMAN'S MAN."

"Leo, that's a great title, FLAME AND THE FLESH," for a LANA TURNER picture. It even tops the marquee value of Lana's famous title "The Bad And The Beautiful."

"Come to the Trade Show friend, and you'll see that the combination of LANA TURNER with the title "FLAME AND THE FLESH" to sell a great attraction is sure-fire!"

See for yourself M-G-M's great TECHNICOLOR sensation filmed in Europe's pleasure haunts!

TRADE SHOWS—APRIL 26th (Except Denver) April 27th

M-G-M presents In Color by Technicolor • LANA TURNER in "FLAME AND THE FLESH" • co-starring Pier Angeli • Carlos Thompson • with Bonar Colleano • Screen Play by Helen Deutsch • Based on a Novel by Auguste Bailly • Directed by Richard Brooks • Produced by Joe Pasternak

The Industry's Showmanship Event! M-G-M's 30th Anniversary Jubilee!
Letter Cites Film Shortage

To the Editor: On entering the exhibition field in 1947, I found the most important task was to keep the theatres in top condition and by running playdates for any additional films. I pointed out that the February board meeting had declared that it was the policy of the company to make good on a contract and that in the mean-while steps should be taken to encourage such action. Makelim appeared before the February board meeting to outline his plan, and an Allied committee studied the situation. Allied gave go ahead with it, Myers said.

This is the way Myers described the near-future plan. No exhibitor will put up any capital in any or in any way engage in producing or distributing the films. Twenty-five hundred theatres will be afforded a chance to sign—a forecast of effect contracts for 12 features at predetermined flat rentals. The total rentals will equal the production costs of the films, and Makelim will get his cooperation on the strength of the advance contracts. The exhibitors will pay as the films are delivered.

Total costs are being allocated among the several film territories in the proportion that each territory contributes to the gross film rentals for all of the shows. The ratings are well known in the motion picture business.

In other words, the 2,500 "charter members" will underwrite the operating expense of the films, but will not advance any money. Presumably Makelim will get his cooperation on the strength of the advance contracts. The exhibitors will pay as the films are delivered.

Paramount May Hold Another ‘Pageant’

Response to Paramount Pictures’ Pageant last week, has prompted A. C. Schwaberg, president of Para-mount Film Distributing Co., to consider setting up another pageant for this summer.

An estimated 25,000 persons attended the March 29-April 2 All-day showings in 35 U. S. cities and Toronto, according to Paramount.

The showings included "Elephant Walk," "About Mrs. Leslie" and "Knock on Wood," in addition to film sequences by Schwaberg and Don Hartman, Paramount's executive producer.

IFE to Represent Italian Radio-TV

Italian Films Export has been appointed official American representative of Radio Audizione Italiane, gov-ernment-sponsored radio-TV organization, according to Ralph Serpe, director of IFE Television and co-producer. IFE will coordinate the U. S. operation for Italy which will include purchase of Italian TV programs, scripts and story ideas. Negotiation of term contracts for writers and directors and all financial details. Negotiation deals for TV-film packages designed for exhibition in both countries, is also included in the pact.

ALLIED PLAYDATES FOR 12 NEW PICTURES (Continued from page 1)

 Allied linked with Tiffany in Early '30s

At least once before its 25-year-old career Allied States was identified with production-distribution deals. The one made about 1930-32 when it entered into an agreement with the Old Tiffany Co. to do the Tiffany production in obtaining bookings in return for a financial participation. The arrangement helped to launch Allied in its formative years.

The present agreement with Hal Makelim has no parallel with the early one, however. Allied is not interesting financially in the plan in any way. The films are designed solely to increase the flow of product to theatres.

20th Sets Prints (Continued from page 1)

director, are currently on the Coast selecting prints for the projected demon- strations, it was stated. Following their return, expected early next week, plans for the regional demonstrations will be made. It is understood that 20th-Fox will go ahead with the stereoscopic versus optical sound tests, without the cooperation of TOA and Allied.

Shouras, in announcing plans for the tests, threatened he would ask TOA and Allied to name repre- sentatives to regional committees which would judge the relative value of stereoscopic and optical sound, to be used in the demonstrations.

Wisc. Allied (Continued from page 1)

importance of keeping inventory sheets on merchandise. Goldberg pointed out the threat of daylight saving to drive-ins, then called on S. J. McWilliams for a re- port. McWilliams said there is no danger this year, but that next year the committee will seek to have daylight saving repealed. He urged everyone to fight against it.

Elmer Brennan discussed advertising for drive-ins. Special efforts in promotion to bring in the customers. Ben Markstein spoke on small town drive-ins.

Carroll Acquires 10, Formerly of EL, UA

Ten pictures formerly released by Eagle Lion and United Artists have been acquired for release and servicing through ten state right franchise holders in the form of three double- feature packages. The ten films and their groupings, are: "Tula" and "The Man from Texas"; "Port of New York" and "Trapped"; "Reign of Terror" and "I Am No Longer a Man." X"; "The Big Cat" and "Mickey," and "Lost Honeymoon" and "Down Memory Lane.

Will Seek Injunctions N-C Allied Warns Against Availability ‘Tampering’

MINNEAPOLIS, April 6—Any pictures for subsequent-run houses in the Minneapolis-St. Paul area by distributors will bring prompt federal recovery of damages, Stanley D. Kane, executive counsel for North-Central Allied warned this week. North-Central Allied is the exchange to which all Minneapolis exchange managers and to the company general sales managers. Kane warned that independent theatre owners in the area were “greatly disturbed by the arbitrary action of some Minneapolis film exchanges in depriving them, in violation of their contracts, of their regular and normal run position.” Kane stipulated that the distributors make all pictures available to all sub-

ROCKY LINDEN’S new preview theatre brings TO THE EAST the ultimate in projection.

- Three channel interlock projection
- 16mm sound projection
- 35mm tape interlock projection
- ALSO CUTTING & EDITING ROOMS AVAILABLE

MOVIELAB THEATRE SERVICE, INC.
400 S. Illinois Ave. Chicago, Ill.
1-5645

MOVIELAB’S new preview theatre brings TO THE EAST the ultimate in projection.

- Three channel interlock projection
- 16mm sound projection
- 35mm tape interlock projection
- ALSO CUTTING & EDITING ROOMS AVAILABLE

MOVIELAB THEATRE SERVICE, INC.
400 S. Illinois Ave. Chicago, Ill.
1-5645

"Showplace of the East"
ON Thursday evening, May 6, the New York Variety Club will pay tribute to William J. German at the First Annual Variety Club Heart Award Dinner, in the Grand Ball Room of the Waldorf-Astoria Hotel.

In conjunction with the Heart Award Dinner, the Variety Club Foundation to Combat Epilepsy, Inc., will publish a journal. The proceeds of the journal will be used to further the educational work of the Foundation and to continue its support of the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center.

In addition to carrying formal advertising, as is usual in such journals, we will ask the friends of Bill German and of the entertainment industry to sponsor pages of quotations about the industry from many of the world's most distinguished men and women and other material of particular interest to the industry.

This page, we believe, will indicate that the journal will constitute an eloquent tribute to the industry and that it will be a cherished souvenir to everyone in the industry.

As a tribute to Bill German, kindly, hard-working President of the Foundation, as a further contribution to the important work of the Foundation, and as a sound medium for industry public relations within the community, the journal wants your support.

Walter Reade, Jr.
Samuel Rosen
Wilbur Snaper
Richard Walsh
Co-Chairmen of the Journal Committee

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**THE RATES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tr>
<td>One page, and a table for ten at the dinner</td>
<td>$450.00</td>
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<td>(Table alone, $125.00)</td>
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<td>One page</td>
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<td>One-quarter page</td>
<td>$150.00</td>
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**Bill German Rooters**

- Contributions of $100.00

**Bill German Boosters**

- Contributions of less than $100.00

(The Bill German Rooters and Bill German Boosters will be listed in the journal to give everyone an opportunity to participate.)

**NOTE:** All orders and contributions should be sent to

**VARIETY CLUB FOUNDATION TO COMBAT EPILEPSY, INC.**

140 West 58th Street,
New York 19, N. Y.
T WENTIETH Century-Fox's Easter attraction, "Prince Valiant" in CinemaScope, had its New York premiere at the Roxy Theatre here last night. The invitation bow of the picture based on Hal Foster's adventure strip was attended by motion picture, Broadway stage and TV personalities, industry executives and the press. Pictured arriving at the theatre are: (left to right):


Boston Hails

(Continued from page 1)

in this business. The investment-wise counselors of these thriving New Englanders have been backing not only such major enterprises as American Telephone and Telegraph Co., General Electric, textiles and large railroads, but they saw the potentiality of the future of the motion picture industry and its traditional scientific knowledge of the development of sound, color and the necessary optical improvements as a good financial risk. Many of the modern inventions and improvements in camera, sound and optical scientific developments stemmed from this area, so that New England is proud to be part of such an important industry, financially as well as artistically.

Brackett a Speaker

Charles Brackett, president of the Academy of Motion Picture Arts and Sciences, addressed the large audience in the Sheraton Plaza Hotel and presented three films which were made in Boston in 1901, 1904 and 1906.

Head table guests were A. Montague, of Columbia Pictures, Brackett, Academy; William Heineman, United Artists; A. W. Schwaberg, Paramount; Carl Hallauer, Bausch & Lomb; Lester Isaacs, Gamera; Joseph Vogel, Loew's New Rochelle, Eastman Kodak; Nina Foch, M-G-M star, and Dietz, vice-president of Loew's.

Local industry representatives, in addition to Kurtzman, Loew's North eastern division manager, were Samuel Pinaski, Martin Mullin, Theodore Fleisher, Arthur Lockwood and Walter Brown.

Big 'Prince' Gross

LOS ANGELES, April 5—The biggest opening day and Saturday gross since the "Rodeo," a $6,300 total, was made by 20th Century-Fox's "Prince Valiant" here last weekend, the company reported.

After the world premiere Friday evening at Grauman's Chinese Theatre, the picture grossed $6,300 on Sunday, giving it a two day total of $12,800.

Major Thompson

(Continued from page 1)

sound, will act for RKO in all labor matters.

Major Thompson joined the Keith organization as assistant to the late J. J. Murdock and in 1930 became KCO's general manager. In 1933-34, he served as president of Trans-Lux and upon his return to RKO in 1934 he was put in charge of labor relations. Major Thompson handled labor matters for the RKO circuit wherever it operated theatres. Prior to the divestment of RKO Theatres and KKO Pictures, he served the distribution department and production labor matters in the East.

Frank Smith, who makes his headquarters in Chicago, will continue in his present capacity as representative of RKO Theatres in labor matters in the field.

NY Censor Head

(Continued from page 1)

would face if every police sergeant in every small town had the right to rule on a movie. He also maintained that it was preferable to the industry Code which, he said, permitted no appeal to legal boards from its decisions.

Dr. Flick admitted that he disagreed with the Supreme Court decision which held that the word "immoral" was unconstitutionall because it was too vague and indefinite in meaning. He maintained that everyone knew what was immoral and that it was impossible to define it more precisely as had been attempted in the new State bill.

Morrill Praises Flick

State Senator Fred G. Morrill, who also spoke, after paying tribute to Dr. Flick's service, pointed out that policy was set up by the State Board of Regents which is a bureaucracy, not elected by the public, and subject to political control. He also said that sometime in the future, he succeeded by what he termed some much less enlightened Chief of Censor Board, which would create tremendous difficulties for the film industry.

U. K. Tax Cut

(Continued from page 1)

son was not qualified to represent Fisher Studio and Fisher because he formerly had been in the employ of the legal firm of Sargoy & Stein, which represented the defendants. It was alleged that Iascon, as a lawyer for the firm, had access to confidential information in the files and that he used this knowledge as a basis for Fisher's suit when Iascon was retained by Fisher.

Judge Abruzzo found that "the confidential information Iascon obtained, undoubtedly, was the primary cause of the commencement of this lawsuit." The judge further stated that "Iascon violated two canons of professional ethics."

UA to Release Film On Igor, the Spy

MONTREAL, April 6—A picture based on the career of Igor Guzenko, former Soviet embassy employee, is being produced here by Fred Fields, with Jack Alexander directing. United Artists will release the picture.

Titled "Igor, the Spy," the film will present Guzenko portraying himself in part of the footage, although Harry Townes, an American actor, will play Guzenko's role in most of the story.

Ga.-Ala. Units Set Tentative Program

ATLANTA, April 6.—Tentative program of the annual convention of the Motion Picture Theatre Owners and Operators of Georgia was presented by the by-latta. Jack Jackson, motion picture, May 9, 10, and 11, Biltmore Hotel here was announced today.

Among industry leaders already scheduled to attend are Walter Reade, Jr., TOA president; Herman M. Levy, TOA general counsel, E. D. Mullin, mayor of Atlanta; Jack Braungold, co-chairman of the TOA drive-in committee.

Healing business sessions will be held by J. H. Thompson, president of MPTOOG, and R. M. Kennedy, president of ATA.

Registration May 9

Sunday, May 9, will be devoted to registration. The joint convention will begin Monday morning with discussions on equipment led by C. L. Patrick of Georgia and Harry Carl of Alabama. The annual Governor's luncheon will be held that day, with addresses by Gov. Herman Talmadge of Georgia and by William B. Hartsfield, mayor of Atlanta. Jack Thompson will be master of ceremonies.

The Monday afternoon session will be devoted to conventional theatres, with John Stembler of Georgia and W. N. Wolfson of Alabama as co-chairs.

Open Forum Tuesday

Drive-in theatres, with discussions led by Jack Braungold and Al Reynolds, will be the subject of the Tuesday morning session. Co-chairman will be Ray Edmundson of Georgia and Jimmy Gaylord of Alabama. Reade will speak at the Tuesday luncheon.

The afternoon session will be a closed meeting for exhibitors only and will include discussions of product, led by A. B. Padgett; industry wide affairs, by Martin Thack Jackson of Alabama, with Nat Williams of Georgia acting as chairman; addresses by Reade, Jr., and Levy. This will be followed by an open forum.

Late Tuesday afternoon each association will hold its annual election of officers. The annual president's banquet will end the convention.

Disqualify

(Continued from page 1)

son was not qualified to represent Fisher Studio and Fisher because he formerly had been in the employ of the legal firm of Sargoy & Stein, which represented the defendants. It was alleged that Iascon, as a lawyer for the firm, had access to confidential information in the files and that he used this knowledge as a basis for Fisher's suit when Iascon was retained by Fisher.

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C'Scope ‘Prince Valiant’ Debuts at Roxy
MPEA TAKES FIRM STAND AGAINST SELLING U.S. PICTURES TO COUNTRIES OF THE IRON CURTAIN

A firm stand against selling any picture to Iron Curtain countries was taken here yesterday by the Motion Picture Export Association.

The MPEA in a brief statement strongly rejected reported overtures of Soviet interests to resume the purchase of American films, suspended since World War II. The policy of not selling American films to Iron Curtain countries will not be changed, the MPEA declared, commenting on the reports emanating from Cannes, France, that MPEA offices in Paris will hold talks with Soviet interests on U. S. films.

It was learned that various film companies here have been approached by Soviet interests during the past few months on a possible deal for films. The Soviet overtures are considered by MPEA sources as part of the new Soviet line seeking to extend trade with the West.

The MPEA, which has the exclusive rights of member companies to trade behind the Iron Curtain, rejected the overtures on the basis of past experience and the lack of evidence that any deal would in any way improve American-Soviet relations. There have been no remittances to American film companies out of Russia for years, an MPEA spokesman said, despite the fact that they have resurrected such old films as the “Tarzans” and some American films which they claim as war booty.

JDA and 300 Guests Dine Balaban Tonite

Over 300 persons are expected to attend the opening dinner of the 1954 Joint Defense Appeal at the Hotel Waldorf-Astoria here tonight. Barney Balaban, president of Paramount Pictures, will be honored for “his efforts in the fight to protect American civil rights and liberties.”

The dinner will be the opening gun in JDA’s fund goal of $5,000,000 to finance the activities of the American (Continued on page 3)

Schine Show-Cause Hearing April 15

BUFFALO, April 7.—Arguments on a Federal Court order directing council president Elmer F. Luxe and J. Myer Schine, president of Schine Theatres, to show cause why they should not be held in criminal contempt will be heard here April 15. (Continued on page 3)

Show VistaVision At M.H. April 27

Vista Vision, Paramount’s wide-screen film process, will have its initial East Coast demonstration at the Radio City Music Hall here on April 27. It was announced yesterday by Barney Balaban, president of Paramount Pictures. Independent exhibitors, circuit operators, newspapermen and industry executives will see the demonstration which will begin at 8:30 a.m. so that the Hall can be cleared for regular patrons by 10 o’clock.

To Seek Better Tax Terms for Earnings Of Pictures Abroad

WASHINGTON, April 7.—A Motion Picture Association spokesman will testify before the Senate Finance Committee Monday to seek better tax treatment for film company earnings overseas.

The spokesman will ask that the House-approved technical tax revision bill be amended in this fashion. The finance committee held hearings on the measure today, with Treasury (Continued on page 3)

20th’s ’Scope Tests To Start in N. Y.

The series of world-wide CinemaScope demonstrations planned by 20th Century-Fox will be launched in New York, probably at the Roxy, it was learned here yesterday. A London demonstration will follow the New York show.

Highlights of the projected demonstration will include clips of newly shot 20th-Fox product, for which the new CinemaScope projection lenses (Continued on page 3)

Stereo Requirement Hit by Wisc. Allied

MILWAUKEE, April 7.—The keynote of today’s session of Wisconsin Allied Convention was the attack on film rentals and fees, primarily on CinemaScope pictures, particularly the enforcement of stereophonic sound with CinemaScope.

Ben Marcus, principal speaker in the afternoon, pointed out that after the successful fight in Washington, in (Continued on page 3)

Hails Move Allied Product Plan Lauded

By Goldenson

AB-PT Head Urged Such Project Last November

Allied States Association’s plan to secure additional product through tie-ups with independent producers was warmly welcomed by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, here yesterday.

Commenting on Allied’s first deal with producer Hal R. Makelkin, Goldenson said “anything that helps to stimulate production is a step in the right direction.”

Ohio ITO Will Protest Para. Inquiry on Tax

COLUMBUS, April 7—The board of directors of the Independent Theatre Owners of Ohio, meeting here today, instructed Robert Wible, its secretary, to protest to Paramount Pictures the sending of a letter by that (Continued on page 2)

Say Inter-Nation Royalties Show Copyright Pact Need

WASHINGTON, April 7—U. S. film companies received $176,200,000 in 1953 from royalties on foreign showings of their films, the Commerce Department estimated.

This was a considerable increase from an estimated $167,000,000 of earnings in 1952 and $140,400,000 in 1951.

At the same time, Commerce said U. S. payments on royalties for foreign films shown in the U. S. amounted to $5,200,000 in 1953. This was an increase over the $4,400,000 estimated for 1952 but still well below an estimated $11,000,000 in 1951.

The figures were presented by Deputy Assistant Secretary Carl F. (Continued on page 3)

See Cinerama Next In Dallas, Cinci.

Talks are underway to open Cinerama in Cincinnati and Dallas, it was learned here yesterday.

Stanley Warner, which has exclusive production and exhibition rights for the process, will open “This Is Cinerama” in Minneapolis on April 19.
Pola-Lite Announces More Installations

Following opening of the new Pola-Lite 3-D system at the Roxy Theatre, Detroit, and the Fulton, Pittsburgh, Al O’Keefe, vice-president in charge of distribution for Pola-Lite, has announced six additional theatre installations and two exhibitor demonstrations to make the chain’s single-track 3-D projection system with Universal’s “ Creatures From the Black Lagoon.”

In Detroit, the Roxy normally plays product three or four days but the picture has been held for a full week. It is the first run for Pola-Lite house manager, Milton Herman, general manager of Detroit Theatrical Enterprises, has invited exhibitors to hold a special screening of the picture for the first run Fulton Theatre, receipt over the weekend reportedly indicate another successful engagement at the 1,700-seat house with the Pola-Lite 3-D system. The picture is now in its seventh day at Shea’s Fulton.

Two Opened Yesterday

Among the new theatre installations which opened yesterday were the new single-screen seat Senate Theatre in Harrisburg, Pa., and the Manor Theatre in Uniontown, Pa. The other four Pola-Lite theatres which opened with the picture are the Commerce, Commerce, Tex., April 13; Nicholas, Fairmont, Minn., April 12; Dinas Small, Tex., April 13; and the Queens, Wilmington, Del., April 16.

New exhibitor demonstrations will be held in Milwaukee and Chicago. Pola-Lite’s single-track system was demonstrated in the Strand Theatre, Milwaukee, yesterday for delegates attending the Allied Independent Theatre Owners of Wisconsin convention. Exhibitors in the area territory will attend a demonstration at the Marshall Square Theatre, Chicago, today.

New Epidio Drive-In Speaker Boos Apr. 24

TUCSON, Ariz., April 7—The new Epidio stereophonic speaker for drive-in theatres was on view showing at the Cactus Drive-In on April 24. “The Ride” will be the first show.

The single-case speaker is 10% inches long and 3 1/16 inches high, has a fibreglass cone and is housed in a cone, on the rear view mirror of cars. A single cord to the unit contains four conductor wires, three voice-channel wires to the three drive units and the fourth effect channel to all drive units.

Name Mendelson UA New Haven Manager

Irv Mendelson has been promoted to the post of branch manager of United Artists’ New Haven exchange, moving up from city salesman of the Boston exchange. Mendelson’s promotion will be effective next Monday, when Sidney Cooper moves to the Washington exchange. Mendelson has been with the branch manager’s post in New Haven. Mendelson has been associated with UA for the past six years.

Liberty Chicago Suit Settled Out of Court

CHICAGO, April 7—The Liberty Theatre suit, asking an injunction to prevent Loewe’s, Inc., from putting their pictures up for bidding in Michigan for a period of 15 years, has been settled. The picture house in Chicago has been split into Metro product, and the product of several other companies, and the suit was dropped after the 15-year lease had been settled out of court, it was disclosed here today, and the remaining product will continue to be split by the distributors involved.

Attorneys in the suit were Seymour Simon and Sheldon Cohen, representing the Liberty, Bryson Malwan, representing Loewe’s and Aaron Stein for Indians—Illinois.

5 More Exhibitors To UA Committee

Harry Brandt, Emanu Frisch, Eugene Picker, Walter Reade, Jr., and John Foster, Jr., have been invited to send posts on the honorary committee for the United Artists 35th anniversary celebration to be sponsored by the Variety Club, Tent No. 13, in Philadelphia on May 5.

Brandt is president of Brandt Theatres of the Independent Theatre Owners’ Association; Frisch is treasurer of the Randroce Amusement Co., which owns two theatre circuits in circuit greater New York; Reade is president of Walter Reade Theatres and Scorsa is president of the United Artists Theatre Circuit.

On the UA 35th anniversary honorary committee are 12 other exhibitor leaders.

Tax Cuts in Canada Won’t Aid Exhibitors

OTTAWA, April 7—The Canadian government announces no general tax cuts this year which would directly affect theatre operators.

Specifically, a recent excise tax on projectors, cameras, camera lenses, unexposed film, film processing and other equipment used by theatre and motion picture operators was cut to 15 per cent on all soft drinks, candies and soft drink gums and go into effect immediate.

Wesner Named V.P. Of Wayne-Fellows

HOLLYWOOD, April 7—Robert Wesner has been named vice-president and general manager of Wayne-Fellows Productions, Inc.

Weesner, who for the past 14 years, was with Arthur Anderson Co., a New York accounting firm will assume his new duties immediately.

Newcomb, IA Official

Fred W. Newcomb, secretary for Winterset Div. No. 2, has recently moved to his home in Providence, R.I., yesterday. Newcomb was named for many years of Stage Employees, was named secretary of the IA’s National Theatre Committee. Funeral services will be held tomorrow at the Boyle-Paige United Church.

Ohio ITO

Warner Policy Laud

The ITO board condemned the policy of 20th-Century-Fox and Loewe, Inc., in requiring theatres to install full stereophonic equipment as a condition to licensing CinemaScope films, in a letter praised the Warner policy of releasing CinemaScope films to any theatre with anamorphic lenses.

The board recommended the Council of Motion Picture Organizations for its work in tax reduction and thanked President Orson J. Lewis, of Upper Sandusky.

RKO Stock

(Continued from page 1)

at $6 cash share per within a period of 60 days.

Included in Grainer’s letter was a Letter of Transmittal upon which all certificate numbers and the amount of cash to be received should be listed before turning the stock into the bank for redemption.

RKO Files for Dismissal of Castlemaker Stockholder Suit

HOLLYWOOD, April 7.—Court for RKO Pictures, Inc., today filed a motion in Federal Judge Ben Harrison’s court to dismiss with prejudice the Eli B. and Marion Castlemaker minority stockholders’ suit in which the Federal Court in Nevada dismissed an equal action on April 5.

Counsel quoted the language of the Nevada court to the effect that the Hughes offer to acquire all the common stock of RKO stock share can be viewed as constituting a valid compromise of all minority stockholders suits against the company.

To View New Product

HOLLYWOOD, April 7.—Paramount executives Paul Rairbaum, A. W. Schwaberg, E. K. (Ted) O’Shea and James Pickman will arrive here today from New York to view new Paramount product and observe new VistaVision developments.
call for exhibition to enter production at the Theatre Owners of America Convention, New York City, this April in an effort to relieve the product shortage, if it persisted, he declared then, the exhibition "must be continued and the production of films, pictures, manufacturing production or in some other manner. Following a trip to the coast last month, Goldenson expressed his belief that the product situation was changing for better and that unless there remained a need for more product.

Goldenson, in response to a question as to whether AB-PT affiliated theatres would book the projected comic book productions, said "I'm sure they will if they are the kind they like." He went on to explain that the AB-PT operation is a decentralized one, with local AB-PT houses making their individual decisions.

Meanwhile, Willbur Sniper, president of New Jersey Flick, said that his organization will meet on Tuesday to discuss the Malcolm deal. Sniper, who has been associated with the industry since the Essanay days of George K. Spoor and Billy Anderson, now known as "Man of Conflict," starring Edward Arnold, John Agar and Susan Morgan, which he produced and directed.

**Tax Terms**

Secretary Humphrey urged speedy enactment of the bill, saying that William H. Roberts, secretary of MPA's foreign tax committee, is now listed as the witness to testify next Monday, followed by some other association spokesman might be substituted for Robert.

The House-passed bill gives many tax advantages on the income of firms manufacturing or retailing overseas, but specifically denies these advantages to export companies and the film companies. Probably the MPAA spokesman will urge equal treatment here.

This provision in the House bill came under some criticism at today's hearing before the Senate Interior, K. Col.), Sen. Bennett (K. Utah) and other committee members said they could not understand why these advantages would be extended to foreign companies. Humphrey said it was a matter of "trade treaties," and that extending the benefits to export firms would "get us in trouble with some of our trade treaties."

**20th 'Scope Tests**

are used. In addition, there will be prints to dramatize the difference between stereoscopic and optical sound. For the special additional purpose, president, and Al Lichtman, distribution director, have been on the Coast, conferring with movement and demonstration. Shouras and Lichtman are due to return here on Monday and soon will be back on the west coast. It is expected to confer with officials of Theatre Owners of America and Allied States Association, seeking their participation in the demonstration.

A 20th-Hollywood spokesman said the demonstrations will definitely be staged between the next 40 days. He said that Skouras plans to attend the London demonstration.

**Copyright Pact Value**

(Continued from page 1)

Occluse in testimony before Congressional committees in support of the proposed universal copyright convention and in support of the enactment of legislation to implement U.S. participation in the new convention. The hearings were before a joint subcommittee of the Senate Foreign Relations and Judiciary Committees.

Jane F. Bowles, president and industry witnesses argued that the additional protection afforded by the proposed convention would greatly help industries like the film industry with large export markets. He also mentioned the book, magazine and music industries as well as radio and television. "All of these industries," he said, "will benefit commercially by the adoption of this convention and the enactment of this implementing legislation."

*Foundation Called 'Unsteady'*

The Senators were told that while U.S. entertainment and artistic industry is now a large share of foreign business, this business tests on an unsteady if not flimsy base for lack of U.S. participation in the international system of copyright protection which the convention would provide.

*Prince Valiant* has been being opposed mainly by some book publishers and by workers in the printing and publishing fields. However, the increase in imports of books printed overseas if the copyright convention were adopted.

*Walter Haas*

**Goldenson**

(Continued from page 1)

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A REPORT TO THE EXHIBITORS

and a cordial invitation

"We are showing you a glimpse of our future—because it is your future, too!"

ON APRIL 26TH

EVERY EXHIBITOR IN THE NATION IS INVITED TO A PRESENTATION BY JACK L. WARNER IN A SPECIAL CINEMASCOPE SUBJECT TO BE SHOWN IN SELECTED THEATRES IN EVERY EXCHANGE CITY!!

Warner Bros. Studios are now engaged in by far the biggest, costliest of all our production programs. Almost any one of the pictures ready, in production, or soon to be made, could have been considered the leading industry attraction of any past season. We want you to have the whole story—all the history-making facts that speak for themselves.

AND ON THE SAME OCCASION AT THE SAME THEATRES SPECIAL SCREENING OF ALFRED HITCHCOCK'S "dial M for Murder"
THIS SCREEN REPORT, prepared especially for exhibitors, shows actual scenes from our forthcoming productions to give you a detailed review of the look and shape of things to come... the scope of the great books, great plays, great stories and great talent in the Warner Bros. pictures on the way to your screens.

We sincerely urge that you make every effort to attend. We are positive that what you will see will convince you as we are convinced that for the customers of Warner Bros. and for the Studios of Warner Bros. the times just ahead will be the most mutually profitable of any time we have made pictures and you have shown them.

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3 DIMENSION IN THE HITCHCOCK MANNER! AND WARNER COLOR

STARRING
RAY MILLAND
GRACE KELLY
ROBERT CUMMINGS
20th Century-Fox presents ROBERT MITCHUM and MARILYN MONROE in "RIVER OF NO RETURN" with RORY CALHOUN • Tommy Rettig • Murvyn Vye • Douglas Spencer • Produced by STANLEY RUBIN • Directed by OTTO PREMINGER • Screen Play by FRANK FENTON • From a story by Louis Lantz • Color by Technicolor
NEW COMPO PROJECTS SEEN NEAR

With the successful conclusion of the Federal anti-tax drive under its belt, the triumvirate of the Council of Motion Picture Organizations is expected to meet here shortly to map plans for other projects.

A date for a meeting, it was learned, will be set following the return in of Lichtman, a member of COMPO's governing triumvirate from Hollywood on Monday. Other members of the three-man governing body, Wilbur Snaper and Sam Pinanski, in addition to COMPO's special counsel, Robert Coyne, await the setting of a meeting date.

Sun vs. Majors Suit Dismissed in Chicago

CHICAGO, April 8.—An important decision affecting the filing of anti-trust suits in the State of Illinois has been handed down by the U. S. District Court of Appeals, upholding an order of the Federal District Court regarding suits filed here. In so holding, the circuit court dismissed the suit of the Sun Theatre Corporation against RKO, Balaban & Katz, Paramount Pictures, Inc., and Paramount Film Distributing Co., ruling that anti-trust actions must be for triple damages, not for single damages, on which there is a five-year statute of limitations in Illinois, and that the two-year period began to run on the date the consent decrees were signed.

Attorneys Coolen and Simon, representing Sun, have not indicated whether they will take the case to the Supreme Court.

Borzage Vice-Pres. Of Makelmin Prod.

HOLLYWOOD, April 8—Hal R. Makelim today disclosed the appointment of Frank Borzage as vice-president of Makelmin Productions and stated that Borzage will direct at least two of 12 features to be made under arrangement with Allied States Association.

Allied ‘Heartened’

By Goldstein Move

Allied is “heartened” by the congratulations of Leonard Goldstein, American Broadcasting-Paramount Theatres president, Wilbur Snaper, Allied board member, said here yesterday, referring to Goldstein’s comments on Allied’s plan to boost production.

Snaper added that Goldstein was among the exhibition leaders who warned of the product shortage and the need for exhibition to take corrective measures.

UK, Canada to Make Pola-Lite Systems

The Pola-Lite Co., manufacturers of 3-D glasses and the new single-track projection system, has concluded negotiations for the manufacture and distribution of the Pola-Lite 3-D system in both the United Kingdom and major Italian firms. Vice-president in charge of Pola-Lite distribution, announced.

G. B. Kalee, Ltd., a subsidiary of the J. Arthur Rank organization, will manufacture the single-track 3-D units for distribution throughout the United Kingdom and British possessions, Europe, Latin and South America.

In Canada, Pola-Lite 3-D projection equipment will be distributed by General Theatres, a division of Famous Players Canadian Corp.

‘Jolson Story’ Back In New Media Dress

Columbia Pictures has taken its reported $800,000 gross “The Jolson Story” out of its vaults, equipped it with directional sound and prepared it for wide-screen projection. It will be re-released as “entirely new” in special engagements next month, A. Monnaghe, general sales manager, announced.

The picture was given a sneak preview at the Fox Theatre in Brooklyn to which circuit executives were invited and the reaction appeared to be as enthusiastic as it was when the film was first released in 1946, due to extra interest because of the directional sound and wide screen presentation.

New advertisements, press book and (Continued on page 3)

Italy Co-Production Deals Vested in IFE

Italian Films Export has announced that it has been appointed by the United States, tax studies, including Lux, Ponti-De Laurentis. Titano, It--

MOTION PICTURE DAILY

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VOL. 75. NO. 68

TEN CENTS

Goldstein, USA Near a Pact

United Artists and Leonard Goldstein were reported yesterday to have agreed in principle on a deal whereby the independent producer would make a series of pictures for U.A. Goldstein has one more picture to make for 20th Century-Fox under the Panoramic banner.

Goldstein returned to Hollywood from here on Wednesday after conferences with Robert Benjamin, board chairman, and other company executives. While no papers were signed and many of the details were not finalized, it was reported that both parties reached a general agreement.

Goldberg Reelected

By Wisconsin Allied

MILWAUKEE, April 8 — Sig Goldberg today was reelected president of Wisconsin Allied at the annual convention of the organization. Other officers are: vice-president, A. Provinzio; secretary, Ed Johnson; treasurer, Oliver Trampe; national director, Goldberg; director-at-large, Ben Marcus.

Name to the board of directors are Eugene Gersdorfs, Johnson, Provinzio, Trampe, Floyd Albert, William Charbonneau, Martin Holman, Vin Wilson, Harry Melcher, Russell Legdy, Goldberg, J. P. Adler and Fred Minor.

Subjects discussed today included film shortages, better pictures, lower percentages and no forcing of stereophonic sound, Al Sindlinger, analyst. (Continued on page 5)

TOA Reaction

Reade Praises Allied Plan To Boost Product

Sends Message to Marcus

Hailing Makelmin Deal

By MURRAY HOROWITZ

A message of congratulations was sent to Allied by Walter Reade, Jr., president of Theatre Owners of America, here yesterday, praising Allied for its “forward step” in securing additional product.

Reade, referring to Allied’s announcement of an agreement with Canadian producer Hal R. Makelmin, said in his message that “any forward step of this sort is invaluable to the industry.” The message was addressed to Ben Marcus, Allied president, Abram F. Myers, general counsel, and Wilbur Snaper, Allied board member.

The TOA president asked if his (Continued on page 3)

O’Connor Chairman

Of Charity Group

Appointment of the motion picture committee of the Cardinal’s Committee of the Lathy for the 1954 Catholic Charities fund raising drive in the Archdiocese of New York was announced yesterday by committee chairman.

(Continued on page 3)

Feature of “35th” Fete

‘All United Artists Week’ Scheduled to Start May 9

Designed to place United Artists product in every U. S. theatre during the week of May 9, an “All United Artists Week” has been set up by

ITOA Okays Polio Vaccine Trailer

Exhibition of a one-minute trailer informing the citizens of New York of the polio vaccine tests was approved here yesterday by the Independent Theatre Owners Association.

The ITOA responded to a public service request of the New York City Department of Health.
Personal Mention

J. H. Moskowitz, Vice-President and Eastern Studio Representative of Motion Picture Service Corporation, will return to New York today from Hollywood.

Charles B. Moss, Executive Director of the New York Theatre and Radio, has returned from Europe.

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, returned to New York yesterday.

Harrison Johnston, general sales manager of Anmpex Corp., and Mrs. Johnston will return to the Coast from New York on Monday.

James Stanski, formerly with Independent Theatres, Chattanooga, has been named manager of the Ranch Drive-In, Hartsville, S.C.

Jack Fuller, theatre owner of Columbia, S.C., has been designated chairman of the Southern Motionpicture Society fund-raising campaign there.

Wolfe Combs, president of Warner Brothers International, has arrived in Cairo from Athens.

John Ford and Tyrone Power will arrive here tomorrow enroute to West Point.

Mrs. Shirley Baker has been named secretary at the A.B.C. Booking Service in Atlanta.

Royal M. Koken Dies

MILWAUKEE, April 8—Royal M. Koken, 71, died last Sunday in Wauwatosa, a suburb of Milwaukee, on Wednesday. He is survived by his wife and two sons, Lee, head of RKO Theatres concession department.

150 Army Theatres To Get Wide Screens

WASHINGTON, April 8—The Army and Air Force Motion Picture Service will have approximately 150 of its theatres equipped with Paragon optical lens within 60 to 90 days, according to Director Fred Bund.

Shed's Toronto May Be Taken By City

TORONTO, April 8—Because of the early possibility that Shed's Theatre may be taken over by the City of Toronto for part of a civic or entertainment district, the owners have returned here from New York.

S. Blumenstock, Paramount Pictures eastern director of advertising and publicity, returned to Hollywood yesterday from New York.

Harrison Johnston, general sales manager of Ampex Corp., and Mrs. Johnston will return to the Coast from New York on Monday.

Jerome Balsam, vice-president of Madison Pictures, is the father of a daughter born to Mrs. Balsam Wednesday at Beth Israel Hospital.

James Stanski, formerly with Independent Theatres, Chattanooga, has been named manager of the Ranch Drive-In, Hartsville, S.C.

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SMPE Convention

May 3 in Washington

The newest technical developments concerning the industry will be highlighted during the 75th semi-annual convention of the Society of Motion Picture and Television Engineers, May 3 to 7, at the Hotel Statler in Washington.

Audio-Visual Meet

Aug. 1-4 in Chicago

CHICAGO, April 8, 1954 National Audio-Visual convention and trade show will be held Aug. 1-4 at the Conrad Hilton Hotel here.

United Artists was congratulated here yesterday on the occasion of its 35th anniversary by the Independent Theatre Owners Association.

The ITOA, at a meeting here pre- sented a plaque to United Artists President Barry to praise the present UA management for revitalizing the company to the point where it currently enjoys an eminent position in distribution.
Italian Deals

Italian produced films. During the past year, IFE has participated in the arrangement of many such co-productions. Now it will be the central agency for those companies in this country.

Ralph Serpe, director of the IFE television and co-production division, finalized arrangements during his recent visit to Rome and will coordinate these activities which will include deals from Italy where subject matter necessitates filming abroad as well as the procuring of writers, directors, stars and other film talent for Italian properties.

Files Appeal Against Drive-in Opposition

HARTFORD. April 8.—The Connecticut State Police Commissioner John C. Kelly has reserved decision on granting of a state police permit to incorporate world’s first proposed drive-in theatre at Groton. Theatre incorporators are Harry Picazio, Jr., Lawrence Peters, Isadore Dougherty, of New London, and Anthony Albino of Waterford.

Wick Heads CBS-TV Hollywood Publicity

HOLLYWOOD, April 8.—Ted Wick, director of television and radio advertising for the Columbia Pictures in Hollywood, has been named director of publicity and exploitation for CBS Television. Wick, who resigned from Paramount after four and a half years with the company, will assume his new position on April 16.

'Jolson Story' in New Media

(Don’t read this story; it’s just a placeholder text.)

Film Committee Named

(Continued from page 1)

man John J. O’Connor of Universal Pictures and vice-chairman L. Doug-
las Netter, Jr., of Columbia Pictures. The Archdiocese of New York is seeking to raise $2,500,000 during the year according to the recent appeal of the Cardinal’s Committee of the Laity.

All Branches Represented

Appointed to serve on this year’s motion picture committee are: Frank J. Alford, M. P. E., A. John W. and Charles A. Abicoate, “Film Daily”; William E. Barry, Shea Enterprises; Frank E. Cahill, Jr.,WARNER Bros.; Francis X. Carroll, 20th Century-

Fox; Patrick Casey, Casey Enterprises; Thomas J. Connors, Tom Connors Associates; Robert W. Coyne, COMPO; Thomas Crehan, RKO Theatres; William Cronin, Comerford Theatres; John Dervin, Allied Artist; Russell V. Downing, Radio City Music Hall; Al Dursey, Pathe Laboratories; Joseph Eagan, S. J. Fabian, Fabian Theatres; James M. Franey, United World Films; William J. Ger-

man, W. J. German, Inc.; Joseph M. Gershman, Century-Fox; C. Grainger; James R. Grainger, RKO Radio Pictures; William J. Heineman, United Artists; Walter F. F. Higgins, Lancaster; Stephen H. Howard, RKO Theatres; John Hughes, United Artists; John Kane, Columbia Pictures; William J. Lansky, ACTION Pictures; Howard E. Lescault, Paramount Pictures; and Frank J. Kiernan, Stanley War-

ner Corporation.

Also, Fred Lynch, Radio City Music Hall; Thomas J. Martin, Warner Bros.; Paul C. Mooney, Sr.; National Screen Service; Peter J. Mooney, Audio Productions; James Maloney, Samuel Goldwyn Productions; John F. Murphy, Loew’s; Joseph A. Mc-


And Charles M. Reagan, M-G-M Pictures; Phil Reissman, Joseph Ken-

ny Industries; Herman Robbins, National Screen Service Corp.; George J. Schaefer; C. J. Scollard, National Screen Service Corp.; George Skouras, Shornes Enterprises; Spiro Skouras, 20th Century-Fox; Edwin J. Smith, Jr., RKO Pictures; Nick Tornbole, Frank C. Walker, Comerford Theatres; Richard F. Walsh, I. A. T. S. E.; William A. White, Shornes Theatres.

Peerless hails COLUMBIA PICTURES for its outstanding record of 8 OSCARS for "From Here to Eternity"

For 20 years, the release prints of Columbia have been protected by Peerless Treatment against audience-distracting scratches and smudges...and have shown up on the screen in superior projection.

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Extensively revised to deal with the latest technical developments in motion picture projection and sound, and reorganized to facilitate study and reference, the Bluebook with this edition includes a practical discussion of Television especially prepared for the instruction of theatre projectionists, and of new techniques for advancement of the art of the motion picture.

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Please send the 8th edition of Richardson's Bluebook of Projection. Enclosed is $7.25 in full payment.

Name
Address
Carriers Will Handle ‘Price of Liberty’ Defense Film, Free

The Department of Defense short subject about women in the Armed Forces, “Color to a Millions,” will be delivered gratis to theatres, Charles Bonsberg, chairman of the general sales department, Motion Picture Association, announced.

All distributors are handling the physical distribution of the film, which was produced by Warner Pader News under the auspices of COMPO.

The film delivery services that have agreed to handle the shipments without charge are: Earl Jameson’s Shipping & Inspection Bureau, Denver; Benton Bros., Jacksonville; Earl Jameson’s Exhibitor’s Delivery Service, Kansas City; M. H. Brandon’s Film Transit, Memphis; George Callahan’s Exhibitor’s Delivery Service, Baltimore, and Washington, D.C.

7 State Legislatures Adjoin: 6 Convene

WASHINGTON, April 8—Half of the 14 state legislatures scheduled to meet this year have now met and adjourned, according to Jack Bryson, legislative secretary of the Motion Picture Association of America.

The two most recently to adjourn were the South Carolina and California legislatures.

Bryson said the South Carolina legislature had voted to reduce the state tax to almost nothing. The legislature reconvenes June 1, and one is still to convene.

Chromatic Cuts Price On Color TV Grids

OAKLAND, Calif., April 8—Chromatic Television Laboratories, Inc., a Paramount Pictures affiliate, announced a reduction in the cost to tube manufacturers of the grid component of color television tubes effective April 15.

Allen Quitts Lloyd Group

Robert S. Allen, writer and political commentator, resigned recently as a member of the Deca stockholders protective committee. The committee, headed by George L. Lloyd, is currently in a proxy contest for control of Deca.

Loan to Bell & Howell

Bell & Howell Co. borrowed $1,500,000 on $3¼ per cent promissory notes which will be due Jan. 1, 1969, from the John Hancock Mutual Life Insurance Co., it is reported.

The money will be used to purchase the Three Dimension Co., from seven stockholders.

New Weinberg Post

Allied Artists announced the appointment of James Weinberg as resident attorney succeeding Barnett Shapiro who resigned. Weinberg spent 10 years with Allied Artists, and previously was a member of Universal-International’s legal department.

Salomon Heads TV Unit

Henry Salomon, Jr., originator, writer and producer of “Victory at Sea,” NBC-TV film series, has been signed by the National Broadcasting Co. as chief of its television documentary unit.

Review

“Lucky Me”

(Warner Bros.)

(CINEMASCOPE)

GOOD showmanship used in a formula of top musical comedy stars, “Lucky Me” is a Chico Marx in a Miami setting, and lo so to by the Academy Award winning team of Sammy Fain and Paul Webber, mark “Lucky Me” as an attraction for everyone. Doris Day, Robert Cummings, Phil Silvers, Eddie Foy, Jr., and Nancy Walker are starred in the Henry Koster production.

Dispersed liberally through the picture, the Fain—Webber novelty tunes are responsible for most of the music’s brightness. Among the best of the tunes is “Superstition,” and the theme, “Lucky Me.”

Another highlight is the brisk dialogue between Silvers and Foy, their straight man. Silvers carries the comedy interest and comics to a barbulest peak in “He’s Here,” and in the two songs that star Foy and a Miami madam, who agrees to let him into the swankiest eatery in town. After indicating to the manager that there is no money for the bill, they are impressed into scullery and other duties working out their debt.

The superstitious Miss Day runs into Cummings, a songwriter planning to produce his own show. The catch is in Martha Hyer, wealthy daughter of oldman Bill Goodwin, who intends to persuade her father to back the show. Cummings returns her affection.

After a misunderstanding, Cummings and Miss Day get together, and the troupe is promised jobs in the show. To close the deal, they crash Goodwin’s birthday party at a swanky eatery, and Goodwin, captivated by what he sees and hears, agrees to back the show, and the loves make up.

Sung and directed by Jack Donahue from a screen play by James O’Hanlon, Robert O’Brien and Irving Elison, the film’s lively vocal arrangements were done by Norman Luboff.

Running time, 100 minutes. General classification. Release, April 23.

FRANCIS BECKILMAN

Eight Cinemascopes Are Now Playing in Downtown Boston

BOSTON, April 8—During Easter week there will be eight downtown theatres playing CinemaScope productions. This listing does not include neighborhood or area houses, also equipped with the process.

The Metropolitan will bring in “Lucky Me,” Warner’s; the Memorial Theatre, “Valiant,” 20th-Fox; the Paramount and Fenway Theatres have “Night People,” 20th-Fox; the Last and Ashley are showing “The Robe,” M-G-M; and the Trans- latex is playing “Knights of the Round Table,” Republic’s CinemaScope production, while the E. M. Loew’s Center Theatre is bringing back “The Robe,” 20th-Fox for another run.

114-Foot Screen for Cont. Drive-In

HARTFORD, April 8—What is believed to be the first 114-foot screen in a theatre in the state is now open at Palm Drive-In, located on Willard St. and Stanley Ave.

Sells Chicago House

CHICAGO, April 8—Charles Golan has given up the Deluxe Theatre here, and has sold it to Joseph Carlucci.

Wisconsin Allied Meet

(Continued from page 1)

pointed out that the tax reduction is not going to solve all the problems of the exhibitor. “In 1946,” he said, “more people went to the movies than in any other year. In 1953 the decline was four per cent, with a population increase of 12 per cent since 1946. Six thousand theatres closed.”

“Pointing out that television is now at the saturation point, Sindlinger said attendance should rise, and it should continue to rise. He urged dealers not to close so readily, “If you can stay in business until January you are going to have a real good year.”

Afram Myers, Heard

Afram F. Myers, general counsel of Allied States Association, in talking about the tax reduction, stated that “if you can keep it.” He told of the possibility of more local taxation and urged exhibitors to pay their taxes, “This will be a local problem and you won’t be able to look for outside help.” He said, “Outland-
In the THEATRE Equipment World... with RAY GALLOW

"MIRR-SCOPE" is the name of a screen surfaceing material of aluminum for "all-purpose" projecting at drive-in theatres, marketed by First-American Products, Inc., Kansas City, Mo. The screen material is designed to provide equal distribution of light over a 90° viewing range. Parabolic curves are rolled into the surface, forming vertical fluting to control light distribution horizontally. The material is lightweight and easy to apply to a frame, giving it a "seamless" effect. Exhibitors are being offered a demonstration of the surfacing.

"Jo-Lo Perfumatics" is an automatic perfume dispenser designed for wall installation in women's rest rooms and lounges of theatres. Made by Jo-Lo Perfumatics, Dispenser, 915 Jersey City, N. J., the vender is now in use at the Radio City Music Hall in New York and is scheduled for installation in theatres by the Stanley Warner and RKO circuits. The unit offers the patron a choice of four perfumes at 10c a spray. A coin is simply inserted in one of the four chutes and the appropriate plunger pushed. (See photo.)

The General Scientific Equipment Co., Philadelphia, has redesigned its automatic emergency lighting unit which provides instantaneous illumination when regular current fails. The unit is powered by a storage battery built into the portable set. It is equipped with a trickle charger to maintain the battery charge and a built-in water relief to indicate the state of the battery at a glance.

A small cardboard device containing a ready reference of information on how to treat various types of floors has been developed by Multi-Clean Products, Inc., St. Paul, Minn. The 4 by 6 inch "Florite" features a rotating dial which, when turned to the name of certain floor, immediately discloses through a slot in the dial the proper floor materials to use, coverage in square feet per gallon for each drying time and method of application. On the reverse side of the Florite is a catalog description of the company's floor treating chemicals together with packaging information. It is available free through the company's distributors.

**Reviews**

*"Them"* (Warner Brothers)

SSPENSE-FILLED from beginning to end, "Them" promises to give a thrill to the entire family—from grandfather to juvenile. The chief attractions are "creatures" swarmed in the New Mexico desert which threaten to overtake and devour the marauding posse of U.S. Marines lead by the bitter one, the ten-foot-tall, reverse commision, admissions installer, the doctor.

A fantastic mutation caused by lingering radiation from the first atomic bomb detonated is the reason for the monsters' growth. James Whitmore and James Arness, as police and FBI officials, respectively, are asked in their search for their nest by scientists Edmund Gwenn and Joan Weldon, as his daughter. The creatures are first sighted when the group investigates the scene where they first struck in the desert. There, Miss Weldon is attacked by a ten-foot-tall human who bears a resemblance to Arness saves her. After locating and destroying a nest, they discover that two surviving females have escaped and are ready to breed again.

The scene switches to Washington where the armed forces are called into the garrison to track down the survivors. They are finally located in Los Angeles' storm drains. The police and U.S. Marines are assigned to hunt them out. In a suspenseful search through the tunnels of the drains, Whitmore finds the nest, rescues two trapped boys and informs the marines. The conclusion is spectacular as marines, armed with flame throwers, open fire in unison and destroy the remaining animals grouped in a crater.

David Weisbart produced and Gordon Douglas directed from a script by Ted Sherdian. Excellent effects and prop construction were provided by Ralph Ayres and Dick Smith, respectively. Running time, 94 minutes. General classification. Release, June 19.

*"Southwest Passage"* (Small-United Artists)

**A BELIEVABLE** story of the American Southwest desert land in pioneer days, plus competent acting by Rod Cameron, Joanne Dru and John Ireland, combine to make "Southwest Passage" an entertaining story in 3-D and Pathcolor.

As a bank robber, Ireland is one jump ahead of a posse after a robbery, when he joins Cameron's caravan disguised as a doctor. Cameron attempts to lead the camel caravan across the American desert to chart a short cuts are California and prove the practicality of camels in the West.

Miss Dru, Ireland's sweetheart, joins the caravan soon after eluding the same posse hunting Ireland. The bulk of the film then evolves with the grueling trek through the desert as a backdrop. Ireland is soon found out by John Dehner, an unscrupulous mixer-drinker after the stolen bank gold.

Up to this point, Apaches have shied away from the wagon train because of apprehensions about the camels. But, when one of the beasts dies and is buried, they learn of it and lose their fears. Ireland returns to the caravan after being hunted as a fraud by Cameron, and leads them to a water hole. There they are ambushed by the Indians. The Apaches are driven off by Ireland's strategy. He redeems himself in Cameron's esteem. Ireland turns his lookout for ammunition for shipment back to the bank, and the caravan again leads for California.

"Southwest Passage" was directed by Ray Nazarro. The screenplay was by Harry Essex and Geoffrey Horne. Running time, 82 minutes. General classification. For release in April.

*"Massacre Canyon"* (Columbia)

**A STANDARD** Western with a couple of not too standard characterizations by Phil Carey, as a young but run-loving West Pointer trying to forget a love affair, and Douglas Kennedy, a biter but loyal sergeant in search of a commission. "Massacre Canyon" is pleasantly concise.

Female attractions are Audrey Totter, a hardbitten and philosophical actress from the East in search of a husband; Jeff Donnell, her sidekick, and Charrita, an Indian miss who nearly succeeds in wrecking Army plans.

The Army assigns Kennedy and two subordinates disguised as civilian traders to the post. All goes well until they come upon a way station where Misses Totter and Donnell are marooned and where the latter recognizes one of the soldiers as her long lost fiance. This reveals information about a gun shipment to the Indian girl who alerts a band of renegades. Carey, who has also been at the station soaking himself in run, joins the soldiers against his will.

In the course of the skirmish that follows, Carey becomes a man again, finds affection in the glances of Miss Totter, and when it appears Kennedy, for his part, cannot help but love her. Also always on hand are Wallace MacDonald produced and Fred F. Sears directed the black-and-white story and screenplay by David Lang. Running time, 66 minutes. General classification. Release, April 7.

**"Witness" April 15**

"Witness to Murder" will have its world premiere at the Holiday Theatre here on April 15.

**Tenn. House Closes**

NEWPORT, Tenn., April 8 — The Park Theatre here, of Newport Amusement Co., has closed its doors.

**Ticket Price Scales Held in Cleveland And Philadelphia**

Theatres in Philadelphia and Cleveland, two cities with local amusement tax ordinances, are under a large measure, according to reports from Motion Picture Daily field correspondents.

In Philadelphia, meanwhile, the City Council's finance committee is considering an amendment to the local amusement tax ordinance. Under the change, the tax, instead of applying to each 10 cent admission or fraction thereof, it would apply to each 10 cent or major fraction thereof, six cents or more.

**Amendment Seen Helpful**

At the Philadelphia committee hearing, representatives of the industry said the amendment would be helpful but urged other concessions to simplify bookkeeping and accounting procedures. Several industry witnesses asked for outright appeal of the city tax.

The Philadelphia price pattern, if it so can be called, seems to be passing on the saving in admissions below 50 cents, sharing the Federal tax savings on admissions of from 50 to 60 cents and keeping the reduction on admissions over 60 cents.

In Cleveland, with the exception of cutting the 55 cents admissions to 50 cents and 85 cents to 84 cents for convenience, most theatres in that area were reported to be holding their reductions. Old admission scales have been retained without any complaints. Cleveland exhibitors feel that the public is no longer price-scale conscious due to the lack of price uniformity, with the price on many pictures over the past year being boosted.

**City Tax Is Added**

In the city of Cleveland, the three per cent city tax is added to the established scale to maintain the old admission scales, where no city tax prevails, most theatres have retained the tax saving.

**Report 311 New 'Scope Theatres**

Three hundred and eleven additional theatres have ordered or have installed CinemaScope equipment, including stereophonic sound units, in a ten-day period, it was disclosed here this week by 20th Century-Fox.

AL Melton, circulation director, now on the Coast, relayed the information through the home office here. Lichtman said the rate of installations in the 10-day period, which ended last Saturday, reached a new high. He added that the new installations include all the equipped theatres in the U. S. up to 3,234.

**Drive-ins Using Medium**

Meanwhile, reports were received at 20th-Fox that 11 drive-in theatres in the Southern States, including one in the West planned to install CinemaScope equipment, including stereophonic sound. The next reported drive-in using sound was reported to be the Sky-View Drive-in, Augusta, Ga., which plans to begin showing "The Real One" on April 22 on its new 120-foot wide screen.
Arerney
See No Legal Bar to Allied Film Project

Blind Buys, Franchises, No Cancellation Are O.K.

Distribution attorneys commenting on the Allied States agreement to provide 2,500 playdates for 12 features to be released at monthly intervals by Hal R. Makelim Productions, pointed out that if the same agreement were made with a major distributor the independent exhibitor customers would have the privilege of a 20 per cent cancellation allowance.

If the Makelim contracts are consummated with individual exhibitors at the same regional meetings to be held in exchange cities starting early next month, the Allied members will be engaging in blind buying and block booking, two trade practices they fought to outlaw over an extended period of years.

In the government anti-trust suit against the industry, the court ruled that companies subject to the final decree—all of the major companies—

(Continued on page 5)

Power and Richmond In Multiple-Picture Deal with Columbia

Hollywood, April 11—Copa Productions, independent company formed by Tyrone Power and Ted Richmond, on Friday signed a multiple-picture producing and releasing deal with Columbia Pictures, the studio has disclosed. "Lorenzo the Magnificent" will be the first feature. It will be filmed in Italy with color in Technicolor and with Power starred.

Johnston Set for 'Easier Tax' Bid

Washington, April 11—Motion Picture Association president Eric A. Johnston will ask the Senate Finance Committee today to give film export companies the easier tax treatment accorded by the House-passed technical tax bill to so many other firms doing business overseas.

William H. Roberts, secretary of MPAA's foreign tax committee, who originally was listed as the MPAA witness, but it now has been decided to have Johnston himself make the pitch.

RKO FINANCIAL, OTHER REPORTS TO END AS HUGHES TAKES OVER

Among the corporate obligations of which RKO Radio Pictures will be relieved when sole ownership passes to Howard Hughes are the following:

- The preparation of annual and interim financial reports;
- Submission of annual reports to stockholders;
- The filing of corporate documents with the Securities & Exchange Commission, including employment contracts with executives, salary reports, stock ownership reports of officers and directors and securities reports of all kinds;
- The holding of public annual or special meetings, and
- The answering of stockholders' questions and complaints.

The company's last public report presumably will be that of RKO Pictures Corp. for the year 1953. Its last annual meeting of stockholders in public has been held.

Tenders of the outstanding stock in accordance with Hughes' offer of $5 per share are scheduled to be completed by May 17.

However, new evidence of possible complications was provided again on Friday the New York Stock Exchange where, in trading of large blocks, aggregating 10,860 shares for the year, the issue closed at the premium price of $6.125. It was the third time in recent trading that buyers have paid the premium price for the stock indicating, financial sources agreed, that the unknown buyers must have a definite objective in view.

ANSWERS TO TAX QUESTIONS

Allied Independent Theatre Owners of Indiana has prepared a series of answers to questions that may be asked of exhibitors who have not lowered their admission prices as a result of the adjusted ticket tax. The information below may be helpful to those exhibitors who are faced with questions by their patrons.

Q. The Federal admission tax has been reduced so why does my ticket to the theatre still cost the same?

A. Because of the greatly increased operating expenses and because of the very big equipment investments now required by the new projection methods, most theatres must have added income to stay in business. Because of the 20 per cent sales tax on movie tickets 6,000 theatres in the United States have been forced to close and another 6,000 have just been hanging on waiting for the tax to be reduced. The theatre is now installing VistaVision, CinemaScope, Perspectasound, new seats, new projection equipment, or what ever you may have to talk about.

Q. What is it that electrical appliances (or jewelry, or cosmetics, etc.) have been cut since the tax rate?

(Continued on page 5)

Wis. Allied in Blast Against Film Terms

Milwaukee, April 11—Allied Theatre Owners of Wisconsin closed its annual convention here with a blast at distributors for current film terms. In a resolution, the unit condemned the companies for "the exorbitant percentage film terms being asked of

(Continued on page 5)

'20 Draft Brewer' Move Extended to TV Field

Hollywood, April 11—The Southern California committee to draft Roy M. Brewer for the presidency of the IATSE on Friday disclosed that the campaign has extended into the television field, with Tele-

vision Broadcasting Studio Employees

(Continued on page 5)

Yates Reports

Republic Set For Expansion In TV Field

Spends $1.5-Million on Equipment; Plans Color

Republic's expansion in the television field was highlighted by Herbert J. Yates, Republic president, at the annual meeting of the company's stockholders, held here Friday. He reported that Republic has spent $1,-

500,000 for television equipment, planning to bring shows to home television as well as to theatres. Republic, he continued, is the "only film company" to go into television and is preparing its Tru-Color process for

(Continued on page 4)

Compo Ad Stresses Theatres' Role in Local Economy

Council of Motion Picture Organizations' seventh ad in the "Editor & Publisher" series, published Saturday, emphasizes the local importance of the motion picture industry.

Headed "Here's the Local Angle," the advertisement emphasizes that most of the money spent by theatres is expended locally and that through employment of local residents and in other ways the theatre is an important factor in the economy of every community.

"In 1953," the advertisement says,

(Continued on page 4)

Columbia to Release Howard Welsh Film

Columbia Pictures has acquired Howard Welsh's "A Bullet Is Waiting" for distribution. Camera work on the production was completed recently and the picture is slated for late summer or early fall release.

The Welsh deal is said to be the forerunner of a series of pictures to be made by the independent producer for Columbia release.
4-D Print Shortage
In Minneapolis Area

MINNEAPOLIS, April 11—New film exchange officials last week answered complaints by North Central film area exhibitors in a subsequent run slots, that they cannot obtain prints by 3-D projection, though they have the proper equipment.

There just aren’t any prints available after first run under present distribution practices, they said. Under the theater-print film agreement, 3-D projection which may be replaced by Feda-Lite’s single strip system—the double prints have been split up short-run—since then used to service a theater using conventional projection.

Rematching Called Unsatisfactory

“Once the prints have been separated,” one branch manager said it is impossible to rematch for 3-D projection. Where it has been attempted, results have been poor.

“When we tried to rematch complaints from the exhibitors and we have made firm rule against it in future. If we are not able to rematch for 3-D in advance of wide releases, we have kept 3-D print available.

MGM Holding Field

Men Sessions Here

First of a series of six meetings between Amery Austin, M-G-M exploit division head, and his fellow Paramount executives, will begin today at the Astor Hotel here, with the following in attendance:

—C. J. Cantor, national account executive with headquarters in New York;
—Chester Friedman, with headquarters in Toronto; Charles Fellerman, New York;
—Steve Pinzino, Buffalo, and
—Floyd Simmons, Boston.

Then re-relasing “Gone With The Wind” in its original length will highlight the session. Other pictures to be discussed are “The Student Prince” and “Brigadoon,” scheduled for summer and fall release.

CinemaScope Set for

Seville and Finland

Twentieth Century-Fox in the latter part of this month will conduct theatre showings of CinemaScope in Seville, Spain, and Turku, Finland. Prominent theatremen and representatives of the press will attend the special preview showings, followed shortly thereafter by openings of “The Rose.”

Drive-in to Open

HARTFORD, April 11.—The 750-car capacity, $150,000 Mansfield (Conn.) Drive-In Theatre, initial outdoor venture of Morris Kupperman-Long Island, N. Y., will open for Wednesday night opening. It is situated 25 miles east of Hartford.

New Film Board

Bldg. for Canada

OTTAWA, April 11.—Canadian film exchange officials, after the presentation of a contract to George Hardy, Ltd., Toronto, for the construction of a new Canadian Film Building at Ville St. Laurent, Que., costing $5,230,760.

Minnesota-Twin City

Trial in Third Week

ST. PAUL, April 11.—Approximately $180,000 in damages is being asked by the Minnesota Amusement Co. in a damages claim against the Twin Cities Theatres Co. in a trial now entering its third week.

Twinc Theatres plaintiffs, plaintiffs in the action which was brought to recover $75,000 paid to MACO for the purchase of the Strand and Tower Theatres over the Paul Davis group disposed of these two theatres last Tuesday. It reserved the right to present testimony later bearing upon any accounting issues brought up in court.

After a motion of the defense, the case was' revived. Its contentions were that $4,500,000 was paid in rentals by MACO to Paramount properties and that $2,500,000 was closed, the theaters, returning them to MACO.

J. R. Torrison, counsel for Minnesota Amusement, said he did not know how long it would take the defense to present its case.

Bi-Lingual Bow for

‘Carnival’ in Munich

What is believed to be the world’s first bi-lingual premiere of an American film will be held in Munich, Germany, on Sept. 15, when RKO Radio will show King Brothers’ “Carnival Story” across the street from one another, one production in English, the other in German.

“Carnival Story” was made in both English and German, using separate casts.

The world premiere of “Carnival Story,” which was made for a wide screen projection, with print by Technicolor, is scheduled at the Criterion here with simultaneous openings at the Woods, Chicago, and the Mason, Philadelphia.

Golden Asst. V.P.

Of Bankers Trust

Herbert L. Golden, a member of the Amusement Industries Group of Bankers Trust Co., this week has been elected an assistant vice president of the bank, S. Sloan Colt, president, announced after the week end.

Golden, who is at the Rockefeller Center office of the bank, handles all matters pertaining to the amusement world, particularly the motion picture and television business. Golden was formerly film editor of “Variety.”

Chromatic Forecasts

$100 24” Color Tube

By Mass Production

Pilot plant production at Chromatic Laboratories, a Paramount Pictures subsidiary, indicates that it should be possible to manufacture the single-gun Chromatron, the Lawrence color television tube at a cost of less than $100 each.

Chromatic is inherent in the single-gun Chromatron, as the Lawrence color TV tube is known, indicate that costs of receivers may be kept down through mass production.

Feeds Problem Is Solved

Spokesman throughout the television industry have pointed out, it was learned, that the main deterrent to widespread television is that the television has been the cost and development of a practical TV tube. Chromatic believes that a solution to this problem has been found in the Chromatron and that its general adoption by the industry would bring color television into every home quickly and at a relatively modest cost.

A factor that led Chromatic to state that the 24-inch Lawrence color tube price is less than $100 each was the reduction in the cost of the grid component of the tube due to a process which increases the relative simplicity of manufacture.

Prices, however, can vary with production techniques and individual manufacturer’s programs, officials say.

‘Commandments’

Dates Seen at 30,000

SANTA BARBARA, April 11.—Cecille B. DeMille expects 30,000 bookings throughout the world for his forthcoming “The Ten Commandments.” Dr. Charles R. Daly of Paramount’s engineering staff said VistaVision will make possible the wide distribution.

“VistaVision is the first major step to improve sharpness and detail of films on the screen,” Daly explained. “It can be exhibited in any theatre in the world without requiring special equipment.”

“VistaVision has made obsolete all Paramount cameras and lenses,” Daly added. It requires new engineering for projection from films filmed in VistaVision and the like, marking the first complete replacement of studio shooting equipment in 30 years.”

RKO and FPC Sign

For 4 Disney Films

RKO Radio has completed an agreement with the Famous Players Canadian circuit whereby four Walt Disney pictures will be distributed. The deal was signed at the weekend by Charles Boasberg, RKO general sales manager.

The pictures are The Living Desert, Academy-award winning “Robbie RLastName” Adventure. “Ben and Me,” two-reel cartoon short.
NOW THE ENTIRE INDUSTRY WILL EXPERIENCE

PERSPECTA STEREOPHONIC SOUND

The New, Important Development in Sound That has been Adopted by M-G-M, PARAMOUNT and WARNER BROS.

WHAT IS PERSPECTA STEREOPHONIC SOUND?

1—PERSPECTA STEREOPHONIC SOUND is simple and practical. It delivers "directional sound" from a single optical track printed exactly the way sound tracks have always been printed.

2—Fool-proof, fail-proof and fully automatic, PERSPECTA STEREOPHONIC SOUND does everything that multiple-track stereophonic systems can do. Yet no manpower problems...no changes in standard projection equipment or sound heads.

Hearing Is Believing!

COME TO THE DEMONSTRATION
The First New York Presentation
For the Industry and the Press

THURSDAY, APRIL 15th from 10 to 11 A.M.
LOEW'S STATE – 45th Street & Broadway

NO TICKETS REQUIRED
Yates Tells of Republic's TV Planning

(Continued from page 1)

Yates Cites 'Risks'

In Film Business

The motion picture business is a "very risky" one, according to Herbert J. Yates, Republic Pictures president.

Yates told the annual meeting of stockholders held Friday that all of the pictures made, 50 per cent lose money, 20 per cent break even, 20 per cent are good, and 10 per cent are profitable.

Will Increase Holdings

Yates, underscoring his confidence in Republic, told the meeting that he is planning an increase in his common stock holdings, ordering the purchase of 50,000 shares at a price up to $1 per share. The current stock market quotation is about $3.25 per share.

A forecast was made by Yates that foreign business of the company will double this year.

Yates estimated that the resale to television rights of old Republic pictures is worth from $3,000,000 to $4,000,000. The rights, he explained, are now the subject of litigation, with May 20 as the date set for opening of arguments in the Rogers suit on the Court. "We can expect a decision in 60 days," he added.

Yates expressed the hope that in the not too distant future, "Republic will be in a position to declare a dividend.

Yates Backs Objection

The meeting started, with one stockholder objecting to the nomination of Newbery, citing his lack of stock ownership, Yates, following comments from advisors, said he supported the objection, stating his belief that every director should own stock in the company. To the appeal of stockholders present, Yates offered Smith's name instead. The Republic president added that any other director who doesn't own stock will have some in the future, if "I have to give it to them," he added.

Asked by one shareholder to comment on rumors that he has been offered $12 per share for his holdings in the company, Yates ruled the question out of order and said: "We know now the rumor got out."

Questioned as to the value of Vera Ralston as an actress in Republic pictures, Yates replied that her pictures have always made money for the company. Stockholder questions also brought out that deferred pay- ments of salary and commission had been made, and that the company would continue to be deferred until the end of 1955 and that the company owes Yates $1,055,000 on a personal loan he made.

"Blessing in Disguise"

Yates, counteracting expressions of gloom by some stockholders, said that the box-office dip in the past few years only a blessing in disguise, forcing the accent on the need for better pictures, the requirement to cut overhead costs and the opening up for Republic of the TV market. Yates related that he has been in the business for 45 years, seeing many ups and downs, from which the industry always recovered.

Quotes Tax and Union Figures

The Republic president, answering criticism of the company's neglect in reducing its funded debt, said that Republic is still a young company and in its infancy, looking to expand its business all over the world. Over a three-year period, he said, the company will pay taxes and union demands, the company's $5,179,000 in taxes and union welfare funds.

Bernard H. Smith, the father of the newly elected to the board for three-year term, Yates, Richard W. Altschuler, Herbert W. Lind, and Franklin A. McCarthy.

Officers Elected

Subsequently, at a meeting of the board of directors, the following officers were elected: Herbert J. Yates, president; Walter L. Titus, Jr., Richard J. O'Brien, vice-president; John J. Decker, secretary; and Arthur J. Miller, treasurer.

Lauds Production Code

Leasing Fla. Drive-in

ATLANTA, April 11.—Floyd Thea- tres of Florida has leased the Boule- vard Drive-In at Deland, Fla., from Glen Lee, former manager of the circuit's house in Wau- chiwa, will manage the newly acquired property.

Cochran to Produce CinemaScope Short

A two-reel short entitled "Location Arkansas," to be made in Cinema- Scope and Eastman Color, will be the first film produced by Robert Alexan- der Productions, Steve Cochran, presi- dent, announced. Shooting will get under way in May. The company will begin production of a full-length feature film immediately after the short is completed, Cochran reported.

See Canada Tax Cut

Helping Concessions

OTTAWA, April 11.—Canadian Government's action in reducing the excise tax from 15 per cent to 10 per cent on soft drinks and candy as well as eliminating all excise taxes from vending machines is expected to increase sharply such sales in theatres if manufacturers pass on this benefit to consumers.

Rising cost of production of soft drink and candy manufacturers has threatened to boost such retail prices so that, in any case, this cut in excise tax will definitely not bring any such increases and may even lower prices gradually.

Compo Ad

(Continued from page 1)

"expenses of all theatres in the United States were $1,172,579,000, of which $1,000,000,000 or about one-fifth was paid in local". unions, collected in union levy, is sent outlays in local communities."

The ad broke down this figure as follows: Employee payroll amounts with more than $22,500,000 for rent and $72,000, 000 for advertising and promotion, $29,500,000 for local admission taxes; $20,000,000 for other taxes including Federal admission tax.

A healthy movie business is good for the economic health of our state, the ad's conclusion.

Seven-Year Contract

To Marilyn Monroe

HOLLYWOOD, April 11.—Marilyn Monroe has signed a new long-term contract with 20th Century-Fox; it was disclosed on Friday by Darryl F. Zanuck, production chief, or the studio. The contract runs through a seven-year period and is reported to be worth $15 million over its lifetime. Zanuck said the contract is for "future years. It will be signed by the studio's president and the new contract will run its full term, the period of which the term is for seven years. The first picture will be "Irving Berlin's There's No Business Like Show Business."
**Review**

**"The Lovers of Toledo"**

*(Lux-Gaston Habkin)*

**"LOVERS OF TOLEDO"** is disappointing despite the presence of Alida Valli and Pedro Armendariz. Both have appeared to better advantage in the English theatrical version of the same story, and the dialogue based on Stendhal's "The Ghost and the Chest" at best a fair lure for "art" stands. The setting is Toledo, ancient capital of Seville, the action finds all the players in the film's dialogue is dubbed in English.

The story line follows the ill-fated love of Miss Valli and Gerard Landry portraying the author. Armendariz is Toledo's brutal chief of police at the time, and does his best to make Miss Valli forget her love. After several refusal scenes, Miss Valli will be set free by Armendariz. But Landry is too late because Miss Valli has been forced to marry Armendariz to save her lover's life. Landry persuades Miss Valli to run away with him, though, after his prison escape.

Adept direction and a set for her in the dagger in her heart and realizes that her husband is the coachman, Armendariz whips up the horses and the two lock in a death struggle at full gallop as the picture concludes.

"The Lovers of Toledo" was directed by Henri Decoin and produced by Raymond Eger and Lux Films with music by J. J. Gruenwald. Running time, 75 minutes. Adult classification. Release, in April.

**Wise, Allied**

*(Continued from page 1)*

The independent exhibitors in the state of Ohio have formed the Allied unit.

The Allied unit also urged that the industry, through the facilities of the Council of Motion Picture Organizations, supply the independent exhibitors with publicity materials and a local chapter. The department has also increased the number of its contacts with exhibitors.

"Draft Brewer" *(Continued from page 1)*

Local 815 passing a resolution favoring the restrictions. The first step in this direction was the establishment of a committee to promote this campaign. Studio Cinematographers Local 789 had been the first IATSE group in Hollywood to declare its support of the motion picture industry.

The latter, who has not declared themselves to be willing or unwilling to accept the proposal, has authored a message to the industry in defense of the union audience, the latter may choose.

**Film Originally for TV**

"The 3rd Dragoon," a 10-minute short film at the Fifth Avenue Cinema in New York, was originally produced by United Productions of America for television's Omnibus, a UPAC production.

The film appeared on Omnibus last year, and is available to theatres throughout the country.

**"Falcon" Films for NBC**

Federal Telecasts, Inc, will produce in Hollywood a series of 39 one-half-hour "Falcon" films for the National Broadcasting Company's film division. The motion pictures, which will be produced by Harry Joe Brown, will be marketed on a national scale.

**1st Anniversary of M.P. Credit Group**

The Motion Picture Credit Group of the National Association of Credit Men will observe its first annual meeting at the Hotel Victoria here on April 20.

The group, chartered on April 1, 1953, is composed of 29 motion picture producers, equipment suppliers, and service and financial organizations located in the metropolitan New York area.

The group, present dissatisfaction with a standardized card-credit application form in the industry, holds monthly meetings in an exchange of ledger information on mutual customers and plans a monthly newsletter to be known as "shop-talk". The information shared includes topics such as the city sales tax situation, fire insurance, and credit department procedures and other topics of mutual and vital interest.

**Allied's Film Project** *(Continued from page 1)*

would have to offer a 20 per cent cancellation if they sold features in a second screening division to non-decree companies and, hence, Makelim is not required to include a cancellation privilege as a part of his agreement.

Some exhibitors insist that cancellations would be unlikely in any event. Nevertheless, the idea at the Allied, Makelim tie-up is to increase the amount of available product to the nation's theatres.

The deals also would be in the nature of franchises, distribution attorneys said. Franchises were held to be illegal by the U.S. District Court in the industry case but the ruling was reversed by the U.S. Supreme Court.

There is, however, attorneys said, nothing to prevent an independent exhibitor willing to buy the Makelim product in a competing situation from instituting an action against the competitor, or even an independent producer-distributor on the grounds that he had been illegally discriminated against in depriving of the Makelim pictures.

Such a case, if brought to trial, would be watched with interest by independent exhibitors who have been hailed into court often by independent exhibitors on similar charges.
UA WELCOMES HOME
STANLEY KRAMER
The producer and the company which gave you such boxoffice giants as CHAMPION, HOME OF THE BRAVE and HIGH NOON have once more joined forces!

WITH HIS FIRST PRODUCTION SINCE COMPLETING “THE CAINE MUTINY”

“NOT AS A STRANGER”

The property that re-united this team is destined to take its place among the all-time industry greats! So tremendous has been its popular appeal that it has set the unprecedented record of skyrocketing to the No. 1 spot on America's best-seller lists just 4 weeks after publication! A Literary Guild and Readers Digest Book Club selection, this inside story of the intimate life and loves of a doctor is packed with the kind of dynamite that sets off boxoffice fuses! And UA and Stanley Kramer are sustaining the novel's amazing popularity with a publicity and advertising campaign guaranteed to pay off on celluloid! Watch for more news about this important, pre-sold film!

THE NATION’S #1 BESTSELLER!

A GREAT PRODUCER...A GREAT PROPERTY... THE KIND OF GREATNESS YOU CAN EXPECT FROM UA!
FIVE OTHER PRODUCERS SEEK TO JOIN IN ALLIED PLAYDATE PLAN

WASHINGTON, April 12—Five other independent producers have approached Allied States Association and indicated interest in Allied's guaranteed playdate plan since Allied announced its deal with Hal R. Makelim Productions last week, according to general counsel Abram F. Myers.

Myers said the five producers—one in New York and four in Hollywood—indicated they were interested in exploring the possibility of similar arrangements. Under the deal with Makelim, 2,500 theatres are to guarantee playing films at fixed rentals for fixed runs, and Makelim is to provide these theatres with one film a month for 12 months. Contract theatres are to pay only their share of the production costs, with profits coming from sales to other theatres.

The Allied general counsel also revealed that the first Allied unit to consider the Makelim plan had oversubscribed its contract quota. The plan was discussed at a board meeting of Allied of Indiana last week, Myers said, and board members present signed up for all the contracts allotted to Indiana.

UK Producers Seek Share in Amusement Tax Relief Savings

By PETER BURNUP

LONDON, April 12.—Despite the fact that the Treasury has offered British exhibitors only half the amount of entertainment tax relief they estimated was needed to put an end to the operating losses of many theatres, producers have initiated a bid to share in the tax saving.

The producers base their demand on both a provision they had inserted (Continued on page 14)

Gov. Dewey Signs Censorship Bill

ALBANY, April 12.—The New York State film censorship bill was signed today by Governor Thomas E. Dewey.

The measure, signed by Dewey, redefined “immorality” in regard to the pre-censorship of motion pictures in New York State. The new law (Continued on page 15)

Lucièire Dead; Was Projector Pioneer

The death in Paris at the weekend of Dr. Auguste Lucièire recalls the turn-of-the-century controversy over the proper credit for the invention of the motion picture projector. Doctor Lucièire, with his brother, the late Louis, developed what most Europeans consider the first projector, having demonstrated it publicly in 1895. On the other hand, Thomas A. Edison took out a patent on a similar machine in 1891, but there has been a dispute as to whether he gave an exhibition before the Lumieres presented their projector.

Sees VistaVision ‘Far Ahead’

Screen, Sound Techniques Will Improve, Says Zukor

Continued improvement in screen and sound techniques was forecast for the industry here yesterday by Adolph Zukor, chairman of the board of directors of Paramount Pictures.

Zukor, at a trade press conference marking his return from a three-month visit to the Continent, expressed his conviction that unlike the pre-Cinerama years, lens and sound techniques will “not stand still.” As to Paramount’s VistaVision system, the process is “far (Continued on page 15)

Italian Production Facing Shutdown Over Expiring Law

By ARCEO SANTUCCI

ROME, April 12.—Italian film production could face a disruption in consequence of a statement to Parliament by Minister Giovanni Ponti that, on the basis of four years’ experience, existing film legislation will be changed by the end of December, the expiration (Continued on page 14)

SAG Wage Rates Extended to 1955

HOLLYWOOD, April 12.—Terms of the Screen Actors Guild contract with the major studios will continue unchanged for another year, it was announced today following extended discussions which resulted in an agreement that the next reopening date for negotiations will be April 1, 1955.

The agreement reached today means that motion picture actors have by-passed this year’s opportunity to re-negotiate rates for wages.
Personal Mention

PAUL RAIBOURN A. W. SCHWALBerg E. K. (Ted) O'Sullivan RAY POKLICKA and STELLA BLUMENTHAL, Paramount Pictures executives, returned here yesterday from the Coast.

EDWARD L. Hymas, vice-president of American Broadcasting-Paramount Theaters, Inc., announced yesterday that the company had been engaged in a struggle to prevent leaks of stockholders, shareholders, and company policy to stockholders in a management proxy statement, issued here yesterday.

The statement, announcing that the annual meeting of stockholders will be held here May 8, disclosed the salaries of top Paramount executives. S. A. Schwartz, president, received a salary of $100,000, while William W. Howard, vice-president, received $80,926 and Thomas F. O'Connor, vice-president and treasurer, $31,825.

7 RKO Directors

Up for Re-election

The re-election of the seven-man board of directors of RKO Pictures, Inc., was urged upon stockholders in a management proxy statement, issued here yesterday.

List of Warner-Niles

Charles, La., April 12 (AP) — Federal Judge Edwin F. Hunter, Jr., of the U.S. District Court for the Western District of Louisiana, has denied a series of motions by the plaintiffs to prevent film company Warner-Niles, Inc., from showing "Madonna," a film distributed by Loew's, in Louisiana. The court, however, has granted a motion by the plaintiffs to amend their complaints charging breaches of contract with Warner-Niles.

Precedents Cited

In granting the motion by the distributor plaintiffs to amend their complaint, Judge Hunter said:

1. There are numerous instances where the courts have permitted the defendants to correct damages for breach of contract and fraud to be joined in one action. Here, however, it has been fully supposed of the claim against them, and the statement expresses an additional theory (not an inconsistent one) upon which recovery might be possible under the same facts.

2. In the set of motions by Johnson, for summary judgment dismissing all distributor claims arising out of the February 12, 1951, on the ground of a Louisiana statute of limitations for torts the court pointed out that the allowance of the amended complaint, denied to the plaintiff, was not barred by the contract claim as well, and since the contract claims were not barred by the contract, the court denied Johnson's motion for summary judgment to dismiss all distributor claims prior to February 12, 1951.

$3,000 in Each Action

The other set of motions by Johnson was to dismiss the distributor actions for lack of the requisite minimum intellectual property owner in each action to warrant a federal court.

AA Retains Pleissner

M. L. Pleissner has been retained by Allied Artists to handle the advertising and exploitation campaign for the Arthur Franz-Walter Wanger production "Knot in Cell Block 147." Pleissner of Los Angeles will handle the publicity department for the new release, which will have its world premiere at the Capital Theatre, St. Louis, Missouri, on May 1.

Denies Motions to Dismiss Fraud Case

LAKE CHARLES, La., April 12 (UPI) — Federal Judge Edwin F. Hunter, Jr., of the U.S. District Court for the Western District of Louisiana, has denied a series of motions by the plaintiffs to prevent film company Warner-Niles, Inc., from showing "Madonna," a film distributed by Loew's, in Louisiana. The court, however, has granted a motion by the plaintiffs to amend their complaints charging breaches of contract with Warner-Niles.

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RKO Stock Price Exceeds Hughes' Bid

RKO Pictures common stock closed at a recent high level of $3 5/8 in heavy volume on the New York Stock Exchange yesterday, up $1 3/4 to a 73-day high. The price is well above the $3 1/8 offered by Howard Hughes for the studio on Feb. 12, 1953, Eric A. Johnson, president of the Motion Picture Association of America, announced yesterday.

Hughes' offer for RKO stock was refiled here yesterday at MPAA headquarters. Payment on the final $5,500,000 will begin immediately, it was added, Brazil, which for the past three-and-a-half years has owned a substantial part of the Brazilian film companies, has paid off about 70 per cent of its indebtedness since last December, the remaining 30 per cent will now be paid off.

Weinberger, Mechner Suits Are Dismissed

HOLLYWOOD, April 12—Derivative stockholder suits filed against Milton Sperling, United States Picture Corp., Warner Bros., Jack and Harry Warner and others in 1948 by William B. Weinberger and in 1950 by Max Sperling, a New York company that Warner had sued for breach of contract in 1948, were dismissed by Judge William F. Learned Hand yesterday.

"Comedian" to Glass; 1st As Independent

HOLLYWOOD, April 12—George Glass, launching George Glass Pictures, Inc., a privately financed producing company, today announced the purchase of Ernest Lehman's "Comedian," a documentary, and immediately started preparing it for filming next fall.

Glass acquired the novel from the Stanley Kramer Co., of which he was vice-president prior to his dis-"Comedian" to Glass; 1st As Independent

HOLLYWOOD, April 12—George Glass, launching George Glass Pictures, Inc., a privately financed producing company, today announced the purchase of Ernest Lehman's "Comedian," a documentary, and immediately started preparing it for filming next fall.

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UNITED ARTISTS CORPORATION was formed on April 17, 1919. Its founders and equal co-owners were Mary Pickford, Charles Chaplin, Douglas Fairbanks and D. W. Griffith.

The guiding principles of the new company, as set forth in the articles of incorporation, were “to improve the photoplay industry and its artistic standards, and the methods of marketing photoplays,” and to “market photoplays in the interests of the artists who create them.”

The details of incorporation were plotted and drawn up by William Gibbs McAdoo, President Wilson’s Secretary of the Treasury, whose services were subsequently retained as general counsel. Oscar Price, who had been chief publicist for the Treasury Department in the war-time Liberty Loan Drive, was elected as first president of the corporation. McAdoo, Price, and the four owners had enjoyed a felicitous association during the loan drive, when Miss Pickford and the Messrs. Chaplin, Fairbanks and Griffith had stumped the country in a glamorous, high-powered—and notably successful—attempt to sell bonds to the populace.

ABRAMS RETAINED

On May 20, 1919, the key figure in the company’s sales set-up was engaged; the directors approved a contract for the services of Hiram Abrams as general manager. Abrams, a well-known industry figure, 13 months later assumed the presidency of United Artists, and held the position to the time of his death in 1926.

Meanwhile, during the laborious process of creating a corporate entity, of hiring personnel, of renting New York offices (at 729 Seventh Avenue, premises the company has occupied uninterruptedly for the past 35 years), of setting up exchanges throughout the country, the four owners were proceeding with their main business—the making of films.

The first picture to bear the legend “released through United Artists” was Douglas Fairbanks’ “His Majesty, the American.” The world premiere was held on October 24, 1919, at the Capitol Theatre in New York. The event had a double significance; it also marked the debut of Broadway’s newest and, at that time, most luxurious movie palace.

THE FIRST YEAR

“His Majesty, the American” got the new company off to a fast start. Mary Pickford’s first United Artists release was “Pollyanna” (January, 1920), and it was followed shortly by D. W. Griffith’s “Broken Blossoms,” an adaptation of a story by Thomas Burke, which starred Lilian Gish and a new discovery named Richard Barthelmess. Chaplin did not contribute his first picture to United Artists until 1923, when he completed “Women of Paris,” which he wrote, produced and directed, but did not appear in as an actor. His comedies, in the interim, went to First National, where he was working out a previous contract.

Nineteen-twenty, the first full year of the new organization, was a prolific one. Griffith made “Way Down East” (again with Miss Gish and Barthelmess), “Romance” (starring Doris Keane) and “Love Flower.” Fairbanks produced and starred in “When the Clouds Roll By,” “The Mollycoddle” and, in the vein that was to be typical of his later successes, the celebrated “Mark of Zorro.” Miss Pickford, in addition to “Pollyanna,” made “Suds.” Besides these, the new firm took over the distribution of “Birth of a Nation,” the already classic epic of the Civil War which Griffith had made in 1915.

On the business side of the corporation’s affairs, Abrams deviated from the then accepted policy of selling pictures on the basis of a flat fee paid by the theatre, and inaugurated selling on a percentage basis. “Pollyanna” was the first film to be handled in this manner.

Another departure, and a more significant one, was forced upon the directors of the company by existing market conditions. The demands of exhibitors for more and more product, competition among distributors for choice playing time, and the need to justify the overhead created by an expensive world wide organization (by this time United Artists had established bases for foreign distribution of its films), made expansion necessary and inescapable. Since the owners knew that the quality of their own pictures must inevitably suffer if they attempted to make them in quantity merely to fill the various needs of theatres, they turned to their only alternative. Various independent producers were invited to release their pictures through United Artists.

NOTED RELEASES

United Artists, in that period, released such pictures as “I Accuse,” a powerful drama based on the Dreysus Affair, produced and directed by the French film pioneer, Abel Gance; “The Man Who Played Bad,” starring George Arliss; Rex Beach’s “Iron Trail,” Ibsen’s “A Doll House,” starring Alla Nazimova and Alan Hale; “Paddy the Next Best Thing,” starring Mae Marsh; and “Beloved Rogue,” with John Barrymore as the poet-thief Francois Villon.

Also, “The Eagle” and “Son of the Sheik,” starring Rudolph Valentino; “The Girl I Loved,” starring Charles Ray; “Topsy and Eva,” with the Duncan sisters; Buster Keaton’s travesty on a Civil War incident, “The General;” Tolstoy’s “Resurrection,” (Continued on page 6)
IN QUANTITY!

ACT OF LOVE
BEACHHEAD — Print by Technicolor
BEAT THE DEVIL
BEAUTIES OF THE NIGHT
GILBERT AND SULLIVAN — Color by Technicolor
HEIDI
OVERLAND PACIFIC — Color Corp. of America
PERSONAL AFFAIR
RIDERS TO THE STARS — Color Corp. of America

SOUTHWEST PASSAGE — Color by PatheColor, 3-D
THE CAPTAIN'S PARADISE
THE CONQUEST OF EVEREST — Print by Technicolor
THE GOLDEN MASK — Color by Technicolor
THE LONE GUN — Color by Color Corp. of America
THE MAN BETWEEN
THE SCARLET SPEAR — Color by Technicolor
TOP BANANA — Color by Color Corp. of America
WICKED WOMAN

ADVENTURES OF ROBINSON CRUSOE — PatheColor
APACHE — Color by Technicolor
CANNIBAL ISLAND — Color, 3-D
CAPT. KIDD & THE SLAVE GIRL — Color Corp of America
CASE FILE F.B.I.
CHALLENGE THE WILD — Eastman Color
CROSSED SWORDS — PatheColor
GOG — Eastman Color, 3-D
KHYBER PATROL — Color by Color Corp. of America
MALTA STORY
MAN WITH A MILLION — Color by Technicolor
NEW YORK CONFIDENTIAL
OTHELLO
RETURN TO TREASURE ISLAND — PatheColor

SCREAMING EAGLES
SITTING BULL — Color Corp. of America, CinemaScope
STAR OF INDIA — Color by Technicolor
THE BAREFOOT CONTESSA — Color by Technicolor
THE BEACOMBER — Color by Technicolor
THE DIAMOND — 3-D
THE FIREBIRD — Print by Technicolor
THE HELICOPTER STORY — Color
THE LONG WAIT
THE PURPLE PLAIN — Color by Technicolor
THE YELLOW TOMAHAWK — Color Corp. of America
THE WHITE ORCHID — Color Corp. of America
TWIST OF FATE
VERA CRUZ — Color by Technicolor
WITNESS TO MURDER

ALEXANDER THE CONQUEROR — Color by Technicolor
BEAUTY AND THE BEAST — Color by Technicolor
CAPTAIN JAN
DATELINE INDO CHINA
KING SOLOMON & HIS THOUSAND WIVES — Color
KISS ME DEADLY
LILACS IN THE SPRING
MARTY
MY GUN IS QUICK
NOT AS A STRANGER
OPERATION HEARTBREAK
RETURN OF ZORRO — Color

RING AROUND SATURN — Eastman Color, 3-D
JANE RUSSELL PRODUCTIONS
SUDDENLY
TEN MILES UP
THE GABRIEL HORN
THE NIGHT OF THE HUNTER
THE STORY OF WILLIAM TELL — PatheColor, CinemaScope
THE SWORD OF ROBIN HOOD — Color
THE TIME OF THE CUCKOO — Color by Technicolor
THE WAY WEST
TIMBUKTU — Color by Technicolor
TRAPEZE

NEWS FOR THE 1955 SEASON
United Artists

(Continued from page 3)

starring Rod La Rocque; "The Love of Sunya," starring Gloria Swanson; Ronald Colman in "The Night of Love" and "Magic Flame;" "Tumbleweeds," with William S. Hart; and many others.

Among films made by the owners were:


SCHENCK, GOLDWYN JOIN

The first significant change in the corporate set-up of United Artists took place on December 5, 1924, when Joseph M. Schenck was elected president and became an owner-member. Schenck was an extremely active producer (notably of the films of Buster Keaton and Norma and Constance Talmadge). He was elected chairman of the board and brought into the fold the pictures of Samuel Goldwyn, Norma Talmadge, John Barrymore, Gloria Swanson and Corinne Griffith.

In 1932, Walt Disney started releasing his cartoons through United Artists, and Edward Small and Harry M. Goetz (under the corporate title of Reliance Films) added their pictures to the company's schedule. In 1933 two major producing units were added—Alexander Korda's London Film (the first contribution was the memorable "King Henry VIII", starring Charles Laughton) and Twentieth Century Pictures, formed by Joseph Schenck and Darryl Zanuck.

SELMZICK, KORDA

In 1935, David O. Selznick joined as a producer, bringing into the fold in the next few years such pictures as "The Garden of Allah," "Little Lord Fauntleroy," which had been made earlier, as a silent film, by Mary Pickford; "A Star Is Born," "The Prisoner of Zenda" and "Nothing Sacred."

Korda was the first producer to be elected to ownership. This took place on June 5, 1935, and marked the first investment of British capital in an American firm.

By 1940, only two of the original founders of the company remained—Chaplin and Miss Pickford, and only the former was active. Griffith had retired in 1933, Fairbanks had died in 1939, Schenck had withdrawn to form his own distributing company, Twentieth Century Pictures; Goldwyn withdrew; Korda withdrew; Selznick, who had been elected a partner in the late Thirties, also resigned. The problem of product to justify the overhead of the vast United Artists domestic and international organization became acute.

From 1946 on, with the bursting of the bubble of war prosperity, and in an industry increasingly plagued by problems of economy, jaded public taste, and the spectre of television, United Artists slipped sharply downward. Despite an occasional picture in the best United Artists' tradition ("Body and Soul," Olivier's "Henry V," "Champion" and "Home of the Brave") the company was dogged by the bogey of insufficient and inadequate product.

At this low ebb in the fortunes of United Artists, a group of young industry executives made representations to Miss Pickford and Chaplin for management of the company. And, on February 15, 1951, provision management control passed into their hands.

The new group was constituted as follows: Arthur B. Krim, Robert S. Benjamin, Matthew Fox, William J. Heineman, Max E. Youngstein, Arnold Picker and Seymour Peyser. These men were taking over—in the midst of an industry-wide climate of uncertainty, confusion and extreme pessimism—a company which had been staggering for five years, whose prestige and glory was all in the past. The wise money along "the street" had already counted them out before the first blow was struck.

Officers were named: Krim to be president; Benjamin, his associate in the law firm of Phillips, Nizer, Benjamin and Krim, to be chairman of the board; Heineman, vice-president in charge of distribution; Picker, vice-president in charge of foreign distribution; Youngstein, vice-president with supervision over advertising, publicity and exploitation; Peyser, vice-president and general counsel.

The new team tackled the first problem first—onation of pictures to release. This immediate end was accomplished almost at once by purchase of all pictures then in release or about to be released by Eagle Lion Classics, Inc., which was going out of business.

In something under six months, the color of the ink in the accounting department's pens had turned from red to black. And, by the end of the year, United Artists had completed its first profitable calendar year since 1946. The impossible had happened. The wise money was astounded; the industry was a whole took heart from the achievement.

As a result of this phenomenal showing, the conditions of management venture were met, and the new regime became owners of 8,000 shares of United Artists stock, with a ten-year voting control over the remaining shares, owned equally by Chaplin and Miss Pickford.

The rejuvenation of United Artists was now an accomplished fact. A record 48 films are included in this, the 35th anniversary year's schedule of releases.
Victor Saville Congratulates United Artists on its 35th ANNIVERSARY

NOW IN RELEASE
'I, THE JURY'

NOW COMPLETED
'THE LONG WAIT'

NOW IN PREPARATION
'KISS ME DEADLY'
'MY GUN IS QUICK'
Yesterday and Today in United Artists Releases

STRONG, SILENT MEN have been popular on the screen all through United Artists' 35-year career, as witness above. At left, Gary Cooper and Burt Lancaster in a scene from the forthcoming "Vera Cruz." To their right, the indestructible William S. Hart, one-time favorite of all who loved an outdoor action film.

ROMANCE, TOO, has been a saleable screen commodity for long. Rudolph Valentino, at upper right, drew the women patrons in the old days as Humphrey Bogart, shown at right with Ava Gardner in a scene from "The Barefoot Contessa." Will do when the latter is released.

"AMERICA'S SWEETHEART," the one and only Mary Pickford, in a scene, left, from "Tess of the Storm Country."

VARIED SUBJECT MATTER, as in this scene, left, above, from "Beachhead," with Tony Curtis, Mary Murphy and Frank Lovejoy, and above, right, from "Act of Love," with Kirk Douglas and Dany Robin, mark the new United Artists releases. Star value, too, will be marked, what with such upcoming offerings as "The Time of the Cuckoo," with Katherine Hepburn; "Twist of Fate," starring Ginger Rogers; and Stanley Kramer's screen adaptation of the current No. 1 best-selling novel, "Not as a Stranger," for which top stars are being sought.

GREGORY PECK in a scene from the forthcoming United Artists release "Man with a Million," in color by Technicolor, based on Mark Twain's "The Million Pound Bank Note."
CONGRATULATIONS
And
BEST WISHES

STANLEY KRAMER

Now
"THE CAINE MUTINY"
Columbia Release

Next
"NOT AS A STRANGER"
United Artists Release
Among United Artists' 35th Anniversary Releases

'Apache.' Burt Lancaster and Jean Peters, shown above, are starred in the Hecht-Lancaster production in color by Technicolor. "Apache" has been designated as United Artists' July 4th release and will be backed with special advertising and promotional campaigns.

'Beat the Devil.' Giving a good account of itself in the theatres now is the John Huston production of Truman Capote's lighthearted adventure screenplay. Above are Jennifer Jones, Humphrey Bogart and Gina Lollobrigida in a scene from the Santana-Romulus production.

'Adventures of Robinson Crusoe.' James Fernandez as Friday and Dan O'Hegarty in the title role of the adventure classic. Another of U.A.'s 35th anniversary releases.

'Crossed Swords.' Errol Flynn in an action scene from the forthcoming U.A. release. He will also be starred in "The Story of William Tell," also for U.A. release.

'Witness to Murder.' A scene above from the action mystery story with Barbara Stanwyck, Gary Merrill and George Sanders.

'Heidi.' Elsbeth Sigmund and Thomas Klameth, at right, in a scene from the popular U.A. anniversary year release.
The Hecht-Lancaster Organization Congratulates United Artists on its 35th Anniversary...

and proudly announces its schedule for UA release:

**COMPLETED:** BURT LANCASTER & JEAN PETERS IN "APACHE"

**SHOOTING:** GARY COOPER & BURT LANCASTER IN "VERA CRUZ"

**IN PREPARATION:** "THE WAY WEST", "GABRIEL HORN"

"TRAPEZE", "OPERATION HEARTBREAK", "MARTY"
Hits Italian Reds' Charges on Films

ROME, April 12. — Giovanni Ponti, Minister for films, characterized as "ridiculous" Communist charges that the government's current efforts to improve the moral tone of Italian films is being undertaken to protect the American film industry.

He confirmed the government's opposition to films offending popular institutions and decency, stating that it has been activated by Italian feelings and not by American requests.

United Artists Sets Regional Sales Meets For 35th Anniversary

United Artists will hold a series of regional sales meetings in connection with its 35th anniversary which will bring together all division and district leaders, as well as key personnel from each of the company's branches throughout the United States. It was announced by William J. Heineman, vice president in charge of distribution.

The important sales sessions, which will be held in San Francisco on April 19-21, in Chicago on April 26-28 and in Philadelphia on May 3-5, will be presided over jointly by Heineman, vice president Max E. Youngstein and general sales manager B. G. Kranke.

Executives to Attend

Also scheduled to participate in the conferences highlighting United Artists' 35th anniversary release slate will be Milton E. Cohen, Eastern and Southern division manager; James Velde, Western division manager; Fred Meyers, New York-Metropolitan district manager; John Turner, Eastern district manager; George Falst, Western district manager; F. J. Lee, Midwest district manager, and Ralph Clark, West Coast district manager.

The regional meetings, which will set plans for the expanded sales program backing UA's slate of more than 50 releases for the coming year, will be climaxd by an industry-wide testimonial dinner to United Artists' 35th anniversary in Philadelphia on May 5. The gathering in tribute to the company's achievements since its founding on April 17, 1919, will be attended by industry leaders and stars of the entertainment world.

D.C., Charlotte, Winnipeg Lead in UA Sales Drive

The third six-week lag of United Artists' 35th anniversary sales drive honoring president Arthur B. Krim has ended with the Washington, Charlotte and Winnipeg exchanges winning first-prize money in their respective groups.

The 35th Anniversary drive now enters its home stretch, with the six-month sales push winding up on May 15.

Premiere for Chicago

CHICAGO, April 12—The world premiere of "The Long Wait," latest Mickey Spillane film for United Artists release, will be held at the Esquire's Wood Theatre here, May 11.

Tradewise...

By SHERWIN KANE

As United Artists comes to its 35th anniversary a review of its corporate existence leaves the reader convinced that it lacks for nothing in variety and drama. Some of the highlights of the corporate story are presented in this issue.

There were years of great prestige, of storied names and wonderful films and juicy earnings that satisfied even the artists accustomed to fanciful salaries (and no income taxes) who had turned corporate owners.

Then there were years when the founders contributed less and less and, to sustain itself, the company had to reach out for new artists and producers. There were years of action and change. They were not without dramatic clashes of temperament and departures from the corporate fold more sudden even than the entrances. But withal they were good years and the company and its owners continued to prosper.

There were lean years, too. The worst of them followed World War II and, as product supplies dwindled, the industry as well as U.A. began to feel the full effects of television competition. The company, literally, was on the ropes.

It was at this juncture that the present United Artists executive team took over. What has been accomplished since by partners Arthur Krim, Robert Benjamin, Matthew Fox, William Heineman, Max Youngstein, Arnold Picker and their associates, already is part of the company's history and no longer is news to the industry.

However, for the swiftness of its achievement, for the appalling obstacles overcome, for the solid foundation on which the company has been reestablished, the accomplishments of the present management are unparalleled in the 35-year history of United Artists.

The admiration, as well as the congratulations, of the entire industry have been well earned by U.A. and its mentors on this 35th birthday.

UJA Plans Luncheon To Skouras May 20

The amusement division of the United Jewish Appeal will honor Spyros Skouras, 20th Century-Fox president, at a luncheon at the Hotel Pierre here, May 20.

Plans for the luncheon will be formulated Thursday at a meeting of the division members, of which Adolph O. Schimmel of Universal is chairman, at the Paramount Pictures board room on Thursday at 12:15 P.M.
FAITH IN UA'S TOMORROW

Congratulations to United Artists on its 35th Anniversary.
We, at Collier, are delighted to affirm our faith in the future of this great organization.

Collier Photo Engraving Company
ENGRAVERS TO THE MOTION PICTURE INDUSTRY
Perspecta

(Continued from page 1)

State. Accompanying the Loew's International head to the Coast was Robert Fine, president of Perspecta. While in Hollywood, Fine was said to have conferred with studio engineers on installations for immediate production operation. It was stated that while the Fairchild Recording Equipment Co. is the first firm licensed to manufacture the new sound equipment, negotiations have taken place with other companies.

Among prospective new licensees, it was stated, are: RCA and Westrex, Alte-Lansing of Hollywood, Phillips Co. of Holland, Micro-Tecnica of Italy, La Precision Cinematographe of France and the Rank organization of England.

U. K. Tax Relief Savings

(Continued from page 1)

in the last extension of the Easy Plan and on a statement to Commons made by Chancellor of the Exchequer R. A. Butler in announcing the plan for entertainment tax relief in presenting the new budget last week. The Chancellor said he recognized that some of the relief would be needed "to assist the revenues of the producers."

In the revision of the Easy scale of payments last October, producers had insisted studios required a minimum of £3,000,000 annually from the fund. Exhibitors ultimately agreed to a scale which it was estimated would produce £2,250,000 annually, whereupon producers had a proviso added to the agreement calling for the four trade associations to agree upon a method of sharing the benefit of any increased tax relief obtained in 1954 between exhibitors and the British Film Production Fund.

Failing an agreement by the four trade associations on the method of sharing such tax relief, the proviso specifies the government will determine the method.

The producers will raise the issue at the next meeting of the four trade associations, April 21, in order that an eventual agreement can be made effective May 30, when the tax concessions are to be operative. It is believed that producers will claim a £275,000 share of the tax relief to make up the £3,000,000 they had sought from Easy last fall.

Added Film Rentals Seen

The exhibitors, who are being given estimated tax relief of £1,300,000, whereas they had asked for £7,000,000, are expected to counter the producers request with the reminder that the reduced tax not passed on to the public will inevitably result in several hundred thousand pounds additional film rental finding its way to producers.

The industry, in any event, is united in paying tribute to Scottish exhibitor Sir Alexander King, who headed the exhibitors' tax campaign committee. His most effective maneuver was the formation of an all-party committee of MP's pledged to tax remission.

E. M. Loew Circuit Installs Wide Screens

HARTFORD, April 12—The E. M. Loew circuit is installing wide-screen facilities throughout its Hartford division.

A screen measuring 43 feet high and 76 feet wide has been installed at the Hartford Drive-In, Newtonville, Conn., with similar units planned for outdoor theatres at Milford, Farmington and Norwich, Conn., and West Springfield, Mass.

A large screen will also be installed at the downtown first-run E. M. Loew's, according to Hartford division manager George E. Landers.

'Obsession' Previews On April 20 and 26

"Magnificent Obsession," Universal-International's new Technicolor production, is to receive invitational press previews in Hollywood and New York, patterned after the reviews of "The Glenn Miller Story.

The New York invitational preview for industry leaders, exhibitors and press, television and radio executives will be held at Loew's 72nd Street on the evening of April 26.

The Hollywood press premiere will be held at the Westwood Village Theatre on April 20.

Salesmen Elect

CLEVELAND, April 12—Manning J. Glick of 20th Century-Fox has been elected president of the Salesmen's Club of Cleveland to succeed Sam Lichter. Other officers are: treasurer, John E. Zick; vice-president, Jim Levitt; second vice-president, Irving Marcus; secretary, Bill Gross; treasurer, Nat Barach; Frank Belles, Jack Lewis and Bill Gross compose the welfare committee.

Our Best Wishes to United Artists Corp.

ROSECLEFT, J. R.

SHAYS SERVICES THE MOTION PICTURE INDUSTRY WITH QUALITY PHOTOSTATS

Rockefeller Center Office
1270 SIXTH AVENUE
New York 20, N.Y.

Times Square Office
PARAMOUNT BUILDING
Motion Picture Association of America, commenting on Governor Dewey's action in signing a bill over the objection of the censorship bill, expressed its regrets.

The move, declared the MPAA, "sets back the cause of freedom of expression. The bill, continued the MPAA, is a "restraining," "repressive" measure."

Dewey said in a memorandum: "Recent Supreme Court decisions have indicated that the term "immoral" may not be sufficiently definite for constitutional purposes. The primary purpose of this bill is to define "immoral" and to tend to corrupt morals in consonance with the apparent requirements of these cases. It does so by defining them in terms of sexual immorality."

The Governor said the new section would make the law conform to the "true economic and social decisions" and prescribe the exploitation of "filth for the sake of filth."

Regarding sound, Zukor said he felt that with a large screen the sound should come from the position of the figure on the screen. In small theatres, he went on, perhaps two horns behind the screen is sufficient. He added that he had heard Per- specta Sound, the system adopted by Paramount, Warner Brothers and Loew's, and described it as "wonderful." At this point, the industry pioneer was quick to point out that Paramount is not in the equipment business, nor is it tied to any system. Paramount, he declared, will use all techniques which enhance the entertainment qualities of its pictures."VistaVision, he predicted, will be acclaimed at the April 27 demonstration here at the Radio City Music Hall.

Zukor opened the press conference, saying that he was "overwhelmed" by the line-up of Paramount product for the next 12 months, citing the variety to be offered by the studio. The Paramount board chairman expressed his opinion that the media in itself does not make or break a picture. The important thing, he held, is the cast, the story, the director and producer. And in today's market, he added, "we realize that unless you have a story of outstanding quality it isn't worth making."

He cited the need for quality pictures as the reason Paramount has cut down on "numbers," and concentrated on "outstanding" pictures. Among the Paramount pictures he felt "very high" over were: "Elephant Walk," "Knock on Wood," "Sabrina Fair," "White Christmas," "Living It Up," "Rear Window," "Big Top," "The Country Girl" and "Strategic Air Command." He called such a line-up the industry's "best insurance" for its survival.

As to VistaVision cameras, he predicted that within two or three months there will be a sufficient supply for Paramount and other producers.

Johnston

(Continued from page 1)

recommendations with Colm Stan, chief of the congressional tax staff. Johnston said he and his aides had been trying to get in touch with Stan, that had found him "a very busy man."

Under the House-passed bill, certain income earned overseas by U. S. companies would be taxed 14 percentage points lower than other corporate in- come. Moreover, U. S. firms operating through branches would not be taxed on this in- come until it is actually re- muted, rather than when it is earned, as at present.

However, the House Ways and Means committee specifically ex- cluded royalty income from the types of income eligible for these tax breaks. Film company earnings overseas are classed as royalties, Johnston explained, and so are not eligible for these tax breaks.

Johnston suggested that film rentals be specifically made eligible for these tax advantages, and revealed that Sen. Johnson (D., Col.), a member of the committee, had already promised an amendment which would do exactly this.

"Unfair for Two Reasons"

The MPAA president said he felt the exclusion of film rentals from the tax advantages in the House bill was particularly unfair for two reasons. Because motion pictures are such an effective means of communication, he said, and because the government frequently urges the industry into foreign countries to aid U. S. foreign

Johnston

(Continued from page 1)

policies: and because of the magnitude of the film industry's overseas operations.

The U. S. film industry has establishments in more than 40 countries, employing some 30,000 people in over 3,000 offices, laboratories, printing plants, offices, studios and theatres.

"All these involve large and continually recurring financial risks and outlays, and all to the benefit of foreign countries," he stated. "For example, printing costs alone amount to $3,000,000 annually."

The expansion of the American film industry overseas has been un- dertaken despite discrimination from foreign countries will with U. S. government subsidy, Johnston added. He said he felt sure the Sen- ators would recognize that the American motion picture industry in its operations abroad should be as- sured of equal treatment with other enterprises investing and doing busi- ness in foreign countries."

Another finance committee witness, David S. Brenner, a New York City accountant, urged that actors and other people in the entertainment field be allowed to deduct their ordinary and necessary business expenses in arriving at adjusted gross income.

Zukor Sees Improvement

(Continued from page 1)

ahead of anything else yet," expressing enthusiasm for its definition and clarity. Asked if he thought that the industry would embrace the VistaVision system, he said it is too early to tell. Eventually, however, he predicted that the industry will agree on a dimension uniformly acceptable to all, similar to the adoption of a sound system when "talkies" were first in- troduced.

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As to VistaVision cameras, he predicted that within two or three months there will be a sufficient supply for Paramount and other producers.

Cagney to 'Roberts'!

HOLLYWOOD, April 12—James Cagney will return to the Warner lot to portray the skipper in "Mr. Roberts." It will be the first time that he has appeared in a second starring position.

Reopen Ball. House

BALTIMORE, April 12—The Astor Theatre here, which has been closed for almost a year, is being re- opened by Abel Caplan.
35th ANNIVERSARY

CONGRATULATIONS!

1919 1954

FROM THE NSS' Prize Baby!
**Exploratory Talks**

**TOA Confers With MPA on Trade Issues**

** Mull Problems Such as Color Newsreels, Ads**

A wide variety of exhibition-distribution problems, ranging from a new approach to advertising to the need for color in newsreels, were discussed here yesterday at a top echelon meeting of the Theatre Owners of America and the sales managers committee of the Motion Picture Association of America. The meeting, which was described as exploratory in nature, may lead to a series of sessions between TOA and the MPPA group. It was attended by TOA for Walter Reade, Jr., president, Leonard Goldenson and Myron Blank.

A strong bid for color newsreels was said to have been registered by the exhibition leaders. In addition, there was sentiment in favor of more color in shorts and features.

On the question of advertising, is—

(Continued on page 5)

**To Send Another Bid To Allied to Attend Arbitration Meeting**

Despite the fact that Allied States Association has rejected a bid to participate in a meeting to discuss the establishment of an industry arbitration system, the organization will be sent another invitation for the session tentatively set for mid-May.

The sales managers committee of the Motion Picture Association of America will seek to have all exhibitor groups, as well as those theatre men who do not belong to any—

(Continued on page 7)

**Switch Wanger Film From AA to 20th**

Walter Wanger's CinemaScope production, "The Adventures of Hajji Baba," originally slated for Allied Artists release, has been acquired by 20th Century-Fox and will be placed on the company's early fall schedule. The picture currently is in production. The switch to 20th Fox was negoti—

(Continued on page 4)

**N. J. ALLIED OK's PRODUCING PLAN**

Allied Theatre Owners of New Jersey yesterday approved in principle the national organization's production arrangement, Harmonies, with producer Walter M. Makelim here on May 20. The meeting, it was reported, will not be limited to Allied members.

The New Jersey unit's members yesterday complained that not only the product shortage has become acute, but that the print shortage "is getting worse by the day," according to President Wilbur Snaper. Not only are the subsequent runs suffering from the dearth of product, said, Snaper, but they can't get prints for pictures they have booked.

It was pointed out that the New Jersey exhibitors look upon the national Allied plan as at least a partial solution to their problems.

**Holders Told**

**Decca Plans to Purchase More Stock of Universal**

Further purchases of Universal Pictures stock by Decca Records was forecast here yesterday by Milton R. Rackmil, President of both Universal and Decca.

**TOA Members Eye Production: Blank**

Members of Theatre Owners of America as individuals, and not as an organization, are probing the production field along the lines in which Allied States Association is participating, Myron Blank, president of Central States Theatres, said here yesterday.

Blank said that TOA members, in general, were favorable to the Allied plan but that no project was being impressed by Allied itself. He also said that some TOA men were becoming active in production units, personally and financially, and that the movement probably will grow as the current product shortage becomes more serious. He indicated that Fred—

(Continued on page 5)

**Pola-Lite 3-D Units In 15 More Houses**

Pola-Lite's new single-track 3-D projection system will be installed in theatres for 15 additional playdates on Universal - Internationally "Creature From the Black Lagoon," it was announced by Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Co.

All playdates are scheduled to take place before the end of April. O'Keefe revealed. Among the 15 openings using Pola-Lite's single-track 3-D equipment with "Creature" are: Utah Theatre, Salt Lake City; Warner, Oklahoma City; Strand, Waterloo, Ta.; —

(Continued on page 7)

**Warn Ky. Exhibitors On Old Tickets Use**

Kentucky exhibitors have been warned that unless they reduce admission prices in order to pass the Federal tax cut on to their patrons, they will have to order new tickets immediately. Previously, U.S. Internal Revenue announced that exhibitors had 60 days in which to obtain new tickets.

Theatre admissions are taxed in Kentucky on a sliding scale based on the basic price of the ticket. It was explained by David K. Walker, state—

(Continued on page 7)

**FPC's Net for 1953**

Put at $3,611,005;

**Dividends Raised**

TORONTO, April 13—Expressing confidence in continuing progress, president J. J. Fitzgerald today presented the 34th annual report of Famous Players Canadian Corp., which showed an improved financial position for the Dominion's largest theatre organization, with net profits from 1983 operations placed at $3,611,005, compared with $3,489,126 for the previous year. Fitzgerald pointed out—

(Continued on page 5)

**Japan Issue May Go To Company Heads**

A meeting of company presidents to allocate the fractional permits on film shipments to Japan was proposed here yesterday following an inconclusive meeting of the Motion Picture Export Association. The number of fractional permits among member MPEA companies totals five.

The proposal was suggested after—

(Continued on page 4)
Southwest Exhibitors Visit ‘Vision’ Set

FORT WORTH, Tex., April 13.—Southwest theatremen are taking advantage of the location filming of "The Ten Commandments" at Carswell Air Force Base to examine VistaVision production techniques.

Among those who have attended the location shootings are Ray Willie, general manager of Consolidated Theatres, and Frank Starz, the circuit's publicist and advertising chief, Ray Jones, Interstate buyer; Julian Wall, manager of Consolidated Theatres; and Max O'Donnell, general manager of Trans-Texas Theatres, and George J. Griffith and Ray Higon of the Theatre Enterprises; Karl Hobiltzelle, Interstate; and Cameron William Daniels, publicist, operation of the VistaVision cameras.

200 Attend Paramount
VistaVision Demonstration

Hollywood, April 13.—Two hundred guests, including local and Texas exhibitors, producers, directors and motion picture chairman of Los Angeles' Parent Teacher groups, attended the 48th in a series of international demonstrations of Paramount's VistaVision held on the studio's Stage 17 recently. Film clips from Paramount pictures now in production were shown.

Five More Joa UA
Anniversary Group

Five more industry executives have accepted posts on the honorary committee for United Artists' 35th anniversary on April 18, bringing its membership to 12. The committee was named by the Variety Club, Tent No. 13, in Philadelphia on May 5. The committee was named by Jay Emanuel, chairman of the dinner committee: Herman Robbins, president of National Artists; James Rosen, vice-president of Fabian Theatres; Sidney B. Lust, president of Lust Theatres; Stanley B. Rosenthal, president of United Artists; Walter E. Green, president of National Theatre Supply and Milton Schwab, president of Schwartz Theatre in Baltimore.

Graham Winds ‘Wild’
Prepares ‘Cougars’

Hollywood, April 13.—Frank Graham, whose "Challenge the Wild" for United Artists, climaxcs 36 years as an exhibitor in five Washington cities, has completed production of "The Big Stampede," which like "Challenge the Wild" was inspired by his trips in preparing "Cougars Canyon" as his next UA. Plans are opening to plan "Challenge of the Wild" with a saturation campaign in five western states on Memorial Day.

ITOO Hits Rates of
Cleveland Carriers

COLUMBUS, O., April 13.—Carrier rates of the Film Transit Co. in Cleveland are "unjust," William V. Blake, attorney for the Independent Theatre Owners of Ohio, said this morning in answer to the suit filed by L. Fullen, Jr., attorney examiner for the Ohio Public Utilities Commission. Blake contended that rates of Film Transit in error in finding that the average increases are 21 per cent.

Ratios increases 25 per cent to 71 per cent, said Blake, who added that Fullen "would have the carrierệntime decided before the court whether it is legal and lawful," asked Blake, "for the carrier to charge different rates at both Elvira and Lorain, or chargie more for service at Lorain than at Charged is more for Vermilion and another than at Elvira than the more distant points of Oberlin or Leipsic, Ottawa or Columbus Grove? These are questions interrelated to Sandusky and Lima, at which lesser rates are charged."

$100,000 Increase in Assets

Blake said that Film Transit's assets in 1952 showed an increase of $9.000,000. "Mr. P. L. Tanner are the only stockholders."

Robert Wile, ITOO secretary, offered a recent bulletin that the theatreman's association will not contest application for rate increase by Film Deliveries of Columbus. Rate increases are "most," Wile said. The new rates will go into effect on April 18.

Farewell Luncheon
For Major Thompson

Major Leslie E. Thompson will be tendered a luncheon at "21" here today to morrow by his RKO Theatres association. Thompson is resigned as labor relations director here after a long and labor relations consultant for RKO and other theatrical enterprises and has his own office for the services after a vacation.


Kolbert to Europe

In the hope of invoking a first-run foreign film policy in some of his theatres in New York, Stanley Kolbert, vice-president of Interboro Theatres, will leave for an extended trip to European film capitals on Monday. He will visit studios in Paris, Paris, Madrid and London.

‘Caine’ to Capital

Columbia's "The Caine Mutiny" will have its world premiere at the Capitol Theatre on April 23. Some 10,000 fans are expected to see the movie this summer. No date has been set.

Bamberger Is Named
To Communications
Commission of NCCJ

The Commission on Mass Communications of the National Conference of Christians and Jews, of which Harold E. Fellow is chairman, has named Leon J. Bamberger to membership.

Other members in the announcement are: Ralph Hammerstein, Taylor Miller, David Albright, Robert Myers, Robert J. O'Donnell, J. Robert Rubin and Max E. Youngstein.

The annual meeting of the Commission will be held on April 20 in the Hotel Commodore here.

Moderate Price Cuts
In Knoxville and K.C.

Reports still being received here as a result of Motion Picture Daily's survey of the nation's key cities following the revision of the Federal administration on prices, show that prices charged by the greater majority of cases either unchanged or very slightly reduced.

In many theatres have cut their prices by five cents, where the rate formerly was 50 cents, and from 10 to 15 cents on other down admissions. These rates will be increased, however, for CinemaScope and for all special attractions.

Among the first run theatres which held to their former prices after April 1, while finishing runs of FO or CO are down on a few, two cases reduced their rates. The Paramount, formerly charging 65 and 85 cents, is now charging 50 and 60. A 10 cent reduction has been put into effect at the RKO Mission.

Most houses, however, are holding to their former scales.

Goldman Recoveries
Found Non-Taxable

PHILADELPHIA, April 13.—The United States Court of Appeals for the third circuit has held as non-taxable two-thirds of the recovery by William Goldman Theatres Co., the parent company of the theatre companies in its 1948 anti-trust suit.

The appeals tribunal said, "we are of opinion, as a matter of law, that the use of the term common speech would not give punitive damages as a matter of law and that two-thirds of the judgment awarded in the treble damage action cannot be considered as products of capital or labor, and so does not fall within the definition of income.

30 Pictures Now in Production on Coast

Hollywood, April 13.—Start of fourteen pictures and a third of three thousand others lifted the overall shooting lead to 30 pictures in camera stages.

Started: Adventures of Hajji Baba; Two Women, Two Cities (M-G-M); "Suddenly," Robert Baisler (U-A); "Shadow Valley" (U-I), "Summer Holiday," "Barefoot Boy" (Para); "Big Top," Hal Wallis (Para); "Country Girl" (Para).
SPRING IS HERE!

-and your friendly Leo is full of PEP!

WOW!
That thunderous Preview acclaim at Fox Village Theatre, Westwood, Cal. for M-G-M's rousing musical "SEVEN BRIDES FOR SEVEN BROTHERS." (CinemaScope — Color)
— Jane Powell, Howard Keel

OH BOY!
Those M-G-M Springtime Star Hits:
"FLAME AND THE FLESH" (Technicolor)
Lana Turner, Pier Angeli, Carlos Thompson
"BETRAYED" (Color)—Clark Gable,
Lana Turner, Victor Mature, Louis Calhern
And The Big Musical
"THE STUDENT PRINCE"
(CinemaScope — Color) — Ann Blyth, Edmund Purdom, and the singing voice of Mario Lanza
— And Many More!

HOORAY!
That exploitation job done in 4 test spots for M-G-M's "PRISONER OF WAR" playing "A" time proves that showmanship pays off!
Ronald Reagan, Steve Forrest,
Dewey Martin, Oscar Homolka

SOCK!
That "ROSE MARIE" business at Radio City Music Hall (tops "Knights of the Round Table"). M-G-M's romantic musical in color is a springtime tonic everywhere!
(CinemaScope — Color)
Ann Blyth, Howard Keel, Fernando Lamas

WHEE!
That ever-growing acclaim for M-G-M's "EXECUTIVE SUITE"! Critics at advance screenings state that they've already set it in among their "10-Best of the Year."
William Holden, Jane Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

FLASH!
From Boxoffice Magazine: "M-G-M has 2 out of the TOP 3 money hits of the Winter Quarter; 'KNIGHTS OF THE ROUND TABLE' (269%), 'JULIUS CAESAR' (227%)."
Decca to Buy 'U' Stock

(Continued from page 1)

year for the picture company, topping the business "weakest" in the company's last few previous years.

In his address, Rackmil deplored the proxy fight and called it "infant" that the opposition had labeled him a "part-time" president of the record company. He blamed the decline in Decca sales to cyclical changes in the public taste, citing an analogy with the Metro-Goldwyn-Mayer star system. Rackmil told stockholders that M-G-M, at one period, found itself with a "stable of stars" who in the past had been "the greatest in the business" only to find that later they did not command the same popular appeal. Decca Records, he continued, has gone through the same cycle and now, he added, steps are being taken to correct the situation.

Increase Over 1953

First quarter earnings of both Uni-
versal and Decca, he added, show an increase over the previous year. In connection with Decca's plan to pur-
chase more Universal stock when the time is "promises," Rackmil called Universal "probably the most successful film company in the business." He men-
tioned that Decca's stock purchase plan would be similar to the proposal made earlier this year by Decca to Universal's stockholders to exchange Universal stock for Decca shares. The response to the earlier proposal, he continued, was "far in excess" of Decca's proposal.

The opposition slate offered the fol-
dowing as directors: Lloyd, Bert Ly-
tell, Spencer Samuels, Clarence Der-
went, and H. Marshall Robertson. As previously reported, the management slate, in addition to Rackmil, consisted of the following: Leonard W. Schneider, Robert W. Lea, Harold J. Thorp and Samuel H. Vance.

65% Represented by Proxy

Samuel Yamin, Decca secretary, re-
ported that 595,732 shares, about 65 per cent of the outstanding stock, was represented by proxy at yesterday's meeting.

A lawyer representing Robert Al-
fen, the newspaper columnist who is a Decca stockholder, said that Allen withdrew his support from the opposition group after a columnist claimed that Serge Rubinstein was connected with the opposition. Many of the stockholders' protests against manage-
ment concerned the salaries of officers and the decline in the sales volume of Decca.

Adolph Schimmel, Universal vice-
president and general counsel, tem-
porarily sat in as secretary to the Decca meeting in the absence of Yamin.

Fox-SPG Pact Meet Set

The negotiating publicists represent-
ing the Screen Publicists Guild (New York) will meet with 20th Century-Fox officials tomorrow to discuss a new contract. The present pact expires April 17.

Knoxville, Memphis

Far Apart on 'Line

KNOXVILLE, Tenn., April 13—The Knoxville Board of Review has decided that "The French Line," recently banned in Memphis, is "probably" the ad-
vertised motion picture manager for a theatre circuit, Stanley Warner has launched a national magazine campaign to support his ban.

The first ad, in full column space, appears in the April 12 issue of "Life." It lists 10 theatres now playing the CinemaScope-stereophonic film and asks for a petition that will open at the Century Theatre, Minneapolis on April 19. Also sched-
uled for this ad are "Look," "Col-

"Rose Marie" is represented by an ad on the table of contents page in the April issue of "Woman's Home Companion." In the same issue, "The Holly and the Ivy," "The Command" and "The Boy From Oklahoma" are recommended by Phil Hartung, the "Companion's" critic.

"The Boy From Oklahoma" has Will Rogers, Jr. as a young cowboy who rides into a mess of trouble and stays on to straighten things out. A new April issue of "Seventeen." "Continuing an honorable movie tradition begun by his father many years ago, Will thrills the audience in a good rol-
llicking role by his gentle wit and deceptively easy-going tactics and gets the girl, Nancy Olson.

"The Barefoot Contessa" receives the benefit of an interesting camera study of Ava Gardner made by "Life's" photographer David Dougs-
das Ducan. The photographic study covering five pages was made on loc-
ation in Rome and appears in the April 12 issue of "Life." The photo-
graphs reveal that Ava Gardner gave unstinting effort and deep con-
centration to the starring role in "The Barefoot Contessa."

"Yankie Pasha" receives the sup-
port of a 24-page "Travel Fashion sec-
tion in the May issue of "Photoplay." Featured in the section are Minnie Van Doren and many Universal-Inter-
national starlets. Universal News will feature the girls who appeared in Pho-
toplay's May issue in a forthcoming issue of Universal News that has been booked into 6,000 theatres.

"Prince Valiant" has been chosen "Picture of the Month" for May by Florence Somers of "Redbook."

"Knock on Wood," "Student Priva-
tes," "Saskatchewan" and "Naked Jungle" are recommended by Ruth Harbert in the May issue of "Good Housekeeping."

Audrey Hepburn, star of "Sabrina Fair," receives a plug in the current issue of "Look." The articles are devoted to the Academy Award winning star and her current play on Broadway.

"There's No Business Like Show Business" receives a plug in the April 16th issue of "Life." A two-page spread is devoted to an interview and full color photography of Sheree North, the film's dancer-crooner."

WALTER HAAS

THIS YEARING!

"INDISCRETION

OF AN AMERICAN WIFE"

A COLUMNIA RELEASE STARRING

JENNIFER JONES - MONTGOMERY CLIFT

A VITTORIO DE SICA PRODUCTION

National Pre-Selling

MARKING a new departure in ad-
vertising for a theatre circuit, Stanley Warner has launched a national magazine campaign to support his ban.

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WALTER HAAS
**OK Motion to Amend Ontario Theatres Act As Session Closes**

TORONTO, April 13.—The Ontario Legislature approved a motion to amend the new Ontario Theatres Act in closing stages of its session here. The amendment provides that sanction from local municipal government is necessary in written form before the Ontario government can issue a license for the operation of a new drive-in theatre.

The mover, H. C. Nixon, indicated that a municipality previously was unable to act when objections were raised by local residents to the site of new drive-in projects.

**Myron Blank**

(Continued from page 1)

Schwartz, Century Circuit executive, was the most active in promoting production, but that other TOA leaders were "at least thinking" about forming production units.

Commenting on the admission tax adjustment, Blank, who operates theatres in Iowa and Nebraska, said that it was too early to state its effect, but that "it should help." In his own circuit, the first quarter of 1954 showed a lower gross than the corresponding period of the previous year, but he looked for the tax cut to be of considerable benefit to offset this slump.

**To Bow at Astor Theatre**

Paramount's "Elephant Walk" will open at the Astor Theatre in New York on April 21, the film company announced here yesterday.

**RKO Stock Buying Mystery**

(Continued from page 1)

figure that Hughes would be willing to pay not only more than his current offer of $6 per share for it, but also more than the $61.25 at which it has been bought in the open market of late.

Present: Tax Law Complex

On the other hand, financial observers point out that the tax law is extremely complex now and is currently scheduled for revision by the House Ways and Means committee. Even if Hughes at this point could, assuming he wanted to, take advantage of the tax loss carryover provisions with respect to RKO Pictures, there is no assurance that the new law will not prohibit its benefits where stock has been acquired for that purpose.

Moreover, associates of Hughes assert that they know of no plans which his may have for the parent company. As many Hughes has no plans other than the liquidation of the top company, there would be no reason for him to pay a premium price to redeem the outstanding stock, whether or not there was more of company stock, it is argued.

In that case, those who paid a premium for the shares would stand to lose rather than gain.

**RKO Radio officials as well as financial sources are at a loss to explain the stock buying at the premium price, or to identify the buyer. They are extremely curious, and it is reported, will confer with counsel this week to discuss all possible, and possible reasons for the market action.**

It is reported that the company already has been given legal advice that the recent stockholders' suits against Hughes and other officers of the company are dead and cannot be revived. One area of speculation over the market buying at a premium price was that it might be by speculators who figured a recovery through successful prosecution or settlement of the stockholders' suits would be reflected in the future value of the stock.

Today, however, legal opinion apparently rules out even that as a possible explanation of the market phenomenon.

Yesterday, 22,000 shares were traded, mostly at the premium price. However, the issue closed at 6, down one-eighth for the day.

Your theatre can have Pola-Lite 3-D Single Strip System for only $100.

Together with a minimum order of 6,000 Pola-Lite glasses in a period of one year!

Folding Temple Glasses still only 10c.
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<td>PRIDE OF THE BLUE GRASS</td>
<td>Virginia Grey</td>
<td>Billy Halop</td>
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<td>May 2</td>
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**Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following:**

- (D) Drama
Television - Radio

with Pinky Herman

(Continued from page 1)

A special telefilm "Drivers' License," featuring Bambi Lynn, Rod Alexander and traffic expert J. C. Furness, author of "And Suddenly Death," will be shot Monday to be shown on the May 23 stanza of the NBC-TV Vehicle, "American Invention," produced by Bill Hodapp. The film will help to launch the AFSCP Highway Safety Award...NBC cameramen say that Rhonda Fleming is the most "hue-genic" of females so that net's West Coast biggies are planning a color show, on which she is due in early May. Ralph W. Cummings, who has been composing successful jingles for years, has formed Cummings Productions with Al J. Gilbert with the accent on "Music for Selling." ...Jack Lait is planning a double roster of mercurious motion pictures and transcriptions (radio) and musical director for the Ford Foundation's "Excursion" series over NBC-TV, is out of New York Hospital where he underwent minor surgery. Say Jack: I wish my agents to do likewise-make their cuts as small as possible. (gag ends) ...Texas Children's Hospital in Houston, which receives 10 per cent of the royalties earned by Ernie Ford's songs (Ernie is on the Houston "Chronicle" staff), will again benefit by Ernie's latest composition, "There's No One Around" (To Say Goodbye To) which he wrote with Dick (Two Ton) Baker.

Max Liebman has signed Steve Allen to head 15 of next season's "Your Show of Shows," the bestpected comic slated to work with other stars in the variable formats. "Y.S.O.S." will consist of original musicals, musical hits of the past, as well as old and new musical revues, the Allen series starting sometime in September and remaining on the NBCChannel...Caught the "Dolly Mack Show" Saturday at 7:30 P.M. on Channel 7 and were treated to a cleverly-conceived musical show with Dotty, Colin Mau and Bob Braun "mounting" (pantomime) the songs in appropriate and imaginative settings. Vicotor's new X Label has just released balladier Al Wally's initial effort, "Mr. Love Will Be Real," authored by the MBS-WORKERS, Gene Clark, engineer-superior, Mac Benoit, engineer, and Larry Dorn, producer. . . Reub Kaufman of Guild Films has signed Frankie Laine to make a series of musical shows, scheduled to go before the cameras next week for Sept. 1 release. Programs will be a half-hour each with Laine supported by song and dance artists.

Because programs 1015 and 1017 of Ziv's telefilm series, "I Led Three Lives," effectively deal with communist infiltration of civil defense groups, and in response to queries as to price of rentals, etc., from several military officers, John L. Sinn. Ziv-TV proxy, is making available to our Armed Forces these prints at NO COST. . . Jay Jackson finishes his fifteen NBCChopp at 9:30 P.M. catches a waiting elevator, dashes into a waiting police car and is rushed to Du Mont's Ambassador Theatre on W. 49th St. in time to be moderator of "Twenty Questions" which goes on at 10:00. . . Our idea of how to spend 600 enjoyable seconds: listen to the "Bill Tabbert Show" every evening at 7:00-7:10 on WABC-TV, when the "South Pacific" lark fills the air with song.

Arbitration

organization, attend the meeting. A spokesman for the sales managers group said that Allied would be sent another invitation in the hope that it will reconsider its previous rejection.

Present plans call for the all-industry meeting to be held some time during the week of May 12, provided Eric Johnston, MPAA president, will be available. It is the intention of the committee to have Johnston at the session to express MPAA's views on a method for settling inustry disputes.

Pola-Lite 3-D

(Continued from page 1)

Unita, Provo, Utah; Strand, Marshalltown, Ia.; Roxey, Logan, Utah; Bloomington, Ind.; Idaho, Twin Falls, Idaho; Main, Royal Oak, Mich.; Whalley, New Haven, Plaza, Brownsville, Pa.; Norwood, Florence, Ala.; Basil, Washington, Pa.; Temple, Welch, W. Va.; and Shawano in Shawano, Wisc. The Pola-Lite single-track 3-D system used in the Pola-Lite theatres in Detroit, Pittsburgh and Harrisburg, as well as to exhibitors at two important demonstrations held in Milwaukee and Chicago.

$100,000 for Caesar

PHILADELPHIA, April 13-In its ninth week at the Academy Theatre here, M-G-M's "Julius Caesar" passed the $100,000 box office gross mark, the company has reported.

Every week day is

walt FRAMER's

"Top-rating" day!

STRIKE IT RICH

THE BIG PAYOFF

walt FRAMER PRODUCTIONS

"AMERICA'S LEADING INDEPENDENT TV PRODUCER"

1150 AVENUE OF THE AMERICANS

New York 36, N. Y. * OXFORD 7-5373

13

Wednesday, April 14, 1954

MOTION PICTURE DAILY

Italian Paper Backs
Reorganization Plan of ANICA's Monaco

The current issue of Italian film magazine "Unitaita" refers to the present proposal of ANICA president, Dr. Italy's United Motion Pictures, for the organization's reorganization. The editorial is indicative of vital new changes in the organization of the Italian film industry.

Editorial writer G. C. Castello points to his statement as evidence of Italian film makers' "serious ambitions of an international flavor." Castello also applauds the trend toward economic centralization as the best way to achieve "a new policy and set up in which the Italian creative energy must be given all possible tools for expansions."

Part of the new long-range program of cooperation and co-production with foreign countries was recently announced establishment of the ANICA foreign office directed by Dr. Renato Guarino.

The article predicts that the proposed industry reorganization with stable financing, long-term contracts and more exclusive training for new film personnel will improve the average level of production. Other improvements forecast in the editorial include a guarantee of support by larger established companies of serious independent producers, establishment of the neo-realist to further develop their style, and provisions for the "new organization of minor creative ambitions."

Cannes-Award Film

Processed by Pathe

"Neapolitan Carousel," a Lux Film which received one of the five international awards at the Cannes Film Festival in France, was entirely processed in the United States by Pathe Laboratories.

Produced in Italy, the 15-reel musical was filmed in Pathecolor. In order to make the deadline for the competition, each day's film was flown to Pathe in New York where it was developed and inspected with negative reports cabled back to Italy within 48 hours. Within 48 hours, Pathe had positive prints airborne to Europe.

The Japanese film "The Gate of Hell" was awarded the top prize at the yearly ceremonies with "From Here to Eternity" receiving a special award from the French jury. It felt that the Columbia Pictures film had been amply rewarded with eight Oscars" from the Academy of Motion Picture Arts and Sciences.

Andersen Set for

Israel Distribution

Samuel Goldwyn's "Hans Christian Andersen" has been sold to Morris B. Kesten, Israeli Films Corp., for distribution in Israel. The picture will have its premiere in Tel Aviv on May 28 with national distribution throughout Sun Films, Ltd.

"HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS

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Specialists in Motion Picture Industry
"This writer had the pleasure to witness a showing of 'The Robe' in Allied member Arlo Thompson's beautiful Lake Mills, Ia., theatre."

"Mr. Thompson's installation should be seen and heard by all exhibitors, for movies are on the march.

"Quality of Stereophonic Sound is good. To deny it is ridiculous. Magnetic sound reproduction is superior to optic and gives more latitude."

*From Organization Bulletin article by Charles Jones as reproduced in FILM BULLETIN, April 5, 1954

**Capacity: 427 seats; screen size 24"
Trial in Gov't 16mm. Suit Delayed; Conference Apr. 21

HOLLYWOOD, April 14.—The Government's 16mm. anti-trust case against 12 distributor defendants probably will not come to trial before December at the earliest, James McGrath, government attorney in charge of the case, said here today. McGrath stated that between now and December, Justice Department attorneys will take numerous depositions in New York and elsewhere. Attorneys for all defendants have been notified to appear before Federal Judge Harry C. Westover next Wednesday for general discussions on the present status of their respective preparations. That day has been set aside by Judge Westover for the industry suit and 19 others which were transferred from eight other judges for conferences with all litigants for the purpose of establishing precedence. The anti-trust suits involve between $25,000,000 and $50,000,000.

First Step
Set Plans For
First Meeting
On Arbitration

Initial steps toward the establishment of an industry arbitration system took form yesterday when a sub-committee of the sales managers committee of the Motion Picture Association of America met here in the Paramount Bldg., to discuss an article for an arbitration session tentative, set for May 17 in the Hotel Astor. Eric Johnston, MPAA president, is expected to preside at the meeting. The arbitration sub-committee consists of William Gelring, executive assistant general sales manager of 20th Century-Fox, representing Al Lichtman; A. Montague, Columbia; Charles Feldman, Universal, and A. (Continued on page 8)

Columbia and SPG
Agree on New Pact
The Screen Publicists Guild (New York) and Columbia Pictures have come to agreement on a new two-year contract which provides substantial salary increases, new minimum wage schedule, union shop and other benefits. (Continued on page 11)

WB OPENs TWO-DAY DISTRICT MANAGERS MEET HERE TODAY

A two-day meeting of Warner Brothers district managers, starts here today, to discuss the distribution lineup for the next five months. The session will be conducted by Ben Kalmenson, vice-president in charge of distribution, who described the program as being "one of the most important in the company's history." Productions to be discussed are "Lucky Me," the company's first CinemaScope musical, in color, by WarnerColor, and Alfred Hitchcock's (Continued on page 8)

ITALIAN PRODUCERS DENY REDS' REPORT OF FILM SHUTDOWN

By ARCEO SANTUCCI
ROME, April 14.—Answering an alarmist campaign in the Leftist press alleging that many producers have suspended activity in protest against government controls on politically and morally extreme productions, the Italian Producers Union today issued a categorical denial of all such stories.

The producers, pointing out that the government will continue present film support legislation in force, asserted that they have decided to carry on their current production programs. In so doing they confirmed their intention to dissociate themselves from propaganda spread by the Communists.

Today's issue of the pro-Communist daily "Paese Sera," has announced that major companies, including Italia, headed by Goffredo Lombardo, president of the Producers Union, and Lux Film, headed by Renato Gualino, managing director of I.F.E., had suspended all production. The Producers Union denial was addressed to these, as well as any other companies which might be affected by the statement.

Nevertheless, the industry situation will continue to be perplexing until the government's decisions affecting it are made known.

Another Reduction
20th Moves to Cut Magnetic Recorder Cost

By MURRAY HOROWITZ
Negotiations are under way to reduce the cost of the还是要, required for magnetic stereophonic sound presentation, it was disclosed here yesterday by Spyros P. Skouras, 20th Century-Fox president.

Skouras said that 20th-Fox has initiated talks with equipment firms to bring down the cost of the magnetic recorder to that of the integrator, the unit required for Per-Sound Stereophonic Sound presentation. Skouras put the present cost of (Continued on page 8)

Both in CinemaScope
Allied Artists and 20th-Fox
In Joint 2-Picture Deal

Two pictures are involved in a joint production distribution deal between 20th Century-Fox and Allied Artists. They are "The Adventures of Hajji Baba" and "The Black Prince."

Under the partnership arrangement, both productions will be made by Allied Artists. Allied Artists will have the sole distribution rights to "The Black Prince" in the Western Hemisphere and 20th-Fox will have the Western Hemisphere rights to "The Adventures of Hajji Baba." "Hajji Baba" is scheduled to start production on the Coast today. It is (Continued on page 11)

Stricter Censor Law
Urged for Baltimore

Baltimore, April 16.—A hearing has been scheduled by the Baltimore City Council's Ways and Means Committee for April 26 on a resolution calling for a stronger film censorship law. Sydney R. Trab, chairman of the Maryland State Board of Motion Picture Censors, has been invited to attend.

Now before the Council, the resolution was introduced by Councilman Ambrose Kennedy. It calls for (Continued on page 11)
Krim Is Honored by Italian Government

Arthur R. Krim, president of United Artists, was awarded the Cross of the Cavaliere Ordine d'Italia by the Government of Italy at a testi-

ification dinner held at the Embassy of Italy according to advice received at the New York offices of the company, last Wednesday. A presentation was made by Gianni De Firol, director general of the Italian Government Entertainment Industry Bureau at a luncheon which was attended by leading figures of the industry and nation.

The luncheon honoring Krim also paid tribute to the Italian branches of United Artists, which was praised by representatives of ANICA and AGIS, Italy's two industry organizations.

RKO Chicago Grand Returned to Lessees

CHICAGO, April 14—The Grand Theatre, a subsidiary operated by RKO Theatres since 1943 on a sub-lease held by the Winston Theatre Corp., has been returned to the lessee, a local group headed by Van A. Nomi-

es, vice-president of Allied Theatres of Illinois. Coincidentally, the building was sold yesterday to an undisclosed purchaser, but a source close to the transaction indicated that the new group desires to maintain a possi-

ible connection between the sale of the building and RKO's exit from operation of the theatre. The same source also indicated that the Winston Theatre Corporation was without assets and therefore not vul-

nerable for walking out on its sub-

lease.

The Nomines group, in the absence of the movie palace, also recently in Greece, will continue to operate the 120-seat downtown house in a first-

run policy until further notice or until such time as Nomines returns to con-

fer on any possible changes.

Severance of RKO Theatres from operation of the Grand, which was made last week as the Chicago Sun-Times reported, "This Is Cinciana," was returned to the lessees by RKO in December of 1951.

Varied Program Set For Mel's Telectast

Scenes from favorite operas, featuring top talent, will open the next sea-

son of the Metropolitan Opera on Nov. 8, the performance which will be telectast to theaters across the coun-

try, it was disclosed here yesterday by Rudolph Bing, general manager of the Metropolitan Opera.

The performance, the first one to be offered under the three-year agreement reached by the Metropolitan Opera and Television Network Television, will feature the prologue to "Pagliacci," the first act of "La Bohème," act two of "The Magic Flute" and the opera from "Aida," including the full ballet number in the triumphal scene.


To Map Plans Today

For UJA Luncheon

Leaders of the motion picture and amusement industry will meet to-

morrow at the 20th Century-Fox building to discuss plans for the industry wide Jewish Appeal in behalf of the 1954 United Jewish Appeal of Greater New York to be held on May 20, at the Hotel Pierre. Spyros P. Skouras, president of 20th Century Fox, will be guest of honor.

Adolph O. Schimmel, vice-president, secretary and general counsel of the Fox Pictures, is divisional chairman.

Call For 20% Increase

The film and amusement men have called for 20 per cent increases in contributions all along the line as their part of a "special formula of giving for 1954" to meet not only current needs of UJA agencies throughout the world but also in $150,000 to help repay a recent loan of $75,000,000 made by national UJA with which Israel will be able to consolidate its critical short-term debts. The motion picture and amusement division has established a divisional goal of $75,000 for the current drive.

Arias Gets Sternberg Film for Release

Josef von Sternberg's "Ana-

Hans" will be distributed in the United States by Arias Quality Films, newly

formed company consisting of Henry R. Arias, Angelo A. Avila and Myer P. Beck. The film, made entirely in Japan, is the story of a group of shipwrecked seamen who land on an island inhabited by one woman, who occupied a desert island for six years after the close of World War II and who, it is said, escaped with the help of something and was then lured by the United States Navy.

The story, a tale of heroism and degradation and the moral deteriora-

tion of a good woman, is told in an

English narration throughout.

Para. Spurs Radio, Television Drive

Paramount has increased the radio-television-pre-selling program for "Knock on Wood" at the Capitol The-

atre and "Casablanca's Big Night" at the Victoria Theatre, which open this week.

A nationwide audience of 15,000,000 will see the film plugs, which will be accompanied by scenes from the picture and CBS network radio and network television stations.

Gov't, Compo to City

Bookers of Liberty,

Women show

The 10 film company branch ma-

agers in the exchange territory who will be booking "The Price of Liberty" in proportion to the number of conventional theatres and drive-ins operating in the area will be given 1953 War Bond campaign medals by S. Department of Defense and the Council Motion Picture Organizations.

Wilson Signs Awards

The awards will consist of 95 portfolios which will include a ciput of General William M. Scranton, Jr., Secretary of Defense, and Robert A. COOPE.

COMPO. It will also contain a co-

memorative stamp sheet which will be issued in honor of women in the U. S. Army, Navy, Air Force and Marine Corps to whom "The Price of Liberty" is a tribute. To add interest to the panel of stamps, it will be autographed by representatives of the government official whose name will be divulged shortly.

In announcing the awards, Charles Branson, chairman of the general sales managers' committee, said they will be presented on or about May 8, on the number of conventional theatres and drive-

ins in operation between the release of "The Price of Liberty" on May 15. Sidney Kramer, in charge of the national distribution, will at that time, together with the short subject managers committee, announce the winners.

Plan Workers Named

Those concerned with working out the plans for the distribution of "War in Berlin," from the late Ben J. Bar-

ner of RKO, as assistant to the chairman of the Motion Picture Association's general sales management committee; Capt. Evelyn J. Blew, for the Department of Defense, and A. COOPE for COMPO.

To Set Preliminary TOA Conclave Plans

Preliminary steps for the prepara-

tion of the TOA conclave which will take place right away to discuss discussions with the Theatre Equip-

ment and Supply Manufacturers Association and Theatre Equipment Dealers Association, TOA, for ex-

ample, will have a joint stand to show the two enterprises what is being done at the Conrad Hilton Hotel in Chi-

cago on Oct. 31-Nov. 3.

Arrangements for hotel accom-

modations as well as exhibit space at other conventions are already been initiated during the current week conferences.

Radick in NTFC Post

William J. Radick, head of the NTFC executive committee, was named chairman of the governmental committee of the National Television Film Council at a meeting of the council's board directors.

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More than 56 outstanding personalities will be toppled by 20th Century-Fox on its drive-in screens in L.A. this week, to give a preview before the cameras or in preparation for filming later this year.

This week Fox offers one or more shows at 10 shows for each CinemaScope special, for several have been contracted to appear in two or more future CinemaScope productions, but stars include Marilyn Monroe; Sammy Cooper; Spencer Tracy in "Broken Lance"; Kirk Douglas in "The Racers"; Jean Simmons in "The Egyptian"; and "Desire"; Donald O'Connor in "There's No Business Like Show Business"; and Frank Sinatra in "Pink Tights."

An Airline to St. Thomas


TV 'Exchange' Plan by 8 Nations Aboard

WASHINGTON, April 14—Italian film exports in the first ten months of 1953 were more than three and a half times greater than in the first ten months of 1952. The figure is in line with the increased Circumstantial evidence that the export of Italian films has increased by 100 per cent and is expected to be increased by 200 per cent in 1954. The figure is based on the figures from the Italian motion picture association. The figure shows an increase of 140,000,000 in the first ten months of 1953, compared to 380,000,000 in 1952. Golden noted that the increase in the export of Italian film has been such that the country is now the second largest exporter of film in the world, after the United States.

Preminger Signs Two

Otto Preminger, producer-director, has signed Hershel Burke Gilbert as musical director and Maximilian Schell as assistant director for his forthcoming CinemaScope version of "The Three Wise Men." The film will be shot in Italy and will be produced by Pola-Lite Studios in New York.

Name Woman Manager

HARTFORD, April 14—Mrs. Joseph Szpakov, wife of the former general manager of Connecticut Theatre Company, has been named manager of the State Motor Theatre, New Britain, Conn. Szpakov is now a Connecticut sales representative for Bradley & Smith Candy Co.

Builds 1,000-car Drive-in

TORONTO, April 14—Nat Taylor's 20th Century Theatres has started construction of a 1,000-car drive-in on the highway north of Toronto.

Promotion of Films Growing on WRTV, Reade TV Station

WRTV, the "Walter Reade Theatre of the Air" on Channel 58 in Ashbury Park, N.J., is launching an increasingly important medium in the Walter Reade Theatres organization's promotion picture picture. Circuit officials have reported that the station has been effectively utilized in the promotion of Walt Disney's "Pinocchio," "Sleeping Beauty," and "Winnie the Pooh." Recently, after a big build-up on the station, one of Disney's artists' clips hit the air in the Brown County area, where the film will play Easter Week dates, with an appearance on WRTV and an exhibit of Disney merchandise.

The following day Steve Cochran, Carole Mathews and Bob Cunningham, stars of "Shark River," climax a personal appearance tour of the same area with a half-hour informal program on WRTV, in which Walter Reade, Jim Frisbie, and Carole are reported as "M.C." Their TV appearance was announced on the station for more than six months to supplement the theatre campaign.

Has Daily Program

Walter Reade Theatres sponsors a daily five-minute "What's Playing" program on WRTV, in which extensive use is made of film clips and slides, as are made available by Publicity, Inc. The Walter Reade owned and operated TV station has been on the air for about three months, and serves the Greater New Haven and Middlesex County areas in New Jersey.

Better still, a greater rate of the station is planned for the busy summer season in the New Jersey resort area by the circuit to promote the 20 theatres it operates in WRTV's coverage area.

TPA Signs Five-Year Picture Lease

HOLLYWOOD, April 14—In order to consolidate all its production activities under one roof, Television Programs Associates has entered into a long-term lease on five stages at Motion Picture Center, it was announced by Edward Small, Organized last September, with Small as chairman of the board, Milton Gordon as president, Leon Fromess as executive producer, Ben Hersh as general manager of production, and Mickey Sillerman as vice-president in charge of sales, TPA has launched an extensive TV production program, Terms of the lease with Motion Picture Center are for five years.

With Fromess heading all production, the company will produce 15 half-hour shows a month.

'Beachhead' Here Friday

United Artists' 'Beachhead' will have its New York premiere at the Globe Theatre here tomorrow. The cast of the production is headed by director Robert Valli, stars Tony Curtis, Frank Lovejoy and Mary Murphy.

New Drive-in Owner

HIGH SPRINGS, Fla., April 14—William Lee, who purchased the High Springs Drive-in at High Springs, Fla., from Mrs. Carlos Gutsch and Carl Martinez, is a veteran of 43 years in the industry.
ALFRED HITCHCOCK’S "dia

PERFECT 3DIMENSION IN THE HITCHCOCK MANNER, AND

STARRING
RAY MILLAND • GRACE KELLY: ROBERT

WITH
JOHN WILLIAMS • ANTHONY DAWSON WRITTEN BY FREDERICK KNOTT who wrote the International Stage Suct
...IF A WOMAN ANSWERS
...HANG ON FOR DEAR LIFE!

M for Murder''

WARNER Color

M M I N G S

dial Warners and plan right now for the biggest mystery mop-up in years and years!

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN
Out of this world...

New, exciting wide-screen entertainment! Thrills! Thrills! Large things made even larger! The barely visible made man-size and more! Entertainment that fills eye and mind. That's today's motion picture—a new world of advanced production, processing and projection with a world of new problems. Today, many of these problems are being solved in co-operation with the Eastman Technical Service for Motion Picture Film. Branches located at strategic centers. Inquiries are invited.
Compo Ad Stresses Films' Local Value

Beyond Entertaining

Council of Motion Picture Organization of America, which published in the "Editor & Publisher" Saturday, shows how over the years theatres have acquired a primary purpose of selling entertainment to the public.

Headed: "The Magnet on Main Street". The financial reasons that by pulling people out of their homes and into the retail centers of the town, the theatres brings its own patrons into buying contact with the goods and services offered by other business establishments. By sharing its customers with every other business in town, the ad says, the theatre has become a prop to local prosperity.

As proof of the theatre's duties to other lines of business, the ad quotes an item in the Rochester Times-Union which says in part, "And nothing in city, town or village creates the great urge to let's go out for the evening" like the "movies" report of the Chamber of Commerce in Forney, Tex., which states that it joined with city officials in issuing a "voice of the city" which theatre had been closed to re-open as "the general business of our town had suffered enormously, and finally, a result of the National Association of Real Estate Boards which declared that closed film theatres cut realty values and became a community problem."

Set New Title

MONTREAL, April 14.—A new title has been announced for the feature-length picture formerly called "Igor the Spy," currently being filmed on location here. "Man in Hiding" is being produced by Fred Feldkamp with Jack Alexander directing from a script by Paul Monash, United Artists will release.

"French" to Butterfield

KRO Radio's "The French Line" has been booked by Butterfield Theatres for release in its "House" houses. The circuit operates 138 houses throughout the state.

WB Two-Day Meeting

(Continued from page 1)


District managers attending the meeting will be Norman J. Ayers, Eastern, with headquarters in New York; William G. Mansell, Central Philadelphia; Robert H. Dunbar, Mid- west Chicago; Art W. Anderson, North Prairie, Milwaukee; Hal Walsh, South Prairie, St. Louis; W. O. Williamson, Jr., Southeast, Atlanta; Ed Williamson, Southwest, Dallas; Henry M. Herbel, West Coast, Los Angeles; Haskell M. Masters, Canada, in Toronto, and Robert Smelzer, in Washington, and vice-president of the New York Metropolitan branch manager.


March of Time Film

To NBC Library

Acquisition of 10,000,000 to 15,000,000 feet of documentary and historical film which dates back to 1934 from the March of Time film library was announced by Carl M. Stanton, vice-president in charge of the National Broadcasting Co.'s film division.

According to Stanton, the transaction of film footage will become effective on March 31.

The March of Time film will give the NBC film division the largest collection of footage in the industry. Stanton said, "The film will be leased to television, motion picture companies or any other organizations that may require documentary or historical footage." He stated, The NBC network's film division was organized in 1940.

S Kouroas Seeking Lower Recorder Price

(Continued from page 1)

The penthouse head at $900 and $1,050 per pair. The Perspecta integrator was said to cost from $800 to $900 when Loew's made its announcement. Recently, when M-G-M adopted the Perspecta optical sound system.

The move to reduce the cost of the magnetic recorder came on the heels of the announced cut in the Cinema- scope rate, which move designed to make CinemaScope in a favorable competitive situation with alternate systems.

The adoption of Perspecta sound by Warner Brothers, as well as Paramount and M-G-M, poses no problems for 20th-FOX, Skouras held, arguing that the Perspecta sound installation is just as expensive to the exhibitor as the extra nitrate services, and went on to cite that as of last Saturday, 3,218 theatres in the U.S. were equipped for Cine- maScope and magnetic sound, rhetorically asking how many theatres as of that date were assigned for Perspecta.

In the European market, Skouras continued, since Loew's announced its intention of releasing its CinemaScope footage this month of Robinosaur, will open Saturday evening.

The 800-car deluxe outdoor theatre will be equipped with a special service, including a free play area for children, at the base of the screen, which have been taken over for the exclusive use of the film. In the Lawrence drive-in situated on the Brunswick Pike two miles north of Trenton, and which opened for the 1954 season on May 14, the Trenton, like Lawrence, has a 40 by 60-foot screen.

Skouras offered that he was "just glad" that the industry was not fighting over the "bigger and better entertain- ment package. He indicated, however, that his 20th-FOX press conference prior to his departure to the Coast, that if the industry overemphasizes rejecting stereophonic sound, 20th-FOX may re-examine its sound policy.

Arbitration

(Continued from page 1)

Schwalberg, Paramount Pictures. An indication of the magnitude of the prospective May 17 meeting was revealed when it was pointed out yesterday that special arrangements were being made for hotel accommodations for the large delegation of exhibitors who are expected to attend. In addition, it was stated, a consultant will be required to assist in the work of the arbitrator.

The March of Time films will give the NBC film division the largest collection of footage in the industry. Stanton said, "The film will be leased to television, motion picture companies or any other organizations that may require documentary or historical footage." He stated, The NBC network's film division was organized in 1940.

Danny Kaye Leaving

On 'Wood' Tour

Danny Kaye will leave New York Monday for England to attend the Variety Clubs International benefit which is opening on May 23 at the Plaza Theatre in London on Monday, May 23 with the proceeds being turned over to the Spastic Society.

Marking the first leg of an international personal appearance tour, Kaye will leave London on April 26 and is scheduled to appear in one picture scheduled to open on May 23.

S W Dividend

At a meeting of the board of the Pathé Theatre at their offices Tuesday, a dividend of 25 cents per share was declared on the common stock of the company, payable May 10 to stockholders of record April 26. A dividend of 20 cents per share was paid on January 5.
In hundreds of letters to the editor of the ALMANAC—from all branches of the motion picture industry and from television executives, bankers, newspaper and magazine writers, advertising agency executives, business research men and women, librarians and many others—the most often-used words are those which are quoted above.

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- THE ALMANAC requires much less time (and no discouraging bother) to find the information you need. It is thumb-indexed in 15 organized sections, and...
- THE ALMANAC contains a wealth of reliable and useful information which is not to be found in any other reference book.

There just isn't anything like it. It is the only accepted "Who's Who and What's What" for the entire field.
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<td>PRINCE VALENT</td>
<td>(Color)</td>
<td>J. Carrol Naish</td>
<td>D — 95 min.</td>
</tr>
<tr>
<td>April 25</td>
<td>DRIVE A CROOKED ROAD</td>
<td>Mickey Rooney</td>
<td>(April Releases)</td>
<td>FLAME AND THE BLOOD</td>
<td>Lina Cavalieri</td>
<td>D — 60 min.</td>
<td>(April Releases)</td>
<td>SOUTHWEST PASSAGE</td>
<td>(Color)</td>
<td>John Wayne</td>
<td>D — 105 min.</td>
</tr>
<tr>
<td>May 2</td>
<td>THE IRON GLOVE</td>
<td>(Color)</td>
<td>Richard Thorpe</td>
<td>SILENCE AT THE END OF THE HIGHWAY</td>
<td>(Color)</td>
<td>Richard Thorpe</td>
<td>D — 74 min.</td>
<td>(April Releases)</td>
<td>HELL AND HIGH WATER</td>
<td>(Clara Bow)</td>
<td>Ramon Novarro</td>
</tr>
<tr>
<td>May 9</td>
<td>THE COWBOY</td>
<td>(Color)</td>
<td>Charles B. Fitzsimons</td>
<td>JUBILEE TRAIL</td>
<td>(Color)</td>
<td>Ray Milland</td>
<td>D — 74 min.</td>
<td>(April Releases)</td>
<td>SONG OF THE SIEGE</td>
<td>(Color)</td>
<td>Deanna Durbin</td>
</tr>
</tbody>
</table>

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)
**In the THEATRE Equipment World...**

**THE Projecton Optics Co., Rochester, N. Y., has announced discontinuance of its “Series III-C Superlit” lenses in focal length sizes from 2.75 to 3.50 inches inclusive. These sizes are being replaced by the new “Hi-lux” lens in all sizes from 2.00 to 3.50 inches inclusive with deliveries now being made from four to six weeks after receipt of order. “Series III-C” lenses in long focal length sizes from 5.00 to 8.50 inches inclusive are now available for delivery within two to four weeks after receipt of order. The Raytec Service Corp., Brooklyn, is the distributor for Projection Optics.**

- The addition of a new “Model 224” fountainette (above) to its line of fountain and food service accessories is announced by Helmco, Inc., Chicago. It features a newly designed pump with lower action, replacing the conventional plunger action pump. Made of satin finish stainless steel, the unit is designed for precise temperature control in each compartment. It is equipped with four of the new pumps and four fruit wells for a variety of top-selling service.

- Bobrick Dispensers, Inc., of Brooklyn and Los Angeles, has announced a new Universal powdered soap dispenser designed to dispense all powdered soaps, including some hand cleaners and linolins. It has an adjustable output-per-stroke valve to permit regulation of the mechanism to accommodate a change in the type of soap if that is desired. A pull-up valve directs soap to the palm of the hand, minimizing spillage and messy plunger. The dispenser has a chrome-plated finish.

- A two-quart capacity stored air pressure vaporizing liquid fire extinguisher of modern design has been marketed by Pyrene Mfg. Co. of New York. It has a combination of standard pressure vaporizing liquid fire extinguisher of modern design which has been marketed by Pyrene Mfg. Co. of New York.

**CinemaScope Drive-in**

(Continued from page 1)

backed by a heavy promotional and advertising campaign. The Jacksons, a 500-car drive-in, and Gem Gulf, a 3-car drive-in, have been equipped with a new-type single-unit stereophonic speaker installation only a month ago by Ernst's. The speaker was demonstrated several weeks ago for exhibitors and the press at the Buckner Boulevard Drive-in, Dallas.

**One Screen of Chicago Twin Starts ‘The Robe’ Tomorrow**

CHICAGO, April 14.—The Twin Drive-In on the outskirts of Chicago will be the first outdoor theater in this area to show a CinemaScope picture when “The Robe” opens there on Friday. Sound installation of Super Simplex twin speakers for 800 cars, magnetic sound tracks, and other equipment necessary for stereophonic sound was made by National Theatres Supply. The screen, of an undisclosed make and type, is 120 feet wide. Inasmuch as the Twin has been operating under a policy of showing different programs on its two screens, there is a possibility that the policy will be continued, and the other half of the drive-in will not be completely equipped for CinemaScope, although the management has not committed itself either way. Currently, it is planned to show Warner Brothers’ “The Command,” without stereophonic sound.

**Drive-In Opened with C'Scope Equipment**

OMAHA, April 14.—The Airport Drive-In opened here today as the first in this area to be completely equipped for CinemaScope showings. The new theatre is owned and was equipped by Robert Hoff, sales head of Ballantine Co.

**SPG Pact**

(Continued from page 1)

fics for the home office advertising, public relations, exploitation personnel of the company.

The new pact is retroactive to Feb. 8, 1954, when the previous contract expired, and runs until April 2, 1956. The salary increases in the new SPG contract are as high as $12.50 per week, it was understood. The publicists asked that 11 guild members in the Columbia home office be reclassified and prior to the contract signing date were boosted.

The new SPG minimums for Columbia publicists are: janitors—$50 for first six months; $60 for final six months; publicists—$95 for first year of contract, then $125; senior publicists—$135. A senior publicist can work under the new pact, an additional 10 hours in the 371/2-hour work week before overtime pay is awarded.

**Joint Deal**

(Continued from page 1)

a Walter Wanger picture in color by Technicolor with Elaine Stewart and John Derek heading the cast. Don Wolper will distribute the film.

“The Black Prince,” also in Technicolor, will be produced by Walter Mirisch, with filming slated to start in London by June 15.

Participating in the contract discussions for 20th-Fox were president Spyros Skouras and Al Lichtenstein, director of distribution; for Allied Artists, president Steve Brody; Mirisch and Wanger.

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**Fiberglass**

(Continued from page 1)

- for its manufacturing plant near New York.

- The new containers, it was said, are buoyant, heat, cold and fire resistant and will not stretch, shrink or absorb moisture. They further are claimed to be weatherproof, shatterproof, rustproof and waterproof. In fact, Greenman said that the company was also preparing to make fiberglass advertising letters and marquee signs, as well as concession carts for drive-in theaters.

**Censor Law**

(Continued from page 1)

“stronger and more effective laws” for the censorship of pictures. Jerome Robinson, who represents Baltimore’s Fourth District in the House of Delegates, took the floor during the last session to say that Traffic “has not done a very good job and is not temperamentally suited to head the board of censors.”

**This Wanting!**

"INDISCRETION of an American Wife"

Jennifer JONES

Montgomery CLIFT

A COLUMBIA RELEASE STARRING

A VITTORIO DE SICA PRODUCTION

Thursday, April 15, 1954  
MOTION PICTURE DAILY
WALTER WINCHELL said it...
and soon every boxoffice from coast to coast
will echo it: “New Yorkers are talking about—
and so will the nation soon...CARNIVAL STORY!
A King Bros. production for RKO, it opens coast
to coast Easter Week – Anne Baxter’s finest
performance in her long Hollywood career!”

CARNIVAL STORY

starring

ANNE BAXTER • STEVE COCHRAN • LYLE BETTGER • GEORGE NADER

WIDE SCREEN—Print by TECHNICOLOR

with JAY C. FLIPPEN • HELENE STANLEY • Directed by KURT NEUMANN • Screenplay by HANS JACOBY and KURT NEUMANN • A KING BROS. Production
ALTSCHLER TO HEAD REPUBLIC'S WORLD-WIDE SALES ORGANIZATION

A reorganization of Republic Pictures' world-wide sales organization with Richard Altschuler as director of sales was announced here yesterday by Herbert J. Yates, president. Altschuler's post as world-wide director of sales is a newly created one. He has been president and sales manager of Republic International. Bruce Newbery, who has been sales head, will remain with the company in another capacity.

Yates, who recently returned from Europe, said he was convinced that the sales control of both domestic and foreign operations should be under one sales director. Under the new policy, Yates will bring his European and Far Eastern sales manager to the United States for periodic visits to meet with the domestic sales departments. Altschuler will continue in his post as head of Republic International.

Zenith and WOR-TV Seek Phonovision Tests in N. Y.

In a tie-up with Station WOR-TV in New York, Zenith Radio Corp.'s Phonovision system of subscription television will seek experimental broadcasts in this area. Zenith and WOR-TV yesterday applied to the Federal Communications Commission for authorization to start experiments.

Increase Pola-Lite Units to 150 Weekly

With exhibitor requests for the Pola-Lite 3-D single-track projection system now coming in from all sections of the country, the Pola-Lite Co., manufacturers of the new projection machine attachment, has increased its production schedule to more than 150 units weekly.

Schine Trial Date To Be Set May 24

BUFFALO, April 15.—When the U. S. Government-Schine Chain Theatres case came before Federal Judge John Knight here today, the defense submitted a motion for dismissal. Judge Knight set May 24 as the day in which to hear motions. At that time he also will set a trial date on both civil and criminal charges. Attorneys for both sides believe the trial will be held in early fall.

Stresses ‘Grass Roots’ Kalmenson Predicts New Prosperity Era For All

A new era of prosperity, unparalleled in industry history, is in store for both distributors and exhibitors, Ben Kalmenson, vice-president in charge of distribution of Warner Brothers, said yesterday at a meeting of the company's district managers.

In asserting that Warner Bros. was meeting the need of providing suitable material to meet the requirements of challenging new screen techniques, Kalmenson stressed the fact that "we are not married to any particular technique. He said the main objective of the studio was

(Continued on page 3)

Three-Horn System Applause Greets Perspecta At First Presentation

MURRAY HOROWITZ

The first demonstration of Perspecta Stereophonic Sound, held here yesterday at Loew's State, was greeted with applause from the industry audience, composed of exhibitors, distribution executives and the trade press.

Superscope Process For ‘Apache’ Mulled

Discussions concerning the possible release of “Apache” in the Superscope process are in progress with the Tubinsky brothers, developers of the process, Harold Hecht, co-owner and executive producer of Hecht-Lancaster Prods., stated at a trade press interview here yesterday.

Hecht-Lancaster’s “Apache” is scheduled for release here July 4 by United Artists for whom the film will make seven pictures in the next

(Continued on page 3)

Rackmil Decca Slate Wins Proxy Contest By Wide Margin

The Milton Rackmil management slate at Decca Records won a victory in the proxy contest yesterday, when it was announced that the reconvened annual stockholders’ meeting to which the vote was 937,000 to 147,850 in favor of management.

Rackmil, who holds the presidency in both Decca and Universal Pictures, commenting on the vote, said that his stockholders seemed cognizant of the character of the opposition and of

(Continued on page 3)

No FCC Ruling on Films-for-TV Plan

WASHINGTON, April 15.—The Federal Communications Commission refused to rule in advance on the legality of a New York firm’s plan to distribute films to television stations.

Motion Pictures for Television, Inc., asked the Commission last month for such an opinion. It plans to distribute films to television stations, receiving its pay in the form of an authorization from the stations to sell spot announcements. The Commission said it had a policy against advance, advisory rulings.

(Continued on page 3)
Distributors 'Juggle' Prints: Berenson

NEW ORLEANS, April 15.—Abe Berenson, president of Allied Theatre Owners of Gulf States and an independent theatre owner, has charged here that some picture distributors are "guilty of creating illegal clearances and calling it double exposures." Berenson complained that the companies are cutting down on prints and juggling them for choice palaces.

Exhibitors have been forced to play second run and re-issues to keep their houses open, Berenson said. He cited several examples of distributors waiting for clearance and then telling the prints have been pulled back by the studios.

Berenson maintained that if a person added up all the costs of pulling picture forces in, selling ad calls, and wires, it would prove wiser and economical for the film distributors to make it a point to have more prints on hand.

WCBS-TV Gets 28 Films, New to TV

Twenty-eight American and British films have been obtained by Hygo Television Films, Inc., according to William C. Weltner, vice-president of WCBS-TV’s film department said yesterday.

Acquired for showing on The Early Show, the pictures have been shown on a television station. Some of the films are: "Tulsa," "Black and Blue," "That pictures was Amazing Mr. X," "Lost Honeymoon," "Port of New York" and "Down Memory Lane."

Among the British films are: "Evidence for Hire," "A Girl Must Live," "Passenger to London" and "Last Barricade."

Shain Quits Compo; Joins Trade Service

Sam Shain, member of the Council of Motion Picture Organizations staff since 1952, has resigned to devote his time to a Motion Picture Information service, Robert W. Cuyone, special COMPO counsel announced here yesterday. Cuyone said that Shain was to make himself available for special spot assignment for COMPO whenever such a need may arise.

Shain, who recently purchased an interest in "Space & Time," organized two of his forces in several Eastern states for the prosecution of the industry’s tax repeal campaign while with COMPO.

Asks 50c Exemption For Philadelphia

PHILADELPHIA, April 15—George Thomas J. Guerin has introduced a bill in the City Council that would exempt admissions of 50 cents or less from the 10 per cent city amusement tax.

"We want to give the kids a break," Guerin declared. The amusement tax has been a flying Revenue problem for Philadelphia in past years and was one of the few tax breaks to show a decline in the city budget.

Gov’t Insurance Bill Could Affect Industry Companies

WASHINGTON, April 15.—Many additional industry firms would be brought under the coverage of the Federal Unemployment Tax Act System under an Administration-re- quested bill introduced today by House Ways and Means Committee chairman Reed (R., N.Y.). At present, the unemployment insurance law covers establishments employing more workers in at least 20 weeks of each year. The Reed bill would extend coverage to any firm with one or more employees at any time.

Reed said the proposed change is far-reaching in its impact on small business and would require "extensive" committee hearings.

Extend Program Three Years

At the same time, Rep. Keenan (R., N.J.) introduced the Administration’s bill to extend the reciprocal trade program for three years and to permit the President to extend the program for another three years if more tariffs still further. Film industry leaders have consistently backed extension of the legislation.

The trade legislation must also be handled by the Ways and Means Committee. Chairman Reed bitterly opposes this bill, however, and will try to delay or prevent hearings.

UHF Unit Asks FCC To Halt TV Grants

WASHINGTON, April 15.—The UHF Broadcast Television Association today asked the Federal Communications Commission to hold off granting any more UHF construction permits until a Senate commerce subcommittee holds hearings on the status of UHF stations.

The association said the "vast majority" of UHF stations are in "economic distress" largely due to overlapping signals in areas with fringe stations. It pointed out that the commerce subcommittee will hold hearings in two weeks, and said that "certain changes" might be made to the commission by the Senates.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

-----

THE VICTORY" is a film biography of Missop, a 1940s newsreel photograph of "Vivian Maier," a New York photographer.

'ROSE MARIE' starring ANNA HOLLANDER and KEVIN LAMAS in Cinemascope

An R-M-G Picture — and the MUSIC HALL'S GREAT EASTER SHOW

CINEMASCOPE: THE LUCKY ME with WALTER MANSELL in Warnercolor

A Warner Bros. Production

GOOD TIMES PUB. WAREHOUSE, 105 W. 34TH STREET.

'LUCKY ME' and 'THE LUCKY ME' are distributed by United Artists. For further information contact Des White, United Artists, 511 W. 42nd St., New York, N.Y.
Rackmil

(Continued from page 1)

the weakness of their charges. We would like to assure the stockholders," he continued, "that their confidence will be rewarded by continuing the programs that are strengthening and broadening of our company," referring to Decca's subsidiary company, Universal Television.

Losing the proxy battle was the group led by the ousted Decca director, George W. Lloyd, elected as a director, in addition to Rackmil, were the following: Leonard W. Schneider, executive vice-president of Decca; Robert W. Ford, president of the distribute L. Thorpe and Samuel H. Vallance.

Management's proposal to increase authorized capital stock to 2,500,000 shares from 1,500,000 shares was approved by a vote of more than 880,000.

Superscope

(Continued from page 1)

to buy and produce stories that will create great entertainment and that the main objective of the distribution force was to market the entertainment in the most successful manner presently possible.

On the other hand, Kalmen- son pointed out that "the exhibitor also must carry his responsibilities to see that each and every picture is fully exploited where it counts the most —the attraction of patrons at this box-office. This, as I see it, is the big job to be done—the grass roots job in the community, the job that only the exhibitor can do on the local level. Only in that way, by working together, can we take advantage of the opportunity for growth and prosperity that lies ahead in our business."

"Our business," Kalmen son told the district managers, "has undergone a tremendous period of testification over the past few years. We now face an equal opportunity period of time, and one that makes picture making and distribution. But now, the future looks very bright, and we can afford to sit back. This is a dynamic business that can leave you behind the minute you sit still. And Warners is not sitting still. I always believe that every year will be a greater year than the last one. We can confidently expect greater achievements in the coming year."

Studio Schedule Impressive

"If there is any bigger and better lineup of top quality product anywhere, I want to see it," Kalmen son said. "And if I sound optimistic and enthusiastic, it's because I'm convinced that what we have to market from here on in has never been duplicated before.

"Jack Warner's production schedule is the most ambitious our studio has ever attempted," he continued. "It is also the greatest and the most costly. As we look over the product which is coming back to the theatres with me that no expense has been spared in securing and producing those pictures that will bring a new kind of entertainment for motion picture audiences."

Perspecta Sound Presentation Applauded

(Continued from page 1)

Theatres abroad will install Perspecta sound systems as a result of the project. The installations, he indicated, will be in theatres abroad which already have equipped for magnetic stereophonic sound, and only the remaining 2,000 theatres in the U.S. equipped for magnetic sound and only the Loew's State equipped for Perspecta sound. In response to another question, he said once there are 1,200 U.S. theatres equipped for Perspecta sound, he would think it "wise" for M-G-M to switch over to Perspecta sound for its CinemaScope pictures domestically, too.

Loew cautioned that he could only say that the negotiations are "in a national agreement, and that if the U. S. does not take part, the other countries might well withdraw this protection.

However, printing trades union have opposed the step, fearing a signif- icant increase in printing cost. And members of the House commit- tee say that with unemployment ris- ing in the U. S., it will be very dif- ficult to get any legislation this year which might throw U. S. workers out of a job.

Phonovision

(Continued from page 1)

May 31. Purpose of the broadcasts, according to Dr. Alexander Ellet, Zein- th's vice-president in charge of research, is to make final determina- tion of sound quality affecting character- istics from a high-powered transmitter.

No telephone lines will be used and the images will be received only on test receivers equipped with an air code translator.

Gordon Gray, WOR-TV general manager, said that program material would consist of test patterns, films and occasional live pick-ups.

Pola-Lite

(Continued from page 1)

150 units a week, Miran Apokamlian, director of production for the company, announced.

The company's factory in East Orange, N. J., is now equipped so that production can immediately be increased to turn out more than 250 units a week.

Dr. Leon W. Wells, inventor of the Pola-Lite system, announced the new unit which now offers complete flexibility for exhibitors in show- ing Polaroid 2-D programs with the unit remaining on their projection machine, he said.
For CINEMASCOPE SPECIAL HONORARY ACADEMY AWARD

CINEMASCOPE
IN THE WONDER OF STEREOPHONIC SOUND

IS OUTGROSSING COMPARES
REGULAR 2-D PICTURES BY A

3 TO 1

and coming...... Roberto

in
THE ROBE
color by TECHNICOLOR

How To Marry A Millionaire
color by TECHNICOLOR

Beneath The 12-Mile Reef
color by TECHNICOLOR

King Of The Khyber Rifles
color by TECHNICOLOR-DELUXE

Hell And High Water
color by TECHNICOLOR

Night People
color by TECHNICOLOR

Prince Valiant
color by TECHNICOLOR

MITCHUM

Marilyn

MONROE

Color by TECHNICOLOR

20th CENTURY FOX
Columbia Pictures announces
the
Premiere Engagements
of
Jennifer Montgomery
JONES · CLIFT
in
INDISCRETION
Of An American Wife
Produced and Directed
by VITTORIO DE SICA

Madison, DETROIT · April 25
Randolph, PHILADELPHIA · May 5
St. Francis, SAN FRANCISCO · May 14
Palace, CINCINNATI · May 19
Orpheum and State, BOSTON · May 22

R.S.V.P.
Your Columbia Exchange
TO DECIDE ON FIGHT THIS WEEK

A decision this week, possibly tomorrow, will be made on whether the upcoming Marciano heavyweight title bout will go on home TV or be theater telecast, an International Boxing Club spokesman disclosed here at the week's end. IBC, promoters of the June 17 fight between Rocky Marciano and Ezzard Charles, to be held at Yankee Stadium, has been negotiating with Nathan Halpern's Theatre Network Television organization, it was stated. Edmund Dorfman, head of IBC's Television and Box Office Television, were said to have put in bids, although BOT reportedly has withdrawn its proposal.

The IBC spokesman, asked if IBC is seeking $155,000 from theatre TV interests for the bout, declined comment.

HUGHES SEEN OUT OF RKO TAX LOSS PICTURE; OTHERS BUYING IN

Tax specialists contend that Howard Hughes has been disqualified from using the tax benefit of RKO Pictures' accumulated losses against profits of other of his enterprises as a result of his purchase of the picture company's assets.

HAD PLANNED AVOIDANCE

Had Hughes bought the stock of the parent company, rather than the assets, there would have been no question of his being able to use RKO Pictures' tax loss carry-forward, it is contended, however, that the present law prohibits him from doing so under the existing circumstances. The law is now in process of being rewritten by the House Ways and Means Committee.

Financial district speculation is that with Hughes presumably unable to use RKO Pictures' loss carry-forward position himself, it retains a value which could be used by others willing to acquire 95 per cent of the company.

(Continued on page 4)

Altschuler Setting
Rep. Global Plans

Sales and promotional campaigns for Republic releases will be so coordinated as to give the company's pictures abroad the same marketing advantages they enjoy here under the new global sales plan to be administered by Richard Altschuler, who, as president of Republic Pictures International and vice-president of Republic Pictures, has been appointed to the newly created post of world-wide director of sales by Herbert J. Yates, president of Republic.

As a result of an inadvertent error MOTION PICTURE DAILY on Friday (Continued on page 4)

Name Gins Universal
District Manager in Branch Realignment

The promotion of Joseph Gins, Universal Pictures branch manager in Cincinnati, to the post of district manager with headquarters in Boston effective May 3 was announced over the weekend by Charles J. Feldman, vice-president and general sales manager.

At the same time, Feldman announced a realignment of branch offices and the promotion of Harold Salts, branch manager in New Haven to the post of branch manager in Washington, succeeding Gins.

Joseph Gins

(Continued on page 4)

Two-Speakers-in-Car
Makes Bow in Omaha

OMAHA, April 18.—Despite near-freezing weather, a full "house" turned out to witness the opening of CinemaScope here with "Beneath the Twelve-Mile Reef" as the attraction at the Airport Drive-in.

The Airport is the first Midwestern
(Continued on page 4)
Testimonial Dinner
For George Bowser

LOS ANGELES, April 18—George Bowser, vice-president of National Theatres, and general manager for the past 10 years of Fox West Coast, will be honored Wednesday in a "bon voyage" dinner to be held at the National Room at the Ambassador Hotel. Charles P. Skouras, president of the theatre circuit, and former assistant in the theatre circuit, will be on hand in farewell which will be attended by Bowser's business associates.

Bowser, who has been with the company since 1932 in an executive capacity, is taking a six-month leave of absence from his duties, effective Monday, to visit his birthplace in Greece.

Skouras Promotes Zabel

Edwin F. Zabel, the company's chief film buyer, has been moved up by the post of general manager of Fox West Coast Theatres. Zabel, who has been with Fox West Coast for 26 years, became assistant manager shortly after he took over management of the circuit, and for the past ten years has been chief film buyer for National Theatres.

SPG-20th Contract
Extended 3 Weeks

The present contract between the Screen Printers Guild and 20th Century-Fox has not yet removed its expiration date over the weekend, has been extended for three weeks so that the company's counter proposals can be discussed with SPG unit members, a guild spokesmen said.

Advertising, publicity and exploitation heads who were members of the SPG, will meet today to discuss 20th-Fox's counter proposals. The company publicists have been called about a new pact for the past few weeks.

The guild is still negotiating for new contracts with Turner Bros and Universal Pictures.

Albany V.C. Tent to Sponsor Carnival

ALBANY, April 18—The local Variety Club tent plans to sponsor a carnival for a week's stand here in June. The tent also plans to sponsor an all-star wrestling show after Labor Day for the benefit of its Camp Council fund.

Ben M. Becker, district amateur Athletic Union chairman, who arranged a two-night boxing tournament at last year's camp last January, will line-up the wrestling card.

Becker and Charles W. Ryan, co-managers of the boxing project, were presented with honorary memberships in International Variety Clubs at a banquet of the company's various leisure clubs.

Myers Charges 20th
Stereo Ad 'Mislaid'

WASHINGTON, April 18—Trade advertising by 20th Century-Fox for reproducing some favorable comment on stereophonic sound with "The Kole Nut" in the March 25 issue of Billboard shows that Charles F. Jones, secretary of Iowa-Nebraska Allied, is termed "false and misleading" by Al Myers in a communication to Allied directors.

Myers does not contest that Jones did not praise stereophonic sound and suggest that to do so is "false and misleading." Myers contended that the 20th-Fox ad does not make it clear that Jones was expressing his personal opinion and not that of Iowa-Nebraska Allied.

Sees 'Embarrassment'

Myers also charged that in quoting numerous other independent exhibitors, many of their members of Allied States units, as enthusiastically endorsing stereophonic sound in their theatres, "He is conveying to the public the impression that the company in forcing it will upon the exhibitors."

Spoken for 20th-Century-Fox said on Friday that they had no intention of making the company would care to comment on Myers's statement.

Canadian Chromatic Acquired by FPC

OTTAWA, April 18—famous Players Canadian has obtained exclusive rights for Canada to license the inventions of Chromatic Television Laboratories, makers of the chromatic color tube. President and managing director J. C. Fitzgibbons issued the statement in the firm's announcement.

The company holds 50 per cent interest in television stations in Kitimat, B. C., and Sudbury, Ont.

Tradewise...

(Continued from page 1)

with nothing in view to be dated ahead.

And yet, double features still are dominant where they have always been found to exist; distributors contend that the spread in number of playdates between one picture and another is as great as it ever was; film importers assert there is no noticeable increase in demand for their product, and one major company after anothertrip to the exhibitors and asks them to contribute to the fund which raises $83,-

also, exhibitors who can't, or won't, buy stereophonic sound, profess, when you talk about, to be getting along all right with-out the product of companies who don't want it. Both notions are accentuated with stereophonic sound. In other words, there is a shortage for some if they are not fighting stereophonic sound, but films to spare if they are.

The answer to it all probably lies not in mere numbers of pictures but in the need of every theatre for more of the better pictures.

Heller Co.'s Earnings Increase For Quarter

CHICAGO, April 18—Walter E. Heller & Co., and subsidiaries, active in motion picture financing, earned $480,281 after provision for income taxes in the three months ended March 31, as compared with $405,688 in the corresponding quarter of last year. Walter E. Heller, president of the company, made the announce-ment.

These latest earnings, after pre-tax net income of $518,881, before preference dividends of $21,617, were equal to 70 cents a share on $58,718 shares of common stock outstanding. This compares with per-share earnings of 80 cents a share in the corresponding quarter the year before, based on 43,544 shares and after preferred dividend requirements of $60,853.

Funds available to the company, resulting from an increase in capital stock in November, 1953, have not yet been fully employed by the company.

Walter E. Heller & Co. is installment bankers and factors of Chicago and New York.

Weintraub Dies

Samuel Weintraub, assistant contract department manager at 20th Century-Fox, died last week in New York of a heart attack, after a 32-year service with the company, he is survived by his wife, the company's former publicity director.
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<thead>
<tr>
<th>THEATRE</th>
<th>TOWN</th>
<th>COMMENTS</th>
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<tr>
<td>RIALTO</td>
<td>Louisville, Ky.</td>
<td>In second week</td>
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<tr>
<td>DE ANZA</td>
<td>Riverside, Calif.</td>
<td>Held over three days</td>
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<tr>
<td>BROADWAY</td>
<td>Denver, Cal.</td>
<td>In sixth week</td>
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<tr>
<td>ORPHEUM</td>
<td>Los Angeles, Calif.</td>
<td>After 5 weeks moved to Rialto</td>
</tr>
<tr>
<td>HAWAII</td>
<td>Los Angeles, Calif.</td>
<td>Now in 7th week</td>
</tr>
<tr>
<td>ACADEMY</td>
<td>Provo, Utah</td>
<td>Held over for three days</td>
</tr>
<tr>
<td>CENTER</td>
<td>Charlotte, N. C.</td>
<td>Held over for nine days</td>
</tr>
<tr>
<td>MALCO</td>
<td>Hot Springs, Ark.</td>
<td>Going into second week</td>
</tr>
<tr>
<td>SUNSET Drive-In</td>
<td>Memphis, Tenn.</td>
<td>In fourth week</td>
</tr>
<tr>
<td>TUDOR</td>
<td>New Orleans, la.</td>
<td>In fourth week</td>
</tr>
<tr>
<td>VILLA</td>
<td>Salt Lake City, Utah</td>
<td>Held over for two weeks, two days</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>St. Louis, Mo.</td>
<td>1 week at Fox, 3 weeks at Missouri</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td>Lexington, Ky.</td>
<td>Second week</td>
</tr>
<tr>
<td>PRINCESS</td>
<td>Bloomington, Ind.</td>
<td>Second week</td>
</tr>
<tr>
<td>LIDO</td>
<td>Newport Beach, Calif.</td>
<td>Held over four days</td>
</tr>
<tr>
<td>CAPITOL</td>
<td>Richmond, Va.</td>
<td>After one week day-and-date at the Byrd and State moved over</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Held over one week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Held over for additional week</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Held over for additional week</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>Ontario, Cal.</td>
<td>Completed two weeks, holds for third</td>
</tr>
<tr>
<td>CINEMA PARK Drive-In</td>
<td>Phoenix, Ariz.</td>
<td>Completed two weeks, holds for third</td>
</tr>
<tr>
<td>BROADWAY</td>
<td>Portland, Ore.</td>
<td>In second week, holds for third</td>
</tr>
<tr>
<td>MISSION</td>
<td>San Diego, Cal.</td>
<td>In second week, holds for third</td>
</tr>
<tr>
<td>KING CENTER Drive-In</td>
<td>Houston, Texas</td>
<td>Held over for additional days beyond week</td>
</tr>
<tr>
<td>MET</td>
<td>Jackson, Tenn.</td>
<td>Will hold second week, day-and-date</td>
</tr>
<tr>
<td>MELBA</td>
<td>Dallas, Texas</td>
<td>Will hold second week</td>
</tr>
<tr>
<td>QUEEN</td>
<td>Austin, Texas</td>
<td>Will hold for second week</td>
</tr>
<tr>
<td>STATE</td>
<td>Raleigh, N. C.</td>
<td>Will hold for second week</td>
</tr>
<tr>
<td>NEWPORT &amp; COLLEY</td>
<td>Norfolk, Va.</td>
<td>In second week</td>
</tr>
<tr>
<td>COMMODORE</td>
<td>Portsmouth, Va.</td>
<td>In second week</td>
</tr>
<tr>
<td>PINNEY</td>
<td>Boise, Idaho</td>
<td>Will hold for second week</td>
</tr>
<tr>
<td>PINES Drive-In</td>
<td>Little Rock, Ark.</td>
<td>Will hold for second week</td>
</tr>
</tbody>
</table>

Here's some of the record breaking "French Line" engagements!

OPENING SOON FOR EXTENDED RUNS IN NEW YORK, WASHINGTON, PHILADELPHIA, DETROIT, SAN FRANCISCO AND MILWAUKEE.
**Motion Picture Daily**

**Monday, April 19, 1954**

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**Universal**

(Continued from page 1)

promotion of Alex Schinel, salesman in New Haven to the post of branch manager in New Haven and the promotion of Homer Farnum, a veteran salesman in Pittsburgh to the post of salesman in New Haven.

Gins succeeds John Scully who retired weeks ago. He will head the branch office with Edward J. Arndt as assistant manager. E. F. Elder, a veteran salesman in Minnesota, has been appointed assistant manager of the branch office.

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**Altschuler**

(Continued from page 1)

Inc., of optical problems, with the result that the company will be unable to service the store in future.

Standard 35mm projection equipment is used at the Naturoama, which was opened in front of the West River, in further efforts to give the exhibitor a choice of equipment best suited for his theatre.

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**Naturama**

(Continued from page 1)

The resignation was announced by U. S. Information Agency director Theodore Streibner, who pointed out that the problems encountered by the 25-year-old government were a result of the difficulties that had previously been made with the understanding that it was for a limited period. Erikson has been with the company for several years.

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**Johnston and Clark Leave for Hollywood**

WASHINGTON, April 18—Motion Picture Association of America will terminate its relationship with president Kenneth W. Clark were scheduled to leave here today for Hollywood, where they plan to stay "several days" on MPA business. They're scheduled to return here at the end of the week.

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**Hughes Out of RKO Tax Loss**

(Continued from page 1)

stock. Atlaus Corp. is mentioned as the company for which the tax loss was incurred. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. Hughes has disposed of much of the RKO Pictures stock through a tax loss in recent months. 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**Motion Picture Daily**

**WB-Cinerama**

(Continued from page 1)

major property which would match the magnitude of the Cinerama process and which would, at the same time, equal and exceed the adventure, personal drama and audience participation.

The acquisition of the “Lewis and Clark” property represents the third announced Cinerama production. The second one, now in production under the direction of Jack Warner, “Cinerama Holiday,” is due to be completed sometime in June. The first, announced by Warner, “Cinerama, is still playing around the country and is due to open today in Minneapolis.

**Climaxed Long Negotiations**

The closing of the Warner Brothers deal contains the elements of a long and arduous negotiation. With Stanley Warner, the company which now owns exclusive exhibition rights to the United Artists 5th anniversary series, Stanley Warner was known to be conducting negotiations with other companies, in addition to Warner Brothers.

The joint Fabian-Warner statement said that Warner’s bid would be budgeted as the greatest production ever conceived by the studio. It will cover the years from the Louisiana Purchase to the then unknown West, the statement added.

“This is Cinerama,” the initial production, is now in its 83rd week in New York, its 54th week in Detroit, 38th week, Los Angeles; 24th week, Philadelphia; 24th week, Washington; 16th week, Boston; 36th week, Chicago; 18th week, Pittsburgh; 15th week, San Francisco; and 16th week, St. Louis.

**Charlotte, St. John Lead in UA Drive**

Taking the lead in final phases of United Artists 5th anniversary series, drive honoring president Arthur E. Krim, are UA branches in Charlotte and St. John, Canada. The leaders moved in because of sales and over-all standings for the drive’s 19th week.

The 32 UA branches are competing in both contests. A grand total of $1,078,165 is expected to be raised in the over-all standings for the drive’s 19th week.

The $1,078,165 is expected to be raised in the over-all standings for the drive’s 19th week.

The domestic drive honoring Krim is being paralleled by a year-long overseas sales push in Europe, Africa, Asia, Australia and South America.

**2 Amusement Firms Register in Albany**

ALBANY, April 18—Two concerns have registered certificates to conduct motion picture and television businesses in Albany.

Television Buying Syndicate, Inc., with authorized capital stock at 100 shares, no par value, registered to conduct motion picture, television and radio business.

Easton Films, Inc., through incorporating attorneys Gutierrez, Newman & Reichardt of New York City, registered for a motion picture business. Easton’s capital stock is 200 shares, no par value.

**Reviews**

**“Playgirl”**

(Universal International)

THE so-called side of New York night life replete with a naive model purveying fame and fortune to every playboy and partygoer, makes “Playgirl” a flashy showcase for audiences looking for diversion on the sensual side. The story line at times parallels recent New York revelations of vice rings employing “models” as companions for lonely “expense account clients.”

Shelley Winters and Collecten Miller supply the heart interest, with Miss Winters portraying a hard-boiled showgirl who teaches the ropes to her green young friend from Nebraska. Barry Sullivan, a magazine editor who becomes infatuated other than his wife; Richard Long, a socially prominent but financially insecure young man dealing in female companions for those who can afford them, and Gregg Palmer, Sullivan’s aide, as Miss Miller’s sweetie-helps-handout.

Miss Winters begins “educating” Miss Miller, the overworked newcomer to the big city, by launching her socially in a date with Long. Through the influence of Palmer, Miss Miller gets a job as model for Sullivan, the publication’s unappreciated aide, and arrives in the newcomer, who doesn’t realize Miss Winters’ interest in Sullivan.

Miss Miller finds success immediately when she is featured on the magazine’s cover and is accredited to an elegant party by Sullivan. There Miss Miller, in turn, is introduced and raises the roof. Sullivan deposits his discovery in an apartment, and in the ensuing mix-up, is accidentally shot by Miss Winters. Both girls’ careers are ruined by the scandal, and Miss Winters takes to drink.

Desperate, Miss Miller turns to Long who sees that she becomes one of the “party goers” after “party girls.” In a proposed trap set to kill a professional gambler with Miss Miller as bait, Miss Winters is mistakenly shot. But Palmer arrives in time to hear Miss Winters absolve her friend of any guilt in the arrangement. After taking the wounded girl to the hospital, Winters finds that the gambler, in his bitterness, is a friend of both girls.

“Playgirl” was produced and directed by Joseph Pevney. The screenplay by Robert Blees is from a story by Ray Bufm.

Running time, 85 minutes. Adult classification. Release in May.

**“Arrow in the Dust”**

(Allied Artists)

A FORMIDABLE picture of life as it was lived and died as it occurred when the wagon trains trekked Westward under protection of the U. S. Cavalry, “Arrow in the Dust” may be called an Army deserter masquerading as a cavalry major in charge of a wagon train, and Coleen Gray as a passenger with whom he eventually falls in love, and being the film’s stars. For Hideously幕

The story is by Don Martin, based on a novel by L. L. Foreman, opens with Hayden, a deserter, coming upon his cousin, a cavalry major, in dying condition. It then follows him through his experiences when, urged by the dying man, he overhears a wagon train and protects it against Indian assaults. The roles played by stars like Gregory Peck, Robert Mitchum and Coleen Gray, and the steady dwindling detachment of cavalry, are primary factors for the film’s audience interest and attraction.

The music by Don Martin, based on a novel by L. L. Foreman, opens with Hayden, a deserter, coming upon his cousin, a cavalry major, in dying condition. It then follows him through his experiences when, urged by the dying man, he overhears a wagon train and protects it against Indian assaults.

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Running time, 80 minutes. General classification. Release, April 25.

**“Melody of Love”**

(Sud Film-EFE)

BILLED as a “comedy” with Italian and Neapolitan songs and melodies, this has little more to offer than a few interesting scenes of the Bay of Naples and environs. The musical, with Italian dialogue and English titles, is a part of the Sud Film’s promotion of the Sud Film-EFE, and will also appear under the title “Two Cents Worth,” whose current performance is undistinguished. Also featured are Nadia Graa, Tita Pica, Giuseppe Porelli and Giovanni Grasso.

The thin story by Roberto Amoroso puts a strain on the eternal triangle theme, and the forcefulness of the songs between Santangelo and his girl friend, Rosaura, Randinella, returns from a global singing tour and gets together with his long-suffering beloved.

Francesco Iazzarelli’s photography of scenic Naples harbor shines through the presence of inconsistent direction, sluggish acting and virtual absence of plot development. For music and song, it will do. Running time, 90 minutes. General classification. Release date, April 17.

**‘Blue Book’**

Committees of UJA Include Top Officials

Names of the United Jewish Appeal’s executive committee leading the current industry-wide UJA drive, which will work closely with the steering committee, are Leon J. Bamberger, RKO; Maurice A. Bergman, Universal; Maurice B. Fuchs, Consolidated; Jack Cohen, Columbia; Julius Collins, ASCAP; Ned E. Depinet, RKO; Edward Fabian, Fabian Theatres Corp.; Leonard Friedmann, Loew’s; Emanuel Frisch, Rintzler & Frisch; William J. Grasso, and Harry Goldberg, Stanwyck, Extremely, and Independent Artists; Leonard H. Goldberg, American Broadcasting-Paramount Theatres; Irving Greenfield, Loew’s; William L. Hyman, American Broadcasting-Paramount; Harry Kalinine, Stagedoor, Major, Loew’s; RKO Theatres; Abe Montague, Columbia; Charles Moskowitz, Loew’s; Joseph H. Moskowitz, 20th Century-Fox; Charles B. Moss, E. Moss Corp.

All Fields Represented

Others on the committee are Louis A. Novins, Paramount; Arthur Israel, The Herald-Telegram; Arnold, Pearl; United Artists; Milton Raelin, Universal; Harold Rinzler and Samuel Bronston, A. F. Schwartz; Herman Robbins, National Screen Service Corp.; Abe Schneider, Columbia; Alfred Bors, Decca; Samuel Schneider, Warner Bros.; Walter P. Adell, R. Schwartz, and Sol A. Schwartz, RKO Service Corp.; Maurice Silverstein, 20th-Fox; Mort B. Spin- gold, Columbia; SolomonStrauberg, Interboro Circuit; Morton Sunshine, Interboro Circuit; Joseph R. Vogel, Loew’s; Adam Wachtl, Sargoy and Stein; Major Albert Warner, Warner Bros.; Robert X. Weitman, American Broadcasting-Paramount Theatres; Mortimer Wormser, Columbia and Max Youngstein, United Artists.

Steering committee consists of Barney Babban, Paramount; Robert J. Benjamin, United Artists; Harry Braudi, Brandt Theatres; Simon H. Fabian, Stanley Warner and Samuel Rosen, Stanley Warner.

Will Honor Skouros

The executive committee will work with steering committee members, to assure success of the industry’s annual luncheon for UJA on May 20, the committee announced Wednesday. John B. Skouros, president of 20th-Fox, will be honored then for his “service in the advancement of motion pictures and his philanthropic concern for people in need.”

UJA of Greater New York’s major money drive for 1954 is to raise the metropolitan area’s share of the organization’s national goal of $119,921,500.
Hitch your bandwagon to a brighter star with NATIONAL CARBONS

WITH THE LATEST impressive developments in wide-screen, 3-D and stereophonic sound, with the flurry of new stars and really better movies, exhibitors have more to work for—and more to work with—than ever before. In your efforts to capitalize on the new projection techniques, don't overlook these important facts:

THE PICTURE IS LIGHT — This is a fact exhibitors should know and remember. Every tone of light and shadow, every hue and shade of color on the screen are contained in the light behind the film. The film itself cannot add to the picture. It creates the screen-image only by filtering or holding back certain elements of the projection light.

LOW-COST IMPROVEMENT — Your “National” carbons deliver maximum screen-light at, or near, maximum recommended operating currents. Only by operating at peak current can you get all the screen light your present equipment is capable of delivering. So, while you're figuring new lamps or awaiting delivery, don't miss this inexpensive means of improving your position in a highly competitive market. Light is box office, too!
Easter Business

Holiday Sends B'way 1st-run Grosses High

‘Marie,’ ‘Knock’ Break Records and Set Pace

“Rose Marie” and “Knock on Wood” led the Easter grossing parade along Broadway this week, chalking up record-breaking business at the Radio City Music Hall and Capitol.

Holiday business, in most first-run situations, was hit by the rain on Saturday, but when the skies cleared on Sunday and Monday, the box-office took spurted ahead.

At the Radio City Music Hall (Continued on page 3)

International Film
To Distribute AA Product in Canada

Allied Artists Pictures Corp. has concluded a franchise distribution deal with International Film Distributors Ltd., whereby the latter company will distribute all forthcoming Allied Artists product in Canada under the banner of Allied Artists Productions Ltd. It was announced by Steve Brody, president of Allied Artists.

The five-year pact becomes effective (Continued on page 2)

Phonevision Talks

Subscription TV Bonanza to Industry, Says Faught

By LESTER DINOFF

Subscription television will take nothing away from present TV and will increase the number of stations, and the usefulness of the media as an advertising medium, Dr. Millard Hyde to Continue as FCC Acting Head

WASHINGTON, April 19—Members of the Federal Communications Commission designated Millard Hyde to be acting chairman of the Commission. Hyde’s term as chairman expired yesterday, and so far there has been no word from the White House as to whether Hyde will continue as chairman.

Hyde continues to be an advertising consultant to the Zenith Radio Corp., stated yesterday in an address before the New York Society of Security Analysts at Schwartz’s Restaurant here.

Defining subscription TV as an “electronic distribution service for the delivery of a product such as pictures, legitimate shows, sports events, etc., from a seller to a buyer for a fee,” Faught declared that the public has clearly shown that it would (Continued on page 3)

Majors’ Plea to High Court

Say Consent Decrees Don’t Affect Private Trust Suits

WASHINGTON, April 19—Film distributors today asked the Supreme Court to rule that the consent decrees in the Paramount case are not admissible as evidence against them in private anti-trust suits. They said such a high court ruling would bring an end to many “untenable” exhibitor suits now pending in lower courts.

The request was made by Loew’s and 20th Century-Fox in appealing to the high court a decision of the 10th Circuit Court of Appeals. The decision upheld a $300,000 damage award against Loew’s, 20th-Fox and RKO and in favor of Cinema Amusements, Inc., a Denver exhibitor.

RKO also appealed the case to the high court, but did not make the point on the Paramount case since the lower courts had not permitted the Paramount decrees to be used as evidence (Continued on page 6)

AB-PT 1st Quarter Earnings Estimated At $1,110,000

In a report to stockholders of American Broadcasting-Paramount Theatres, Inc., Leonard H. Goldenson, president, announced that estimated consolidated earnings for the first quarter of 1954 amounted to $1,110,000, including $1,039,393 from operations and $71,000 from capital gains. Per share earnings after preferred dividends of $133,593 were 23 cents from operations and 25 cents including (Continued on page 2)

Promises Allied Support

Rembusch Bids Exhibition To Unite Production Ranks

INDIANAPOLIS, April 19.—A bid for joint exhibition support of Allied or Theatre Owners of America plans to boost production was made in an open letter by Trueman T. Rembusch, president of Indiana Allied.

The open letter, addressed to TOA president Walter Reade, Jr., expressed appreciation of Reade’s support of the Allied-Makelin plan. “If TOA,” the letter continued, “comes out with a plan that will increase production there will be substantial and tangible Allied support for the plan by presidential of the picture.”

“I believe, too,” Rembusch added, (Continued on page 3)

UA to Launch Sales Meetings Tomorrow

United Artists vice president William J. Heineman, in charge of distribution, and Max E. Youngstein, together with general sales manager B. G. Kranz and Western division manager James E. Velde, will arrive (Continued on page 2)
Personal Mention

Fred Quigley, general manager of M-G-M short subject production, will arrive here from the Coast on May 3.

Doris Corwin, supervisor of public affairs programs for NBC, and national president of the American Women in Radio and Television, will be here by plane today for Kansas City.

William McGrath, assistant city manager for Stanley Warner Theatres in Manchester, Conn., has been promoted to city manager.

Harold Winthoven, Allied Artists Western division sales manager, left Hollywood yesterday for a trip through the Midwest.

George A. Smith, Paramount Pictures Western division manager, will arrive in New York tomorrow morning from Hollywood.

Eric A. Johnston, president of the Motion Picture Association of America, will leave Hollywood tonight for Spokane.

Emery Austin, M-G-M exploitation manager, returned from Atlanta, Chicago and Cleveland.

Martin Shank, of the Paramount Pictures treasurer's office, left New York yesterday for Toronto.

Floyd Blake, Universal Pictures Western sales manager, will leave here for Chicago.

Max Felsmann, vice-president of Loew's, will leave New York today for Hollywood.

DeBra Predicts Fall Of Political Censors

CLEVELAND, April 19—Arthur DeBra, community relations head, Motion Picture Theatre Owners of Greater Cleveland, predicted the early fall of all critical film censorship and urged citizens to give full support to pictures bearing the Code seal. Reviewing the history of the Motion Picture Theatre Owners of Greater Cleveland, he gave credit to Martin Quigley as its originator. DeBra stressed the flexibility of the Code and its importance as a symbol of individual liberties and regard it as a model for United States and Canadian電影 industry.

The annual convention which will be presided over jointly by Heine, Youngstein and Kranz, will blueprint the expanded sales program and salesmen from each of the Association's 32 exchanges throughout the United States and Canada.

The meeting is expected to yield a profit of $50,000, 000 more than $50,000.

Michigan Allied

(Continued from page 1)

Michigan Allied

(Continued from page 1)

in San Francisco today to launch the first of a series of national sales meetings being held in connection with the Allied's 50th anniversary.

The San Francisco sessions, which will be staged at the Cliff Hotel tomorrow, Friday and subsequent gatherings in Chicago on April 27, and in New York on May 3-5, will bring together all United Artists division and district leaders, as well as branch managers.

The Allied Allied Lions, which will be presided over jointly by Heine and Youngstein, will meet at the Hotel Senator, Chicago, on Monday, May 7.

The Allied Allied Lions will be raided by the Allied Allied Lions, which will be presided over jointly by Heine and Youngstein, will meet at the Hotel Senator, Chicago, on Monday, May 7.

Mrs. James Dunning, 38

PITTSBURGH, April 19—Funeral services will be held today for Mrs. James Dunning, 38, daughter of Mr. and Mrs. Dunning, general manager for M-G-M at the John S. Freyvogel Funeral Chapel here. Mrs. Dunning died yesterday at the Mercy Hospital.

Mary Pickford to Be Honor Guest at V.C. Philadelphia Dinner

Mary Pickford, founder and co-owners of United Artists, will be the guest of honor at a dinner which will be held on June 8 in Philadelphia to celebrate the 35th anniversary of the company.

Miss Pickford will be honored by presentation of a plaque and the exhibition of film Memorabilia at the Variety Club, which will be called to pay tribute to Miss Pickford's contributions to the motion picture industry.
MOTION PICTURE DAILY

Tuesday, April 29, 1954

**Rembusch**

(Continued from page 1)

"that due to the emergency created by the product shortage, and due to your example, there will be substantial and tangible support of the Allied-Makelm plan by TOA members," Rembusch prefixed these remarks by stating that he could not speak officially for national Allied, but could speak for Indiana Allied, adding that he also could "echo the sentiments of many Allied exhibitors across the land."

Letter Addressed to 3 Officials

Copies of the letter, dated April 16, were addressed to Leonard Goldenson, president of American Broadcasting-Paramount Theatres; Abram F. Meyers, Allied general counsel, and Ben Marcus, Allied president, among others. Rembusch expressed thanks in his letter for Goldenson's lunatory comments regarding the Makelm plan, as carried exclusively in Motion Picture Daily, April 8. He opened his letter with comments on a story in another trade publication, indicating that TOA plans to vie with Allied in production projects. Calling the article "distributor inspired," Rembusch declared, "families fight, yes, but when the house is burning down all join in to carry water to put the fire out. I believe," he continued, "the estimates in Allied TOO realize that their house is burning down due to the artificial product shortage."

Rembusch then hit what he called "pork barrel" techniques of the majors, referring to "inflated" costs of pictures, "freezing out" of independent producers by the majors, and the control by the major control of distribution outlets. He also expressed his conviction that not nearly enough pictures are being produced in Hollywood.

Calls for Cooperation

The Indiana Allied president then referred to TOA's projected board meeting this June. "Please convey to your board," Rembusch told Reade, "my expression of deep interest in any plan that they may formulate to increase production of motion pictures. For with the exhibitor's house burning down, unless all exhibitors join together in their production of water' the exhibitor's house and the exhibitor will be consumed," he concluded.

Walter Reade, Jr., president of Theatre Owners of America, declined comment here yesterday on the letter of Trueman T. Rembusch, Indiana Allied president. The letter, addressed to Reade, was not received by him and yesterday, according to a Reade spokesman.

**PhonoVision Patron Has 35 Code Choices**

According to Pieter E. van Beek, president of Zenith Radio Corp., television engineers, subscribers to PhonoVision will have a choice of 35 code numbers which will enable them to vary entertainment.

Van Beek asserted that this code information, which will be on a punched card similar to IBM, will be "simpler to check than a phone book."

**PhonoVision**

(Continued from page 1)

like such a service permanently.

"Advertisers may even get lower rates since they will no longer have to pay all of television's bill," he said. "Subscription television's principal asset is its own built-in economic system," he added.

The pay-as-you-see-it television will create new bonanzas for the motion picture industry that would tax that industry's own superlatives, Faught said. PhonoVision, which has been studied by the Eastern engineers, would become the basis for a whole new industry, he said.

The name PhonoVision, Faught asserted, now applies to a collection of flexible and versatile Zenith systems that include "card systems, coin systems, line systems, air-code systems, costs systems, and credit systems in various combinations." Thirty patents have been issued to Zenith on these systems and on certain basic subscription television operations, plus 50 more patents that are in the works, he said.

**Pay-Video**

(Continued from page 1)

expects FCC Approval

Faught declared that he is certain that approval will be given by the FCC to PhonoVision Corporation, New York, to conduct PhonoVision field tests during June here.

In order to make pay-as-you-see-it TV commercially effective, the present home TV sets must be easily and economically equipped for PhonoVision without invalidating their underwriters' guarantee, Faught stated. The audio and video signals must be scrambled. Signals cannot be broken by bootleg decoders or by customers swapping decoding information, he said.

**Sees Sound as 'Vital Factor'**

Faught mentioned some highlights of the initial PhonoVision Chicago test in 1951 when film people jumped on Zenith for not scrambling the sound after the audience had been educated. Approxiemtly 12,000 Chicago homes kept track of the events on the films by having someone else agree, they did not receive any images, Faught said. An exhibitor doesn't have to tell his audience what the theatre can see from the road as long as the sound can't be heard, he said. The sound track of a film today is a vital factor, Faught concluded.

**Theatre TV Interests Seek World Series**

Dr. Millard C. Faught, economist with the Radio Corp., mentioned during his address before the New York Society of Security Analysts, a great day that a number of theatre television concerns have been quietly entertaining World Series, the broadcast of a closed circuit telecast of the World Series.

Faught stated, Faught said, that the theatre TV interests are willing to go as high as $12,000,000 for the TV rights to the World Series. The present television and radio rights to the series and all-star game belong to the Gillette Razor Co. and expire in 1956.

**Record Breaking Business**

(Continued from page 1)

Never in the history of Radio City Music Hall has it done such business. Long lines of patrons are the rule of the day for "Rose Marie," in CinemaScope, and the Hall's traditional Easter show. This combination has outgrossed any Hall attraction, with from $195,000 to $200,000 indicated to be taken in at the box-office this holiday week, the management reports.

**B'way Grosses Set Marks**

(Continued from page 1)

"Rose Marie," in CinemaScope, plus the Hall's Easter stage show, is due to register between $195,000 and $200,000 for its third week, an all-time record for any picture at the Hall. The previous high was "Million Dollar Mermaid," which during the Christmas week of 1952, drew a big $183,000 at the Hall.

**Capitol Expents $100,000**

At the Capitol, the first week of "Knock on Wood" is expected to do tremendous $100,000, the biggest Easter week business for the theatre, according to management. The Capitol, like many other Broadway houses, is opening its doors early.

Julius La Rosa on stage and "Yankee Pasha" on the screen at Loew's State is packing them in. On the basis of weekend business, the stage and screen attraction is expected to hit a resounding $95,000 for its first week. At the Roxy, a neat $62,000 is seen for the second week of "Prince Valiant" in CinemaScope.

**Picniccho' and 'Valiant' Draw Strongly in Chicago**

CHICAGO, April 19.—With first run business soaring here as a result of the Easter weekend and spring vacation for the Catholic schools, "Picniccho" is doing outstanding business at the Loop Theatre, heading for an excellent second week of $26,000, which would top the first week by a thousand dollars. At the Oriental, "Prince Valiant" is rounding up a good $45,000 in its initial week, the best week there in several months.

**Slope Grosses**

(Continued from page 1)

Skouras said, adding that approximately 75 pictures in the medium are in various stages of production.

Skouras forecast a reduction in exhibitor resistance to CinemaScope because of costs, stating that the costs are being reduced and that the present momentum of installations will be continued and accelerated.
VistaVision will fill the mammoth Music Hall screen as it will fill the screen of every theatre, large and small, throughout the world. Its compatibility with existing theatre equipment and flexibility in providing maximum screen height, width and definition, have

Doors open 8 a.m. Demonstration
Radio City Music Hall to meet
The World's Largest Theatre

The World's Largest Theatre

At The World's Largest Theatre

COUNT'S

onstration Of

VISION

MUSIC HALL
day, April 27th

already amazed six thousand exhibitors, technicians and members of the press at a score of Paramount Studio screenings. Paramount's industrywide service in making VistaVision available to all studios blazes the way for a new era in production and exhibition.

starts 8:30 a.m. promptly to enable s established opening time.

RESERVE APRIL 27, MR. EXHIBITOR—  
See VistaVision for yourself and be convinced. Your tickets will be sent you shortly.
Universal

(Continued from page 1)

promotion plans on Universal's forthcoming products, with company advertising and publicity executives participating.

District managers attending the meetings from the field will be Joseph Gills, Boston; P. F. Roslan, Cleveland; Manic M. Gottlieb, Chicago; Lester Zuckerman, Los Angeles; Barney Rose, San Francisco; James V. Frew, Atlanta; Henry H. Martin, Dallas, and David A. Levy, New York.

Home office sales cabinet members participating in the meetings to be conducted by Feldman will be Ray Mont, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; F. T. Dixon, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Irving Sochin, short subjects sales manager, and Harry Fellerman, sales head of the U-I special films division.

Participating in the promotion meetings will be Charles Simonelli, Eastern advertising and publicity department head; Ray Lipton, executive assistant to David Lipton; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager and Henry A. Lins, sales promotion manager.

Bar SAG Members From 'China Smith'

HOLLYWOOD, April 19.—In the first action of its kind, the Screen Actors Guild today instructed its members they must not act in "China Smith," a television film series, until Tableau Television, Ltd., which produces the series, writes remedial letters due actors under the SAG pact.

The SAG contract with all television film producers stipulates that an actor's original salary covers two runs in each city, with 50 per cent more going to the actor for third and fourth runs, 75 cents for a fifth and the same for a sixth.

Fly TWA

COAST TO COAST

$99 Between CHICAGO

$76 Between NEW YORK and CHICAGO

$33 Regularly scheduled daily flights.

Savoy, a Trans World Airlines.

Television and Radio

with Pinky Herman

HEARINGS of the Senate Permanent Investigations Sub-committee, expected to open Thursday morning in Washington, will be NBC-covered via TV the first two days at 10:30 a.m.-12:30 p.m. and 2:30 p.m.-4:30 p.m., with further coverage depending on development. Moderately Brooks has just sent the committee a copy of his original story, "Unsocial Register," to M-G-M and will leave for England soon to stage his original musical, "Maid for a Man," which may star Jack Buchanan. We can't understand howcome a TV network doesn't sign up this prolific talent, considering that M-G-M published and released several Pinky Herman scripts for Broadway, including "George White's Scandals" and "Hold On To Your Hats," has a string of screen credits and written and produced radio and TV's for numerous top-names.

Adv. Club of N.Y. will award its Bronze Plaque of Achievement tomorrow to Edward R. Morrow "for his realistic, accurate and individual depiction of news through the great advertising media of radio and television." ... Mike Stoley, Dorothy Hart and Jackie Coogan, featured on DuMont's "Pantomime Quiz" off to Denmark to make an independent mystery film.

Imogene Coca, co-starred with Sid Caesar for the past five years on Max Lieberman's "Your Show of Shows" and slated to star in her own TV vehicle in the fall, has been honored (co-named with Philco Playhouse) with the George Foster Peabody Award for being "a major contribution in entertainment in 1953." ... After 11 years as exploitation man at Mutual, Bob Wilson has resigned to become Radio and TV Manager of United Cerebral Palsy which will hold its national fund-raising campaign next month, spearheaded by Bob Hope, Jane Pickens and others.

Leonard H. Goldenson is President of U.C.P. ... Because of his name, announcer Carl Caruso is often asked "if he sings." "Of course I sing," replies modest Carl, "every day I sing the praises of Gilm De tergent, Rayon Seat Covers, Rive Shave Cream, Ennada Deodorant and Filt." (plug over.) ... Bob Munroe has signed Madeleine Carroll to do a daily radio series, "This Is the Story." ... Russell Swann, magician-comedian (what's so funny about seeing a woman in half—and besides why always a woman?) who opens an engagement tonight at the Cotillion Room at the Hotel Pierre, is completing a series of telefilms titled, "What's Behind the Trick?" revealing the secrets of magic....

Regardless of the fact that 'somebody had stolen all wedding bells,' Steve Allen and Jayne Meadows will sing the "I Do's" in June. ... The initial 13 telefilms of the "Jiminy Demarest Show," produced by Cornell Films, will be nationally syndicated in June. Golfers Bobby Jones, Summer Sned, Byron Nelson, Lloyd Mangrum, Frank Stranahan and Gene Sarazen, will be featured. ... Dick Foote, featured in numerous motion pictures in dramatic roles, has turned workout and will be the star vocalist at the Waldemore in Livingston Manor. ... Former wartime stars Ross and Doran have joined Gold Film in New York account exec. ... Art Van Horas' hitronics recently on "Ever Since Eve" on ABC-Radio, was so good, he's planning to accept some of the offers (providing no interference with his regular news ABCcasts). ... Chasenette Betty Madigan's MGM platter of "Joyce" so good she's getting lots of TV's guesting....

Because he admires her courage and talents, Hank Sylvester, conductor of the "Jane Froman TV-CBS Show," will ditto when La Froman opens an engagement April 29 at the Copa Cabana. ... Maggi McNells will guestroll with Ted Strater's Ork Friday at 2:45 p.m. over Du Mont. Before attaining her current status as one of our top-rated femces and panel expert, Maggi the Magician, was Ted's regular vocalist. Maestro Froman has been named Music Chairman of the Good Neighbor Foundation of America. ... Stan Lomax will be the recipient of the Bethlehem Boys Club "award of honor" for his 30 years of loyalty and devotion to sports at the annual "Banquet of Champions" to be held May 15 at Moravian College. Stan, a 3-letter man at Cornell and Hobart, was born in Bethlehem. ...

Majors' Plea

(Continued from page 1)

against RKO. The lower courts did not entertain the argument to be introduced as prima facie evidence against Loew's and 20th-Fox. Cinema Amuse ments had charged all three distributors with their unfair dealing with Loew's and with other distributors to delay first-run films to its Broadway Theatre.

Claim Jury Influenced

Loew's and 20th-Fox argued that the lower court's decision involved the basic principle of a general conspiracy and had nothing to do with a specific conspiracy in Denver and San Francisco, and should not have been admitted in the Denver case. It pointed out that this was a jury case, and that admission of the Paramount decrees prejudiced the jury to think of the distributors as convicted anti-trust law violators.

Urging the high court to resolve the question once and for all, Loew's and Fox said this was needed to give lower courts guidance on hundreds of other cases involving the film industry.

"There is a literal welter of private anti-trust cases involving the motion picture industry now pending in, and clogging, the calendars of the Federal courts in every section of the country," the court was told.

"The number of such pending cases is in excess of 200, and the total amount of damages claimed is sought is hundreds of millions of dollars. In substantially all of these cases, the complaints indicate that plaintiffs intend to rely upon the Paramount decree to convince a jury that a conspiracy has been established. An adjudication by this court with respect to the inadmissibility of the Paramount decree would bring to an end much of this litigation which is based upon this untenable premise."

The film companies said the high court had not reached this issue in the recent Crest case, and that the issue was now squarely before it in the Denver case.

The film companies also objected to the fact that the District Court had refused to admit as evidence the portion of the consent decree which permitted distributors to lend films to their own theatres. All three distributors owned first-run houses in Denver at the time involved in the suit, and each claimed to be lending first-run films to these theatres rather than to the Broadway it had purchased independently in its own best business interests.

Col. Dividend

Columbia Pictures' directors yesterday declared a quarterly dividend of 10 per share on the 325 cumulative preferred stock, payable on May 15 to stockholders of record on April 30.

Howard E. Stark

Brokers and Financial Consultants

TELEVISION STATIONS

Radio Stations

50 E. 58th St., N. Y. 5-0405

Specialist in Motion Picture Industry
Warning Signal

Renews Call
For Even Flow
Of Pictures

Hyman Predicts 'Thin'
Lineup for May, June

By MURRAY HOROWITZ
A warning signal on the "meager
flow of product" was sounded here
today by Edward L. Hyman,
vice-president of American Broad-
casting-Paramount Theatres.

For the months of May and June,
he asserted, exhibitions face a "very
thin" product situation, aggranivated,
according to Hyman, by the "bunch-
ing" of quality releases, beginning
in July. The problem, Hyman con-
tinued, is not so much one of a product short-


Nineh COMPO Ad
In E-P Saturday

The ninth ad in a series of 26 which
the Council of Motion Picture Or-
ganizations is running in "Editor
and Publisher" on Saturday headed, "Mov-
es Get 'Em Out of the House," deals
with the theatre's power to lure peo-
lace out of their homes and into shop-


Optimistic, But Cautious

Consideration of Conversion
Finds Michigan Allied Wary

DETOIT, April 20.—Equipment and supplies—particularly equip-
ment—took the center of the stage here this morning as the 35th con-
vention of Allied Theatres of Michigan moved into its second day.
The optimism which yesterday was so


Clark to Handle Par.
Shipping in Albany

ALBANY, April 20.—After 27
years on Film Row, Paramount is
moving its exchange to the Dearborn
Bidg, where it will occupy space only
for sales and booking. Inspection
and prints will be handled by Clark
Film Distributors, which has leased
larger quarters in the Mack Truck


COMPO TRIÓ TO MEET NEXT WEEK

The Council of Motion Picture Organizations next week
will hold the first meeting of its triumvirate since the success-
ful conclusion of the admission tax campaign. No date has
been set, but one is expected to be announced by the weekend.

Future projects of COMPO are expected to be outlined at
the session. The financial status of the organization also is
expected to be considered, as is understood that the tax
campaign made a substantial dent in its treasury. The operat-
ing COMPO trio consists of Sam Pinansi, Al Lichtman
and Wilbur Snaper, with Robert Coyne as special counsel.

See MPAA Board
Convenging Soon

Indications point to a meeting
of the board of directors of the Motion
Picture Association of America near
the end of this month.

The meeting, which will be
MPAA's annual one, is expected
to take up many thorny questions such
as the situation posed by RKO Pic-
tures' release of "The French Line"
without a Production Code Seal, as
well as other problems. In addition,
there will be the election of MPAA
officers.

MPA to Meet Again
On Japanese Permits

Another meeting of the Motion
Pic
ture Export Association on the Japa-


Claim 500 'Scopes
In Small Theatres

Small theatres and small town
houses are equipping for Cinem-
Scope, reports dealer reports indicate.
They show more than 500 installa-
tions in theatres of 750 seats or
less, according to 20th Century-Fox.
Reports disclose full geographic
representation in the swing by small
houses joining the ranks of key city
first and subsequent run houses in the
Cinem Scope line-up, with totals
over 3,000 to date in the U. S. and
Canada.

Installations of CinemScope have
been completed in such small installa-
tions as the Lake Theatre, Powers
Lakes, Min., 180 seats; El Rancho,
Rogers, Okla., 208 seats; Bandbox,
Philadelphia, 220 seats; Grand, Hal-
loch, Minn., 250 seats; Strand, An-
gola, Ind., 278 seats, and the Karolyin,
New London, O., 280 seats.

Wariners and SPG
Agree on New Pact

An agreement has been reached be-


Coast-to-Coast
Title Bout for
Theatre TV
Exclusively

Marciano-Charles Fight
On June 17 Via TNT

The Rocky Marciano-Ezzard
Charles heavyweight title bout will be
exclusively theatre telecast, it was
announced here yesterday in a joint
statement by Nathan L. Halpem,
president of Theatre Network Televi-
sion, and Jim Norris, president
of the International Boxing Club.

The fight, slated for June
17 at Yankee Stadium, will be theatre
telecast from Coast to Coast,
with black-casts in defined areas of
the New York City and New England
section, it was stated. The limits of


Schiff Attorneys
File $257,000 Suit

Attorneys for defeated minority
stockholders of RKO Pictures, Louis
Schiff and Jacob Sacks, filed a suit in
Federal District Court here Monday
seeking $257,000 from RKO Pictures.
The Schiff-Sacks attorneys of the law
firm of Halpem, Nathanson,
Shivitz and Scholer contended their
action against Howard Hughes, RKO
board chairman, and the company's

69% OF PARENTS APPROVE TV
KID PROGRAMS, SURVEY SHOWS

NEW HAVEN, April 20.—What is reported to have been the first major
study of the attitudes of parents toward children's television programs has
reached the conclusion that 69 per cent of parents generally approve children's shows
being offered on TV.

The study has been conducted under
the supervision of the Yale Divinity
School by the Communications Re-
search Project of the National Coun-
cil of Churches of Christ in U. S. A.
The survey of 3,599 homes in a
per cent sample of the population of
metropolitan New Haven—showed that
69 per cent of parents generally fa-


(Continued on page 4)

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(Continued on page 4)
Personal Mention

NED CLARKE, Walt Disney Producers office, sales manager, will sail today aboard the Queen Elizabeth for an extended tour of the company's European offices and KCO branches.

Roy Wilson has been appointed manager of the Lockwood & Gordon Webb Playhouse, Wethersfield, Conn., replacing William Daugherty, shifted to New York's West End (Comedy) Drive-In Theatre.

Catherine Owens, assistant public relations manager of "The American Weekly," will be married on June 2 to Roberck Kirkpatrick, lawyer, associated with Sullivan & Cromwell.

Sir Cedric Hardwicke will leave New York today for London via B.O.A.C. Monarch, Constance Sartit today will arrive in London, also on a Monarch.

Justin Herman, Paramount producer, and Mrs. Herman will leave here Tuesday for Europe aboard the "Finlande."

Elmer De Witt, city manager for the Mullars Theatres in Cleveland, has been elected president of that city's Lions Club.

E. S. Gregg, vice-president and general manager of Westrex Corp., has left New York for Denmark.

Mike Rosen, of LeoE's, Inc., has returned to New York from Indio, Calif.

Edward L. Farlan, of Fabian Theatres, has returned to New York from Atlanta.

James Boyle, of the M-G-M special publicity department, is in Chicago from Jacksonville.

Harry Finger has been named manager of the Mansfield (Conn.) Drive-In theatre.

Samuel Cunings, general manager of Jewel Productions, is in Mexico City from New York.

Start UA Meet

The first United Artists regional sales meeting in a series being held in connection with the company's 35th Anniversary will get under way today at the Chit Hotel in San Francisco under the leadership of vice presidents William J. Heineman and Max E. Youngstein. The Western regional meeting, which will continue through Friday, will be repeated next week, jointly by Heineman, Youngstein and general sales manager B. G. Kranze.

"Drums" to Palace

Columbia's "Drums of Tahiti," Technicolor and romantic drama, will have its New York premiere at the Palace Theatre here Friday.

Cartoonists Demand Get Council Support

HOLLYWOOD, April 20.—The Film Council (A.F.L.) at its regular weekly meeting monday evening voted unanimously to support the IATSE Screen Cartoonists Local 89 in its dispute with the Producers Association, which began Jan. 16, for a new contract. The council also voted Monday night on whether to accept the contract terms worked out in two meetings, which were attended by IATSE president Richard F. Walsh during his recent visit here.

Today's vote by the council came as a result of a request from Walsh to employ him under impression that Walsh and the local's negotiating committee had approved the terms offered.

L.A. Opening Aids Children's Drive

LOS ANGELES, April 20—More than $20,000 is expected to be raised for the Children's Leukemia Wing of the new Hope through a motion picture promotion for the opening of King Bros. "Carnival Story" today at the Pantages and RKO-Hillstreet theatres.

Invitations signed by Mrs. Sarah King, mother of the King Brothers, have been sent to all members of the 40 City of Hope chapters explaining that for each contribution of a dollar or more, they would receive a "gold ticket" acceptable at either theatre during the run of the Technicolor drama.


BOSTON, April 20—Two bills, one before the House and the other before the Senate, but both referring to booth operations, were thrown out this week. House Bill No. 2002, a petition of Frank C. Lydon, which would make it mandatory to the Communication Commissioners to produce Safety rating of film and other matters was killed in the House.

Later, the Senate refused a third reading of Senate Bill No. 110, sponsored by Anthony Pareno and Raymond J. Lord, which asked for further regulations of the House of Representatives and a Senate booth. Thus, the two opposing bills have been killed for the current year.

World Wide Claims Rights to 'Sinner'

World Wide Films of New York, which claims that it owns the prior rights to the U. S. distribution of "The Sinner," starring Hildegarde Neff, has announced that it will file suit for injunction. It is claimed that if the latter moves to release the same picture in this country, Collini, headed by Dominick S. Dams, Jr., has also an interest in the picture.

Franklin D. Roosevelt, Jr., is the attorney for World Wide.

'Miami' May 14

Columbia's "The Miami Story" will have its New York premiere at the Paramount Theatre on May 14.

Stricter Curfew

Law in Columbus

COLUMBUS, O., April 20.—A more stringent juvenile curfew law goes into effect here on May 12. Teenagers 12 to 18 years of age must be off the streets from 11 p.m. to 6 a.m. no matter what form of picture of both countries, is expected to be signed by May.

Six of the new pictures have been in the works since last October, is expected to benefit film workers of both countries represented by the Centre National de la Cinematographie and the Syndicate Francis des Producteurs and the exporters of films laid down the basic principles of cooperation with Yugoslav picture-makers.

Apart from the conditions which will regulate the production in both countries, import and export of films between them, the mode of advertising an imported film, an agreement was reached on employment of actors, producers and technicians for a company which desires to produce on location.

Judges Named for Quigley Awards

Three industry advertising and publicity men have been named judges in the first quarterly Quigley Awards for 1941.

Named to judge the entries on Friday are Mike Breen, director of promotion for Paramount Pictures; Al Deane, foreign publicity manager of Paramount International, and Sipie Sype, manager of the Canadian department of Canada's advertising and publicity department.

Expect $40,000 Week For 'Carnival Story'

The first week of King Brothers' "Carnival Story" at the Criterion Theatre here is expected to gross between $37,000 and $40,000, according to estimates of Charles Moss, managing director of the house. The KKO Radio feature grossed $9,552 for the biggest Easter Sunday business in the theatre's history, Moss said.

'Fireman' Premiere

"Fireman, Save My Child," Universal-International's new comedy starring Spike Jones and his City Slickers, will open with a gala premiere at the Westmount, Intermontain, Citywide events commemorating the two events are being arranged.

Zukor to Make V.C. Award to German

The New York Variety Club's first annual Heart Award will be presented to William J. German by Adolph Zuckor, chairman of the board of Paramount Pictures, at the testimonial dinner in German's honor which will be held on May 6, in the Waldorf-Astoria Hotel.

Mrs. Robert Kelly Dead

NEW ORLEANS, April 20.—Funeral services were held here at the Church of the Sacred Heart for Mrs. Bertha Neubauer Kelly, wife of Robert Kelly, manager of Dixie Films. Mrs. Kelly died in New Orleans last Friday.

She is survived also by two daughters, Patty A. Kelly and Doris L. DeWaal, and two sisters, Mrs. George Pfeiffer, and three grandchildren.
"What I've got in the box is good for your box-office."

"The Student Prince"


Drink in its wonders.†  Revel in its romance.†  Glory in its melodies.†

"THE STUDENT PRINCE"

To M-G-M's golden treasure-trove of great musicals add a new triumph, the thrilling Sigmund Romberg spectacle that was meant for the kiss of COLOR and the embrace of CINemascope.

Hear the thrilling songs!
"Drink, Drink, Drink"  "Deep in My Heart, Dear"
"Golden Days"  "Beloved" and many others!

New star Edmund Purdom kisses with his own lips but sings with the glorious voice of the star of "The Great Caruso"... MARIO LANZA!

"THE STUDENT PRINCE"

ANN BLYTH  EDMUND PURDOM  JOHN ERICSON  LOUIS CALHERN  EDMUND GWENN
S. Z. "CUBBLES" SAKALL  BETTA ST. JOHN  JOHN WILLIAMS  EVELYN VADEN  AND THE SINGING VOICE OF MARIO LANZA

Written for the Screen by  COLOR by  MUSIC FROM  DIRECTED by
WILLIAM LUDWIG and SONJA LEVY  ANSCO  SIGMUND ROMBERG  JOE PASTERNAK  IN CINEMA-SCOPE.

Directed by  Produced by  Presented by
LUDWIG and LEVY  ANSCO  ROMBERG  JOE PASTERNAK  IN CINEMA-SCOPE.
Product

Children’s TV Shows Given Wide Approval

(Continued from page 1)

age, although more product could be used in today’s market, but, he contended, of poor long-range judgment on the part of most distributors, in setting the release dates of quality pictures in “bunches,” usually timed with major holidays.

See Correction Needed

The AR-PT vice-president, who in the past has pointed out the need to maintain an all-year-round even flow of quality product, claimed that as recently as six months ago, the problem had become considerably worse. According to Hyman, it has reared its head again and should be corrected.

In support of his contention, Hyman claimed one distribution company has revised its releasing plans for May and June, withdrawing many of its pictures, especially the quality ones slated to be released that period. What will happen, Hyman predicted, is that the competition for the slack time in the nation’s key theatres during July will be terrific, while there will be a dearth of product available for May and June.

Has Plan for ‘Off-Period’

The AR-PT executive acknowledged that during holiday periods theatre patronage is usually heavy and distribution gains from such a pattern. He pointed out, however, there is an advantage to distribution to release quality pictures in a so-called “off-period,” too, pointing to the greater playing time available, and “hitting” the competition of radio and TV at a period when most of the better product is slackening off for the summer. Hyman, speaking for AR-PT, affiliate companies, said for a good quality picture in a so-called “off-period” AR-PT affiliate companies will entertain the payment of a guarantee to the distributor, the need for quality pictures being so vital.

Contending that the theatre business is a 365-day proposition, he warned that it cannot be conducted on a level of “cuteness,” adding that distribution is “a man’s game” that should be given the release dates of quality pictures.

and opposed others, without apparent bias toward either side.

The greatest disappointment was registered by the best educated families and by white collar workers, only 4% of whom approved of current programs, and by parents of children four through nine years old, one-third of whom were generally unfavorable toward the shows their children watched.

The project for three years has quietly used New Haven as a major test city, because of its cultural and diversified industrial and cultural areas.

The lengthy report showed, among other points, that Parents reported their children spent an average of 13 hours a week viewing the TV programs they watched regularly. Children also do random viewing. Time spent by children watching radio programs, on the other hand, averaged no more than two hours per week.

Parents said their children spend half of their regular viewing time watching programs shown to enjoy them, while only one-third of their time watching westerns. Only four per cent of time was watching educational and institutional programs.

Parental attitudes toward present children’s TV fare are conditioned by the so-called “educational” and religious factors, with higher-income, more highly educated parents placing a higher value on these than the less sporadic and parental audiences. Parents with a better than one-third of the audience of the most popular program, leading to the conclusion that the most popular program, 79,900 families of children aged four through nine years.

The greatest concern over possible ill effects on children was expressed by parents of children four through nine years. Thirty-four per cent of parents with children of these ages react unfavorably toward current programs.

Warners-SPG

(Continued from page 1)

reached between the publicist-negotiators and company officials. The general membership of the union is expected to ratify the new pact, which will cover the theatres of Warner Bros. and the seven companies listed in the previous report in the May 20 issue.

A union spokesman stated that the new contract is similar to the one that Columbia Pictures publicists signed. The wage scale for apprentices, associate, publicist and senior publicist are the same.

Schiiff Suit

(Continued from page 1)

board of directors motivated and caused Hughes’ offer to buy the assets of the company. The suit asked the court to put a lien on the sum of $257,000 against the company, in addition to enjoining any move in the Nevada courts to compensate attorneys in any “vast” action brought against Hughes and the board by minority stockholders.

Title Bott (Continued from page 1)

the block-out areas will be defined at a later date, it was added.

The upcoming Marciano-Charles bout marks the tenth major fight seen in the theatre, TV and at the box office, all to be broadcast live by TSN. It is understood that the guarantee for the forthcoming fight is approximately the same as that paid by TSN for the Marciano-LaStarza bout, $110,000.

Marciano and Charles will be meeting in the ring this date, under the name of “the battle of the world champion,” and the battle between the present world champion and the ex-champion is expected to attract the same virtual sell-out as the Walcott-Marciano bout of 1952.

Ninth Compo Ad

(Continued from page 1)

est obstacle to all retail business has been in attaining the reluctance of people to leave the comfort of their homes to go out and buy goods. For people—large or small—they are persuaded to leave their homes and go where goods are offered for sale, trade languishes, then dies.

The campaign is aimed at persuading people to leave their homes and go out into the streets. The ad continues, is more acute today than ever before in all the history of merchandising because homes are more attractive and comfortable and there are the added diversions of radio and television. In their struggle against this new development, retail merchants have two powerful allies—newspaper advertising and the motion picture theatre which supplement each other in getting people out.

MPAA Board

(Continued from page 1)

in the meantime, is expected back East from the Coast this weekend.

While on the Coast, Johnston is presumed to have conferred with RKO Pictures’ officials, not only on “The French Line,” but on “Song of Sinbad,” which is being shown to governmental censor boards without a release. Although as of yet not been hooked into any theatre.

For exhibiting “The French Line” without a Code, RKO was fined $25,000 by the MPAA, a fine from which it has yet to file an appeal or pay.

MPEC to Meet

(Continued from page 1)

located among member companies. Meanwhile, Irving Mass, MPEC Far East director, now in Tokyo, has been asked by MPEC headquarters here to seek an extension of the May 10 deadline for the allocation of the five-and-a-half-a-fraction permits to the end of May. By that time, it is felt, if the foreign managers cannot reach an agreement on the permits, a meeting of the company presidents can be called to settle the matter.

Clark-Paramount

(Continued from page 1)

Blg. to take care of the Paramount account.

Paramount’s new space covers 1,500 square feet and is completely air-conditioned.

Paramount’s shipping and inspection are handled by outside concerns in two other exchange cities; namely, Omaha and Atlanta.
"Motion lists Robbins rather it thin N blighted torn the January, Engineering already Martin the installed announced "Indiscretion making felt Cell entertainment used. full offering Arthur. new the her theatres Allan the sort been introducing the production benefit text.—

"Knick on Wood," "Indiscretion of an American Wife," "RipRap," actory "Cinerama" and "Elephant Walk" are reviewed and recommended in the May issue of "Woman's Home Companion. Photographs taken on location and on production sets are used to illustrate each review.

"Creatique from the Black Lager's star, Julia Adams, receives the benefit of a picture and story in the April 19 issue of "Life." Not since the old Pearl White—Perils of Pauline—days has a movie intrigue undergone such consistent mayhem in the hands of villainous antagonists as U.I.'s star Julia Adams, reports film critic H. A. Wehman.

"In the same issue "Life" reviewer reports that M-G-M has picked "Executive Suite" as the film to celebrate its 30th Anniversary in motion pictures. "And for 'Executive Suite,'" the reviewer adds, "M-G-M has picked a fabulous cast of eight stars—the first film in a long line in which the stars outnumber the bit players. It was graphic, and probably not the prettiest picture ever long vaunted as the studio of the stars, could throw in an all-American lineup if it felt like it."

"Prince Valiant" has been chosen Picture of the Month for May by Ed Miller of "Motion." The cover girl on "Look's" current issue is U.I.'s star Piper Laurie. The red and blue packing tape illustrated on the cover adds to the star's attractiveness, Piper Laurie's next starring picture is a long awaited film.

"In the same issue this 'Is Cinerama' ad appears on the table of contents page. It lists 11 theaters where the Cinemascope performances can be seen.

"A Star Is Born" receives an excellent send-off in a full color two-page spread in "Collier's" April 30 issue. Judy Garland is pictured dancing and clowning in her spacious living room with her husband as a one-man audience. "Collier's" correspondence to Garland tradition, she knocks herself out. As actress Ina Claire, visiting on the set, remarked, "This girl should do just one a day—then catch an ambulance."

A very interesting episode of Mary Pickford's starry career is covered in the May issue of "McCall's."

"There's No Business Like Show Business" received the benefit of a plug in "Pictorial Review's" April 18 issue. Louella Parsons interviewed Sherie North, the dancing star of the new CinemaScope musical.

WALTER HAAS

"Review"

"Indiscretion of an American Wife"
(Columbia Pictures)

JENNIFER JONES and Montgomery Clift head the cast of Vittorio De Sica's first American language production, filmed in Rome, offering a romantic team with a box-office pull. The picture with its heavy accent on frustrated love, enacted by two of America's top performers, should find its strength in the original romance. Nevertheless, there are factors in exploitation will aid amicably at the box-office.

However, the Italian producer-director who pioneered the American market with "Bicycle Thief" and "Shoe Shine" has not matched up to his past work in either the language or the American language film. What is offered in "Indiscretion Of An American Wife" is a polished "True Confessional" type of picture dealing with a love that is blinded from the start because the woman is already married and really never forgets her prime responsibility to be to family. Within these limitations, the film has its engrossing, sad moments, relieved in part by comic side-glances at the people of Rome, done in the non-expected Italian manner.

The picture, which was filmed entirely in its entirety in the Rome railroad station terminal, opens with the love affair coming to an end, with Miss Jones realizing the impossibility of it and running away to escape her true feelings. And despite her feelings, despite the pleadings of Montgomery Clift, the Italian of part American parentage with whom she fell in love, she leaves Rome, ending the affair of four weeks, to rejoin her family.

There are moments in the film when what is portrayed seems genuinely heart-breaking, when the dialogue by Truman Capote captures the tragedy of the situation as well as the emotions. However, these moments are weakened by the illicit nature of the relationship, the introduction of unlikely episodes, offset by comic relief of other people at the station. The thread of back-story in this film would be a thin one if it were not for the impact of the acting of the stars, the physical beauty of their appearance and the fine camera work. Besides the two stars, the cast includes Gino Cervi, who plays a comparatively bit role as a police commissioner, and Dick Beymer, who plays the part of the nephew of Jennifer Jones, viewing a relationship beyond his understanding.

The film was adapted from the story, "Terminal Station," by Cesare Zavattini, of which "The Bicycle Thief" was an adaptation, and directed, with the screenplay. Associate producer were Marcello Giorio and Wolfgang Reinhart.

Running time, 63 minutes. Adult audience classification.

MURRAY HOBOTITZ

"Companion Prints Two Disney Articles"

The Woman's Home Companion devotes four pages to two articles on Walt Disney's "The Living Desert," in its May issue.

One is by Anna W. M. Wolf, underwrites "not like that of the film. In the second article, Disney explains why he making nature pictures are, with color photos from "The Living Desert," as well as Disney's other nature pictures.

"Miracle of Life"

Miss Wolf says, "Here are worlds see—for the scenes are in far and difficult places, the unconscious actors are shy, suspicious, and afraid, the miracle of life here revealed will enrich your child's experience in a way that has not been possible to any other generation of young Americans."

In his article, Disney emphasizes that he has never had any of the illusion or felt more useful in the business of entertainment than in making the true-life adventure.

"McWilliams Quits Screen Gems Post"

Harry K. McWilliams, advertising and public relations director for Screen Gems, Inc., television subsidiary of Columbia Pictures, has resigned and will not be replaced. He will disclose his new affiliation in the near future.

His resignation, effective May 15, marks the end of a 12-year association with Columbia. Prior to assuming his present position with Screen Gems in January, 1953, McWilliams was exploitation manager for Columbia Pictures for eight years.

WALTER HAAS

"Cinema Lodge Will Install on April 27"

The installation of Cinema Lodge, DiAnn Brith's efforts for the new year will be held at a special membership luncheon at the Hotel Astor on April 27, it was announced by Martin Lodge, president, and chairman of the induction luncheon committee.

Principal speaker will be Louis A. Novelline, President Picture executive and former director of the Eastern Regional Anti-Defamation League committee.

Officers to be installed are Burton E. Robbins as president; Marvin McWilliams, vice-president; D. Ross Innis, treasurer; Edward G. Kinney, auditor; Richard C. McWilliams, secretary; and other officers.

"SDG Nominations"

HOLLYWOOD, April 20—Screen Directors Guild nominated "Glen Miller Story," "Riot in Cell Block 11" and "Hell and High Water" of the Khyber Rifles" as candidates for the first quarterly best-directed pictures distinction.

Disney Short Friday"

Two for the Record," first of the new Walt Disney musical shorts, received "Marquees, Musicals, and Markets," its national release on Friday, April 21, Released by RKO Radio, "Two for the Record" stars Benny Goodman and is in Technicolor.
Many a congenial couple spend their pleasantest evenings at a movie that appeals to them both — one that's Companion-approved!

Theater owners become more aware every day of the trend to movie selection through the pages of the Companion. Right now four-and-a-half million women get their movie news and guidance from the Companion every month, and in the last analysis, they choose the picture!

That's why Hollywood has invested more money in the Companion over the past seven years than in any other monthly magazine!* 

*Except, of course, the fan magazines.

And then... do you know what he did? Took me to a COMPANION-approved movie!
FINALIZING ARBITRATION MEETING

Final details for the exhibitor-distributor meeting, tentatively set for May 17 here, for laying the groundwork for an industry arbitration system are expected to be wrapped up at one more meeting of the Government subcommittee of the general sales managers committee. The committee met Tuesday to work out some remaining points in connection with the forthcoming session and, after one more parley, will present its recommendations to the full committee. All exhibitor associations, except Allied States Association, have accepted invitations to the meeting. It is understood that a “fresh approach” to the entire issue will be attempted, rather than salvage portions of two previous drafts for an arbitration system.

2 Trust Suit Trials Slated

HOLLYWOOD, April 21—Meetings with counsel in 20 anti-trust cases recently transferred to his court, Federal Judge Harry C. Westover today set trial dates for two and postponed date determinations on seventeen others until Sept. 13. He named that date, also, for evidence with counsel in the Government’s 16mm case against 12 defendants out of respect for the Government’s wishes as to pre-trial hearings. Government counsel told MOTION PICTURE DAILY that preparations will not be completed before the end of the year.

The jurist set Sept. 7 as the trial date for the Metropolitan Theatres $900,000 suit against majors charging (Continued on page 5)

Alan May Treasurer Of National Theatres

HOLLYWOOD, April 21—Alan May today was elected treasurer of National Theatres succeeding the late Henry C. Cox, it was disclosed by Charles Skouras, president of the circuit.

May, formerly associated with the Chase National Bank, joined NT in 1954 and was assistant to Cox at the time of the latter’s death.

To Use MGM Studio For ‘Oklahoma’

HOLLYWOOD, April 21—M-G-M studio facilities will be utilized in the filming of “Oklahoma” to be produced in the new Todd-AO process. Producer Arthur Hornblow, Jr., director Fred Zinnemann, and the Todd-AO and Rodgers and Hammerstein staffs will make their headquarters at the studio during production of the picture.

SCTOA Wants D-J, Senate Group at Arbitration Talks

HOLLYWOOD, April 21.—A recommendation that observers of the Department of Justice and the Senate Select Committee on Small Business be invited to the arbitration talks in New York City was made by the Southern California Theatres Owners Association.

SCTOA, which will participate in the arbitration talks, tentatively slated for May 17 at the Hotel Astor, made the recommendation in an open letter addressed to Senator Andrew F. Schoeppeel, chairman of the Monopoly Committee of the Senate Select Committee on Small Business. Copies of the letter, signed by Albert H. Houser, chairman of SCTOA’s trade relations committee, also were sent to Stanley N. Barnes of the Justice Department, among others.

Said the letter in part, referring to (Continued on page 5)

Expanding Medium

$2,000,000-$3,000,000 for TV-Radio Promotion in 1954

By LESTER DINOFF

U. S. distributors will spend between $2,000,000 and $3,000,000 for radio and television promotion of their product this year in comparison to approximately $1,000,000 in 1953, a checkup reveals.

J. J. Donohue Resigns Para. Division Post

James J. Donohue, Paramount Central division sales manager, has resigned effective May 15, it was announced yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp. Donohue, who has been with Paramount since 1925, plans to return to his home town of San Francisco.

No successor has as yet been named.

Endorse TOA Product Plan

KANSAS CITY, April 21—“Grass-roots” endorsement of any plans of the Theatre Owners of America to increase production was contained in a resolution of the board of directors of the Kansas-Missouri Theatre Association, here today.

The resolution referred to the activities of the TOA product committee, saying that activities to line up independent producers for relief of a possible product shortage should be continued. Expiration of a resolution continued, will be encouraged to give consideration to booking product growing out of such TOA committee activities.

The report on the recent drive in conference, sponsored by the association, cited the success of that event.

UK Lab Workers Hit By Ministry Report

LONDON, April 21.—The Labor Ministry committee, which was set up to investigate the film laboratories dispute to reject the union’s assertion that the employers had refused to negotiate.

The committee expressed the view that the union “should have accepted the employers’ repeated offer to refer the claims to arbitration.” It also found that the union’s ban of overtime and other “restrictive operations” was a breach of the existing agreement. Pointing out that it was not an (Continued on page 5)

As of March 18

Net of Loew’s For 28 Weeks

In Sharp Rise $3,199,166 This Fiscal Year Against $2,171,729

Loew’s, Inc., yesterday reported a net profit for the 28 weeks ended March 18, subject to year-end audit and adjustments of $3,199,166, after all charges and taxes. This is equal to 62 cents per share on 5,142,615 shares of stock outstanding, compared with $2,171,729 or 42 cents per share in the corresponding period for the previous year.

Gross sales and operating revenue for these 28 weeks of the current fiscal year amounted to $97,106,000 against $95,928,000 for the same period of the previous year. Since the reduction in the 20 per cent admission tax did not become effective until April 1, any benefits accruing to the company from this cut are not reflected in the 28 weeks report, the company said.

Loew’s further reported that its Cinemascope production “Knights of the Round Table” was the only (Continued on page 5)

Production Code Is Lauded By the DAR

WASHINGTON, April 21.—The film industry’s production code was highly praised to the convention of the Daughters of the American Revolution by the D.A.R.’s Motion Picture Committee.

In a report delivered to the convention this afternoon, committee chairman Mrs. F. Allen Burt declared that “through the years, the Production Code has proved a much more (Continued on page 5)

Tech. VV Cameras For Brisson Film

Technicolor, Inc., which has been experimenting with Vista-Vision cameras, has informed independent producer Fred Brisson of Hollywood that he may have the two cameras he has ordered for “The Girl Rush,” will be delivered by July 15. Brisson is the first independent producer to plan a film in the Paramount-developed VistaVision.
**Thursday, April 22, 1954**

**Motion Picture Daily**

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**Personal Mention**

**BING CROSBY** will arrive from the Coast on Tuesday and will sail April 25 for Europe aboard the "United States."

Charles Deese, house officer assistant to John J. Maloney, M-G-M central sales manager with headquarters in Pittsburgh, and Samuel (Sam) Maloney, New York district manager for the company, returned here yesterday from Pittsburgh, where they attended the funeral of Maloney's daughter, Mrs. James Dunn.

Lewis Horwitz, recent graduate of Western Reserve and son of M. B. Horwitz, general manager of the Washington Circuit in Cleveland, has joined the employe roster of the circuit.

William B. Zoller, M-G-M shorts and newsreel sales manager, will leave Minneapolis today for Omaha.

**WALTER BRANSON**, RKO Radio general manager of foreign operations, will arrive in New York from Europe today on the "Liberte."

**Joe Hyams**, of the Columbia Pictures home office special events department, will have moved to New York from Hartford.

**F. J. A. McCarty**, Universal Pictures Southern and Canadian sales manager, left here yesterday for Cincinnati.

S. P. Gorbet, of the General Theatres circuit in Cleveland, has left there with Mrs. Gorbet for a vacation in Florida.

Lou Ginsburg, of Amalgamated Booking and Buying Service, New Haven, has returned there with Mrs. Ginsburg from a trip to the South.

Hazel Florian, manager of the Strand Theatre, Winsted, Conn., has returned from a vacation at St. Francis Hospital, Hartford.

Hyman King, of King Brothers Productions, has left New York for Washington.

Mike Simons, M-G-M exhibitor relations head, will return to New York tomorrow from Detroit.

George Fasoli will arrive here tomorrow from London via B.O.A.C. Monarch.

**Harold Hecht**, independent producer, left Monday for Hollywood, and will go to Mexico from there.

Paul Graetz, product, has arrived here from Paris.

Norman Pasaka, producer, will leave here today for the Coast.

Justin Herzman, producer, will leave here today for France and Italy.

**URGES EXHIBITORS TO MIX WITH LEGISLATORS**

**DETOUR,** April 21.—Exhibitors should acquaint themselves with their local, state and government representatives, for the time has arrived when, over with them the main problems confronting the industry, it was emphasized here today by Ernest Conine, executive vice-president and director of Allied Theatres of Michigan at the closing session of that organization's 35th convention.

The open discussion session was held in the afternoon at the head office of the Detroit Variety Club in the Hotel Tuller.

Social events closing the convention included a display the Great Drive-in, a fashion show for the ladies and an evening at the Canadian Elmwood Cinema.

**LACHMAN NAMED TO NEW V.C. Int'l Post**

Edward Lachman, former chief booker of Metro Club, Teut 35, here yesterday was appointed to the international staff by George Hoover, in charge of the Bookers Clubs International. In addition to his new post, Lachman will serve on the international committees. Lachman will leave today on a European tour for the organization. He will meet with C. J. Latta, manager of the International House of Cinema in England, and with Variety Club-minded industry people on the Continent. He will go to Variety tents in Amsterdam, Paris, Rome, and Barcelona.

**Kaye Is 'Ambassador' For U. N. Child Fund**

Danny Kaye, en route to London to begin his world tour, carries the title of Ambassador-at-Large of the United Nations Children's Fund, which was bestowed on the star of Paramount's "River," by UNICEF (United Nations International Children's Emergency Fund), headed by Maurice P. L'Estrange, UNICEF executive director, at a special pre-departure luncheon attended by U. N. officials and Paramount Pictures executives.

While in Asia in behalf of the fund (UNICEF), Kaye will make a pilot visit of UNICEF's aid to children.

**Open Drive-in Tomorrow**

**HARTFORD,** April 21.—Plaistow Drive-In Theatre, initial outdoor venture for Perakos Theatre Associates, slated to open today, will now have its premiere on Friday. Circuit executive attribute postponement to heavy weekend rains.

**UA Sets Two**

"Act of Love" and "Top Banana," two United Artists motion pictures open at 20 key Loew's theatres throughout the New York metropolitain area on May 5.

**'River' Here April 30**

"River of No Return," Twentieth Century-Fox Cinemascope production, will have its New York premiere at the Roxy Theatre.

**"54 in '54" Is Theme Of UA Regional Meet**

**SAND FRANCISCO,** April 21—Themed to the slogan "54 in '54," the initial session of the three-day United Artists regional sales meeting opened today at the Clift Hotel under the direction of vice-presidents William J. Hambly, New York; and Max E. McCreary, Chicago.

Citing a balanced program of films which UA will release at a one-day, one-theatre basis and wishing the exhibitor to utilize promotion and advertising, Starter announced the plan as an answer to exhibitor demands for alleviation of any "profit problem."

Youngstern outlined a record promotion schedule which will provide sturdy support for the "54 in '54" program.

The Western regional meeting here, which will close Friday, will be followed by the United Artists regional sales meeting in Chicago (April 26-28) and Philadelphia (May 3-5), thus bringing together executives and salesmen from the company's 32 branches throughout the United States and Canada.

**Percentage Actions Are Filed in Tampa**

**TAMPA,** Fla., April 21—Seven percentage actions were filed in the Florida State courts by 20th Century-Fox, Paramount, United Artists, Loew's, Columbia, Universal and Warner Brothers naming J. J. Donnelly, operator of the Gulf Wind Drive-In Theatre in St. Petersburg, as defendant. J. Danforth Browne of the Tampa law firm of MacFarlane, Ferguson, Allison & Kelly signed the complaints. Sargoy R. Stein are counsel for the distributors.

**Add More Names to UA Honorary Group**

John J. Fitzgibbons, president of Famous Players Canadian Corp., has been appointed by UA president J. H. Quigley to a UA honorary committee for the United Artists 35th anniversary testimonial dinner, to be held in New York, to provide sponsorship of the Variety Club, Teut 13.

Other veteran exhibitors joining the honorary committee are Harry F. Wexman, Atlantic City; H. J. "Doc" Shad, Reading, Pa.; Arthur H. Locklear, Portland, Ore.; Walter H. Mooney, Baltimore, and Eshner Lux, Buffalo.

**STANDEE LAW ENFORCED**

**MEXICO CITY,** April 21.—Theaters here that continue to admit patrons after all seats are occupied, thus violating an edict of the City Amusement Supervision Division, are being severely disciplined. The first-run Cine Metropolitan has just been fined $460 for the offense, the theoretical penalty yet imposed by the violation.

**Quigley, Jr., to Speak**

Martin Quigley, Jr., editor of "Motion Picture Herald," has been scheduled to address the Better Films Council of Springfield, Mass., tomorrow on the topic, "Techniques of the Trade of the Motion Picture Industry."

**ITALIAN OFFICIAL HITS PICTURES OFFENSIVE TO RELIGION, MORALS**

**ROME,** April 21.—Giuseppe Erminni, Italian State Undersecretary for Cultural Affairs, said during an interview here today that the government cannot approve pictures which offend the religious and moral feelings of Italians. At the same time Erminni emphasized ANICA's initiative in self-regulation as proof of producers' moral responsibility.

Erminni said the economic problems of the Italian industry depend to a great extent on the presence of Italian films in Europe, which involves it in internationally important productions. This, he explained, has led to high costs and often exaggerated salaries for actors and technicians, he added.

Erminni confirmed the government's intention of supporting the native industry and assured current legislation will be delayed if a new law cannot be enacted. Erminni said the new law may contemplate automatic subsides to worthy productions, with special consideration for pictures from an artistic standpoint, he announced.

**Pearlman Successor To Borgen at U-I**

**CHICAGO,** April 21.—Ed Borgen, assistant to Ben Katz in the Universal International publicity department here, has resigned to accept a position as advertising manager of the Royal International Pictures, entertainment industry veteran who has been in the advertising and publicity departments of Paramount, Warner Brothers, World, Warner Brothers and other organizations within the industry, will replace Borgen starting Monday.

**Launch 'Playgirl' In Chicago April 30**

Universal-International's "Playgirl" will have its world premiere at the United Artists Theatre in Chicago on April 30. Launching a series of openings in the area.

The film stars Shelley Winters and Barry Sullivan and introduces Col. John Henry of the cruiser "Quigley," and is a story of territorial openings is slated for the Boston-New Haven area starting May 12.

**Chicago Operators' Board Elects Mooney**

**CHICAGO,** April 21.—Ralph Mooney has been named president by the executive board of the Chicago Moving Picture Machine Operators Union to fill the unexpired term of James Gellis, who has recently resigned. Action of the board is expected to be approved by the membership at the next general meeting.

**Award to Eastman**

"Quality in Photographic Leases," a Tomm Kodakchrome picture produced by the Kodak division of Eastman Kodak Co., has won a Golden Reel Award in the first annual selection of "Motion Pictures" of the Film Council of America.

**MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Third Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3600. Address: Quigley, New York, N. Y.**
Reminder!

Next Monday, April 26th

The presentation by

Jack L. Warner

in a special Cinemascope subject

showing actual scenes from forthcoming

Warner Bros. attractions—the biggest,
costliest of all our production programs!

"We are showing you a glimpse of
our future—because it is your future, too!"

And on the same special occasion
the special showing of . . . . . .

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ALFRED HITCHCOCK'S "dial M for Murder"

PERFECT 3 DIMENSION IN THE HITCHCOCK MANNER!

WARNERCOLOR

WARNER BROS!

RAY MILLAND - GRACE KELLY - ROBERT CUMMINGS

WITH JOHN WILLIAMS - ANTHONY DAWSON DIRECTED BY ALFRED HITCHCOCK

WRITTEN BY FREDERICK KNOTT who wrote the International Stage Success

Conducted by Dimitri Tiomkin
WB’s Sound Pleases CE

The test that has been haunting the industry for more than a single optical track versus four magnetic track stereophonic sound, won the praise of the General Council of the Motion Picture Sound Producers Association, which passed a resolution condemning Warners.

The test, some sound advice from New York that the Rank Organization had gone in with Warner Brothers, Paramount and M-G-M for the adoption of Perspecta sound track in the making of future films.

Equipment Managers Only

It is understood that the Rank interest in the process to date is that of equipment makers only and not that of film producers. It is known that Thomas A. Law, managing director of Rank’s British Optical and Projection Engineers Ltd., has been discussing with M-G-M the issue of a license to the company for the manufacture of Perspecta equipment.

Meanwhile, Leslie Knopp, CEA’s technical advisor, has made a further report to the association in the light of recent American announcements of new stereophonic or anamorphos systems. Dr. Knopp, reporting caution among exhibitors until such time as standardization or inter-changeability is achieved.

Pitkin Dinner May 4

HARTFORD, April 21—Testimonial dinner honoring Barney Pitkin, Connecticut exclusive manager for RKO Radio Pictures, has been postponed from April 27 to May 4 at Waverly Inn, Cheshire, Conn.

Perakos Drive-In Starts

HARTFORD, April 21—Speric Perakos, general manager, Perakos Theatre Associates, postponed opening of new $30,000, 950-car capacity Plainville (Conn.) Drive-In to April 21.

DAR Lauds Production Code

important contribution to high standards of entertainment than any political censorship.

Following Mrs. Burt’s report this afternoon, the annual DAR, convention presented two film awards; one to Walt Disney for “Peter Pan,” the birthday of 1953 for children between the ages of 8 to 12,” and one to Cinerama for the best patriotic picture of 1953, for the “America the Beautiful” sequence in “This Is Cinerama.”

“Shows Greatness of America”

Mrs. Burt said D.A.R. chapters agreed that children’s film should “go to the man who has been so successful in bringing life to the fairy tales so dear to children’s hearts. The Cinerama sequence, she declared, “shows the greatness of America as it has never been shown before.”

Mrs. Burt defended the D.A.R.’s interest in motion pictures as being necessary for many reasons. She cited the fact that films are a favorite form of entertainment for children, that they are one of the greatest educational forces, that they can be used to teach foreigners what America stands for and to teach Americans to respect their own country, and because subversive forces, realizing the propaganda value of films, are ever at work to infect their ideology into motion pictures.

Called Better Than Censorship

“Fortunately for America,” she said, “the movie industry is manned for the most part by honest, loyal, patriotic Americans. The principal producers are joined in the Motion Picture Association of America, with Eric Johnstone, head of the production code, which represents standards of good taste, morality and decency which, through the years, has won wide approval.”

Through the years, this has proved a much more important contribution to high standards of entertainment than any political censorship. This is the only industry the members of which actually censor their own work.

Loew’s Net TV-Radio Promotion in ’54

(Continued from page 1)

In charge of advertising, publicity and promotions for Loew’s National Theatre Corp., said that radio and television advertising for the 19 films which will be distributed this year in the United States will be 73 per cent as compared to 1953.

Republic executive Steve Edwards said: “The 19th per cent of the national advertising budget is allotted to television with another 10 per cent going to newspaper. There has been a general increase in radio-TV advertising,” he said, “without cutting into newspapers and magazines.

Vital in Big Cities

Sid Blumenstock, ad manager of Republic, placed his ‘considerable money’ being spent for national television advertising, with big markets like New York, Chicago, and Los Angeles getting bigger campaigns. Metro-Goldwyn-Mayer increased radio and television advertising, estimated in the last six months 25 per cent while Columbia and Warner Bros. have increased use of the media.

At 20th-Fox, advertising was somewhat limited with different type campaigns used in New York, New England and Midwest. However, in the advent of Cinemascope, television advertising has tremendously increased, as attested by network coverage of film openings and the production of trailers for TV.

SCTOA

(Continued from page 1)

the Ongoing arbitration talks: “It is obvious that the 2 per cent has been called because of the continued investigation by the Senate Select Committee on Small Business. May I suggest to you that the Senate Select Committee on Small Business and the Department of Justice have observers at the hearings in New York so they will be able to get the feel of what is actually. happening here today.”

SCTOA’s letter to Senator Scoeppep complained that the Paramount consent decrees “have worked out to the disadvantage of the small circuit and independent theatre owners. If the Department of Justice cannot correct the situation, SCTOA’s Hanso won’t, then the Senate Select Committee on Small Business should recommend to the Congress, that a government commission be placed over this business to regulate same.”

“We,” declared Hanso, referring to the exhibitors, “are the victims of a market of scarcity and the creation of a monopoly, instead of increased purchasing power by which the buying power, which we formerly had, has been taken away from us and we are now working out of a position of strength in the ordinary business sense on a fair buyer and seller basis.”

Motion Picture Daily
Ohio Editorial Lauds N. Y. Censorship Law

COLUMBUS, O., April 21.—Revised Ohio film censor law "might well follow the lead taken by New York" in its new censor legislation, said the Columbus "Dispatch" editorial.

"Since state film review still is the law here," continued the editorial, "and has demonstrably substantial public support, the law might as well be strengthened to have all the enforcement teeth necessary to make it effective against what Governor Dewey rightly classifies as 'filth.'"

The "Dispatch" said that Ohio censors have been rather moderate in their efforts, and "few films have been completely banned and virtually all of these are either foreign pictures or the product of some dodgy dock."

"It is almost unheard of for a movie made by a major unit of the efficiently self-policing American film industry to be barred from Ohio screens.

Cites 'Special Cases'

"As readers of these columns know, we regard censorship of any kind, on principle, with skepticism, and feel it should be invoked, it at all, only in the most special of special cases. The regulation of patently obscene, vulgar, suggestive, or otherwise immorality pictures issued by quick-back operators to exploit sex and sensation seems to us to be exactly that sort of special case."

The New York law defines more explicitly the terms "immoral" and "incite to crime."

Says Industry Uses More Radio Plugs

HOLLYWOOD, April 21.—Harry Matis, president of the former Warner Brothers-owned radio station, KFWB, said that for the first time since the introduction of television, motion pictures have swung back to bigger time-buying on local radio stations.

Sees Good Year in Offing

"Radio has rounded the economic corner," he said. "For the past few years the swing has been toward TV testing of the pictures. Now, once again, the film companies are using radio in their campaign of promotion. This product to the public via our medium. A few of the company spokesmen told me that the TV-test has been quite expensive. The coming year looks good for us in radio. Film spending is on the upswing," said Matis.

"Untamed Heiress" (Republic)

SOIREEANIC audiences won't flock to "Untamed Heiress," but lovers of wild slapstick and zany comedy, a la Judy Canova, and those who go to the theatre primarily for a good time, will back the film solidly. In the plot which finds Miss Canova's professional, out with considerable spirit and energy, Miss Canova is an orphan taken under the wing of two down-at-the-heels theatrical agents when they learn she is the heiress to a fortune in Florida.

George Cleveland is the old prospector who has dug up the fortune. As a former admirer of Judy's deceased mother, he feels obligated to share the wealth with her daughter. But a wild series of complications makes things hard for him, being lowly characters. The plot thickens when the gold, pretend he is insane and administer an array of ancient and modern tortures to force him to reveal the treasure's hiding place. Most of the action occurs in an abandoned castle. Here an undercover character, Donald Barry, and his associate enter the castle from the secret agents, Taylor Holmes and Chick Chandler. A riot follows in which the criminals are subdued and the heroes triumph.

Sidney Picker was associate producer and Charles Lamont directed Barry Sullivan's screen play from a story by Jack Towtley. Some vocal interludes in Miss Canova's usual dynamic fashion are provided.

Reviews

Running time, 70 minutes. General classification. April release.

"Blackout" (Lippert-Hammer)

DANE CLARK, supported by competent British skillfully carries a murder-mystery story that keeps its surprise finish neatly concealed throughout for audiences who choose intrigue-filled films. Belinda Lee, Betty Ann Davis, Eleanor Summerfield and Andrew Osburn are the Brits who take over the cast, and it is the picture was produced by Michael Carreras for Hammer Productions, and the period is the present.

Convenient shortcuts and gimmicks in more or less common usage recently adopted by the Brits, be there noticed here, and the straight plotting in Richard Landau's script is relied upon for creating the essential suspense. The result is a wholly believable and exploitable mystery attraction.

Clark plays a down-and-out American in London prostitution while drunk in a nightclub, by a beautiful girl who offers him a large sum to marry her. But, he accepts, knowing nothing more until he awakens next morning in one of the girl's apartments. Before the time. The girl's father is the victim and Clark is suspected. Other characters are introduced steadily, many of them depict for various reasons, and two more killings occur before the murderer is revealed.

Television Sponsored by Pittsburgh Tent

PITTSBURGH, April 21—Pittsburgh's most elaborate television emanating from Syria Mosque, starting Saturday night will be sponsored by the Tent No. One of the Variety Club, with Dennis James as emcee. Talent lineup for the big show includes Perry Como and the Three Suns, Captain Video, The Ranger, the Fontane Sisters, Mitchell Ayers and his orchestra, and possibly Jill Carey and Shirley Jones, local singers popular in TV and on stage.

The program will go toward a new wing for the Variety Club's Rosella Foundling and Maternity Hospital, according to chairman Sidney N. Canova.

Legion Support Urged

Pointing out that the need for the Legion of Decency is greater today than at any time in the past, Catholics and Protestants are under the impulse to organize the Legion of Decency to add their support to the organization by John McCarthy in an article in the May issue of the Legion Digest. The writer stresses the fact that the release of pictures without the Production Code seal and the liberty of the courts to censor regulations, makes the Legion of Decency more vital and necessary today than at any time in its history.

39 Films Are Started In Italy in 3 Months

ROME, April 21.—Thirty-nine pictures went into production at Italian studios during the first three months of 1954, according to a survey. Eleven films have already been completed and are being readied for release.

Twelve of the 39 pictures are in color, of which 13 are in Ferrania, two are in Technicolor, two in Eastmancolor, two in Technicolor and one in CinemaScope. Eight are Italian productions and one is produced by an Italian-Canadian organization. One film is on location in Brazil and others are shooting in India, Indonesia, Japan and Turkey.


Sturdy L. A. Grosses

For "Living Desert"

"The Living Desert," Walt Disney's Academy Award-winning feature documentary, has registered exceptional grosses in 17 Los Angeles city and suburban situations, according to figures compiled by the district Buena Vista Film Distribution Co.

In its first run at the Fine Arts Theatre in Santa Monica, the film, teamed with Disney's "Ben and Me," a two-reel cartoon, is reported to have grossed more than $800,000 in 16 weeks.

D. C. Firm Making Feature Production

WASHINGTON, April 21—The first of a series of features to be produced by National Video Productions for both television and cinema release is under way here. Titled "Within Man's Power," the film is being produced by Nicholas Webster, whose "Seizure" won the documentary class at the 1951 Venice Film Festival.

"Within Man's Power" is being produced for the National Tuberculosis Association to commemorate its 50th anniversary. It consists of the stories of Broadway, Hollywood and local players.

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Drops DST Drive

COLUMBUS, O., April 21—Mayor M. E. Sensenbrenner has dropped his drive for daylight saving time for Columbus, following a deluge of opposition from citizens. Sensenbrenner suggested that proponents of daylight time should take up the matter with the City Council.

Drive-in Offering

Dusk-to-Dawn Shows

SPOKANE, Wash., April 21.—The Motor-In Drive-In Theatre in the suburbs of Spokane now offers "dusk - to - dawn" shows, with six features shown from 6:30 until midnight the following morning.

All-night hours will help to make up for the loss of fall and winter shows in this drive-in, the management asserts.
Paramount Production-Distribution Executives to Explain VistaVision

A battery of top Paramount executives, in addition to Dr. Herbert T. Kalmus, president of Technicolor, and others, will be available to the press following Tuesday's VistaVision demonstration here at the Radio City Music Hall.

Those slated to discuss the process and answer questions include: Barney Balaban, Paramount president; Y. Frank Freeman, vice-president at 6% at the New York office; and Adolph Zukor, chairman of the board of Paramount Pictures.

Also attending will be A. W. Schwalberg, president of Paramount Stock Redemptions Corp.; Paul Raphaelson, assistant to the president of Paramount Pictures Corp.; Loren Ryder, head of research for Paramount studios; producers Hal Wallis and George Seaton, and Kalmus.

Hits Budget Cut

USLA in Plea for Additional Funds For Program Abroad

WASHINGTON, April 22—House-approved cuts in funds for the U.S. Information Agency would bear heaviest on the Overseas Film Program, according to figures submitted by USLA to the Senate Appropriations Committee.

Cites Regularity

In RKO Redemption

RKO Pictures stock is being redeemed with "regularity" and in pretty good amounts," considering that stockholders have until May 17, and perhaps later to act, it was learned here yesterday from an RKO spokesman.

The usual practice, it was pointed out, in similar situations is that stockholders usually wait until next to the stock is listed or before it is ready to be sold.

A Wall Street source pointed out that RKO stockholders, especially brokerage houses which hold RKO shares, have nothing to lose by waiting, with the current market quotations still holding, and that the over-all cut should be apportioned among the different media.

Sternberg said under USLA decisions, the film program would get only $253,000 under the House figure, as compared with $604,000 under the Budget Bureau request. This would be even less than the film division this year, when it is operating on $2,908,000. Last year it had $3,588,000.

The House action, Sternberg said, would eliminate all plans for new film production, proposed purchase of 91 mobile units and 320 projectors to replace worn-out equipment, plans for replacing worn out films, and plans for many additional foreign language versions and additional prints of various subjects.

The "very sharply reduced 1954 program" limited production to news-

Weekly Earnings Top

Of 1952 by $1,438,979

Paramount's net profit for the 52 weeks ended Jan. 2, topped the previous year's earnings by $1,438,979, the company reported yesterday.

The net profit after taxes was $6,779,563, compared with $5,340,584 for the 53 weeks ended Jan. 3, 1953, before including a non-recurring profit of $359,287 from the sale of real estate property in that year and $5,899,871, including such non-recurring profit.

Consolidated earnings for 1953 represented $3,06 per share on 2,217,031 shares outstanding at the end of 1953, as compared with $2.58 per share for 1952, not including the non-recurring profit, on 2,239,479 shares outstanding at the end of 1952.

(Continued on page 3)

638 Ohio Houses; 1,034 in 1948

COLUMBUS, O., April 22—A survey by the Independent Theatre Owners of Ohio reveals that there are 638 indoor theatres operating in the state, compared with 1,034 in existence in 1948. Of the houses now operating, 50 are closed more than two days in each week. In the drive-in category, there are 175 operating; in 1948 there were 113. Outdoor houses are equipped with heaters for year-round operation.

Elden Greenberger
Head of Cleve. Assn.

CLEVELAND, April 22—Henry Greenberger today was unanimously elected president of the Cleveland Motion Picture Exhibitors Association succeeding the late Ernest Schwartz. Schwartz previously doubled as president and general manager.

Joe Rembrandt was elected vice-president and Ted Vermees continues as treasurer. Six new members were named to the board of directors, bringing the board's total to 15, a full

Eliminate 3 Key

Repub. Posts

Realignment of Republic's sales organization has caused the elimination of three key positions.

Affected by the changes are Frank Soule, executive assistant domestic sales manager, a veteran of 22 years in sales and branch operations; James O'Gara, Metropolitan division head, and Paul West, Midwest division.
Review

"River of No Return" (20th Century-Fox) (CinemaScope)

HERE is a big Western production which has everything exploitation-wise. "River of No Return" is a top-stormy-screen, gun-slinging action and exceptional photography. Cinematography in "River of No Return" compares favorably, and many times surpasses, the Academy Award job done in "Shane." Enough footage people of the American Rockies to ably capture the wildness and virgin beauty of the Northwest in Technicolor. Special photographic effects by Ray Kellog and four frontier ballads by Marilyn Monroe round out the picture package to make it top box office material with interest for the entire family.

Co-starred with Miss Monroe is Robert Mitchum, a "strong silent" frontier type who speaks little but acts fast and furiously when physical violence is called for. Roy Calhoun is a no-good gambler, eventually shot by young Tommy Rettig, who contributes considerable interest as the film's juvenile lead. Miss Monroe is surprisingly adept as Mitchum's wife in her role. "River of No Return" can contribute toward a fresh and selling package of previously high-powered Western themes.

The swift-paced screen play by Frank Fenton focuses upon, and rotates about, a trio of the treacherous rapids of a river in a raft. Mitchum, Miss Monroe and young Rettig are chasing Calhoun who has abducted with Mitchum's only rifle and horse, leaving him and his son to invading Indians. Calhoun heads for a nearby town to file a gold claim won in a card game.

Along the line of march, Marilyn attempts vainly to dissuade Mitchum, who is bent on murder. Here in Mitchum's son learns for the first time that he is at

When the three reach town after overcoming the redskins and dangers of the river, a paradox occurs. Mitchum's son shoots Calhoun in the back, saving his father's life and receiving for his efforts a role in a film with a romantic angle. Mitchum takes Miss Monroe from a saloon, bodys, and the three move out in a buggy for their new farm.

Stanley Rubin produced. Otto Preminger is skillfully directing every

Running time, 91 minutes. General classification. Release in May.

Frank BACKLAM

No Abandonment of Code, Says Vizzard

HOLLYWOOD, April 22. — The Production Code Administration assistant director, Jack A. Vizzard, today
day told a luncheon meeting of the Optimists Club, in part:

Present major film producers have served notice, in effect, that they will not abandon the world-wide audience, election this year at MIP., which has been the mainstay of the Hollywood industry. In rallying around the Code and realizing that faith in it, they have acted with statesmanship and decision. They have declared that the motion picture theatre is the only one place people can go and take all members of their families. They have resisted the temptation of denouncing the screen by making it try to imitate the legitimate stage.

Any steps toward Code revisions will have to take into calculation that there is vast difference, in field of morality, between what is 'accepted' and what is 'acceptable.'

Cleveland House Gutted

CLEVELAND, April 22. — A fire causing an estimated $100,000 in dam-
ages gutted the 130-seat Shaker Theatre here today. Starting in a neighborhood restaurant, it was discovered early this morning. Most of the 650 patrons in the Amsterdam Amer- can was in the inner sitting area where the roof collapsed. No injuries

UA Sales Meeting Concludes in S. F.

United Artists sales personal yesterday concluded a threeway regional sales meeting in San Francisco. It was the first in a series of 35th anniversary territorial conferences to be held by UA.

High lights of the meeting's conclusion, William J. Heinen, UA vice president, and general sales manager B. K. Cunton, who also heads second regional conference in the series, will take place Monday through Wednesday.

A subsequent gathering will occur in Philadelphia, May 3-5, climaxing in the Eastern industry session to be held in UA on its anniversary. The dinner will be under the sponsorship of Variety Club, Tent 13.

Hope Again Appears In Palsy Trailer

Bob Hope marks his fourth anniversary as the professional life chairman for United Cerebral Palsy by starring in the 1954 appeal trailer "Road to Palsy." He used in connection with the CUP annual drive next month, it was announced by Leonard H. Golden,

vice-president and president of Associated Broadcasting - Paramount Features.

Featured with Bob in the two-minute cartoon trailer is the character of Palsy, a cerebral palsied boy who could not walk when Hope first began his help to CP sufferers. He is supported.

All ASCAP Officers Reelected by Board At Meeting Here

All officers of the American Society of Composers, Authors and Publishers were reelected here yesterday at the annual meeting of the board of directors.

Returned to office were Stanley R. Fonteyn, president; A. B. Bernett, vice-president; Otto Harbach, vice-president, who had been filling the vacancy of President George A. Flood, quantity; John Howard, secretary; Saul Bourne, treasurer; George Meyer, assistant secretary, and Frank Conn, assistant treasurer.

Warner to ‘Greet’ Exhibitors Monday

Exhibitors and representatives of the press, as well as radio commentators from throughout the country, have been invited to attend a special presentation of the forthcoming production plans of Warner Pictures to be delivered by Jack L. Warner, executive producer, on CinemaScope screens in selected theatres located in the 32 exchange centers, Monday afternoon. In New York, the screening will be held at the RKO 66th Street Theatre at 1:30 A.M.

Specially prepared to give the exhibitors of the country an advance glimpse at the program is the report of "Ring of Fear," "A Star Is Born," "The High and the Mighty," "King Richard and the Crusaders" and others.

Included in Warner’s report is the scope of the great plays and myths that have been purchased for immediate production at Burbank.

Ireland to Baronet

"The Spell of Ireland," produced in color by Celtic Films, Inc., starts a three-year world premiere engagement at the Baronet Theatre here on May 10. Produced by Danny Devin and Harry Theobald, "The Spell of Ireland" covers the Emerald Isle from South to North with a roving camera. A previous version of "The Spell of Ireland" ran for 13 weeks at the 53th Street Playhouse.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

"ROSE MARI", starring

Ann Howard

BLYTH KEEL

RAMAS

in CinemaScope

Photographed in EASTMAN COLOR

An R.C.M. Picture

AND "WALLACE LERNER’S
GREAT EASTERN PAGEANT SHOW"

CINEMASCOPE

"LUCKY ME!"

WILLY COLOR

"ALL ABOUT SARAH"

"CANNONS" GIVES HER ALL'S

GREAT EASTERN PAGEANT SHOW"
Reissues

(Continued from page 1)

compared to previous years, particularly in the 13 houses, because of the lack of product. We are doing it," he added, "and so is everyone else."

His suggestion was seconded by a spokesman for a group of small theatres, located mainly in New Jersey. An official of the American Broadcasting-Paramount Theatres explained that key AB-P&T affiliate houses avoid playing "the run-of-the-mill reissues," playing only "unique" programs or the Academy Award reissue pictures. However, smaller AB-P&T houses, he continued, which are King will spend two days in Boston and then go to Detroit, Dallas, Fort Worth, Houston, El Paso, Austin and Galveston.

King Leaves For 'Carnival' Openings

A series of meetings to plan publicity campaigns for local openings of "Carnival Story" will begin rolling Sunday when Herman King of King Brothers Productions leaves New York for Boston. King, who is president of the company, is leaving here upon a novel by Giovanni Guareschi, author of the Don Camillo stories, the film stars Vivi Gotti with Camillo Piotto and direccion of this Arthur Davis presentation is by Fernando Cerchio.

USIA Seeks More Funds for Use Abroad

(Continued from page 1)

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397-SEAT GREENFIELD, GREENFIELD, CALIF.
PARAMOUNT, FAIRFIELD, ME., HAS GONE
PERRY, MICH., HAS GONE CinemaScope
CinemaScope 410-SEAT KANAWHA, BUC.
Scope 500-SEAT PIX, ONTARIO, ORE., HAS
OLATHE, KANS., HAS GONE CinemaScope
GONE CinemaScope 430-SEAT MARTIN
500-SEAT LUEZ, BOLIVAR, TENN., HAS GONE
RINGLING, OKLA., HAS GONE CinemaScope
HAS GONE CinemaScope 498-SEAT SP
Scope 278 - SEAT STRAND, ANGOLA, IN.
KAROLYN, NEW LONDON, O., HAS GONE
PLATTE, LA., HAS GONE CinemaScope
GONE CinemaScope 350 - SEAT HENRY
Scope 350-SEAT PALACE, PENACOOK, NH.
ROSE, AUDUBON, IA., HAS GONE Cinema
S.D., HAS GONE CinemaScope 374-SEAT
CinemaScope 273 - SEAT COLONIAL, TA.
430 - SEAT CAROLINA, SUMTER, S. C., HAS
MORRISVILLE, VT., HAS GONE CinemaScope
TEX., HAS GONE CinemaScope 50
CinemaScope 378 - SEAT JOYO, HAS
HAS GONE CinemaScope 400-SEAT CINEMA
GONE CinemaScope 400-SEAT SILHOUETTE,
410-SEAT GLEN, QUINCY, ILL., HAS GONE
KHANNON, W. VA., HAS GONE Cinema-
GONE CinemaScope 428-SEAT TRAIL,
429-SEAT ACME, RIVERTON, WYO., HAS
MARTIN, KY., HAS GONE CinemaScope
GONE CinemaScope 208-SEAT EL RANCHO,
250-SEAT GRAND, HALLOCH, MINN.,
ARTA, SPARTA, N. J., HAS GONE Cinema-
GONE CinemaScope 280-SEAT PLATTE, VILLE
300-SEAT NORWOOD, PHILLIPS, WISC., HAS
MAGERSTOWN, MD., HAS GONE Cinema-
GONE CinemaScope 350-SEAT Scope 370-SEAT PLAZA, WATERTOWN,
PRINCESS, BOONEVILLE, MISS., HAS GONE
BORO, N. C., HAS GONE CinemaScope
GONE CinemaScope 432-SEAT BIJOU,
454-SEAT MAJESTIC, BROWNSVILLE,
4-SEAT NAPLES, NAPLES, FLA., HAS GONE
RLOCK, NEB., HAS GONE CinemaScope
A simple statement of fact...

THE ALMANAC is referred to far more often, by far more people in the motion picture and television industries—and also by more writers for the public press—than any other reference book. There are obvious reasons for that:

The data in the most-often-used parts of the ALMANAC is not to be found in any other reference book.

THE ALMANAC is the only finger-tip reference volume of its kind—the only thumb-indexed book in these fields. It is correctly described as being "like a library of fifteen volumes in one." No other reference book in these fields can genuinely make that claim.

THE ALMANAC is not given in combination with any other publication. It is purchased for itself alone. Its unique features make it indispensable—worth many times its price—to thousands in the motion picture and television industries.

It is the only accepted "Who's Who and What's What" for the entire field. There just isn't anything like it!

Edited by
Charles S. Aaronson

Thumb-indexed in 15 organized sections

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.

Motion Picture
and Television
ALMANAC
FCC OKAYS PHONEVISION N.Y. TEST

WASHINGTON, April 25—The Federal Communications Commission has granted WOR-TV, New York, permission to make a 90-day private, experimental test of Zenith's Phonevision system of subscriber television beginning May 15.

Dr. Alexander Ellett, Zenith's vice-president in charge of research, said that the test is to make final determination of Phonevision's operating characteristics from a high-powered transmitter. No telephone lines will be used and the images will be received only on test receivers equipped with air code translators.

Gordon Gray, general manager for WOR-TV, said that program material would consist of test patterns, films and some live pick-ups.

Exhibitors Cautious

Mixed Effect of New Tax Felt by Equipment Field

The effect of the admission tax saving on the theatre equipment field is mixed at this stage, according to a survey of equipment dealers, polled by Motion Picture Daily.

Most dealers agreed that there is no "mad rush" on the part of most theatre owners to buy new equipment since the reduction of the Federal admission tax. Some dealers blamed the "caution" on the welfer of new techniques now confronting the exhibitor. Other dealers, while acknowledging that there is no "mad rush," stated that business on the whole has continued good in the equipment field, spurred by the introduction of new processes.

A spokesman for National Theatre Supply said a falling off of business in the last five or six weeks, attributing the decline to the multiplicity of techniques "confusing" exhibition. He listed the following media now being circulated:

- The reports came amidst indications that Mayor Wagner now looks with disfavor on the levy of a three per cent business sales tax.
- Pathe Trust Suit To Trial Monday

Pathe Industries' multi-million dollar anti-trust suit, charging that Eagle Lion's Classics was thwarted from the New York market, will go to trial next Monday in Federal District Court before Judge Augustus Hand.

Pathe Industries was the parent.

(Continued on page 7)

Radio 'Risk'

Lower Guarantee Marks Selling Terms for Fight

A lower guarantee marks the selling terms for the Rocky Marciano-Ezzard Charles fight telecast to theatres, it was learned here at the weekend. The lower guarantee feature was ascribed, in part, to the "risk" involved in the radio rights being sold separately for the upcoming bout.

Television Network Television, which has booked the June 17 event, is offering the following alternate terms to theatres: A guarantee of 50 cents per seat against $1.30 for every ticket sold, whichever is higher, or a guarantee of ten cents per seat against $1.40 for every ticket sold.

The cost-seller terms compare to the 90 cents guarantee and the $1.30 tops for the previous heavyweight title telecast, last September. It is understood that TNT lowered its guarantee sought from theatres, agreeing to absorb a greater share of the "risks," because of the radio broadcasting factor. Unlike previous fight telecasts, all booked by TNT, the theatre telecast did not procure

(Continued on page 7)

District Sales Heads

In 'U' Meeting Today

Universal Pictures district sales managers start their week-long series of meetings with the home office here today to discuss distribution plans for forthcoming product and for a review of general sales policies with Charles J. Feldman, vice-president and general sales manager.

One meeting will be devoted to

(Continued on page 7)

FCC Reports 1953

Net of $3,611,005

TORONTO, April 25—The consolidated net profits of Famous Players Canadian Corp. for the 52 weeks ended Jan. 2 were $3,611,005, equal to $2.08 per share, compared with $3,480,126, or $2 per share, for the 1952 calendar year. Earnings from operations in 1953 amounted to $6,821,540; in 1952 they totalled $6,860,728.

The profit before taxes was $6,408,251 and in 1952 was $6,058,823. Taxes

(Continued on page 7)

Pioneers Dinner

Set for Nov. 17

The Motion Picture Pioneers has set Nov. 17 as the date for its annual dinner. The event will be held again in the grand ballroom of the Hotel Astor here and a "new look" theme will be adopted, based on the current increased interest in pictures. The "Pioneer of the Year" will be selected by a committee appointed for that purpose. The group has had several meetings to discuss its selection.

(Continued on page 7)

SMPTEx 75TH CONVENTION OPENS

IN WASHINGTON NEXT SUNDAY

WASHINGTON, April 25—The seventy-fifth semi-annual convention of the Society of Motion Picture and Television Engineers gets underway here next Sunday at the Hotel Statler. The conclave will run seven days, concluding May 7. Wives of SMPTEx members have been extended an invitation by Mrs. Eisenhower to attend a White House reception on the afternoon of May 4.

After registration Sunday and Monday morning, the convention starts with a luncheon Monday afternoon and a talk by C. E. Phelimore, Bell & Howell Co. Other speakers on the first day include Admiral Harold Bowen and Paul Buesis, Thomas Alva Edison Foundation, Inc., and T. H. Miller and R. C. McClelland, Eastman Kodak Co.

That night black-and-white photog

(Continued on page 7)

VISTAVISION DEMONSTRATION

TOMORROW—RADIO CITY MUSIC HALL—DOORS OPEN 8 A.M.
Personal Mention

DON HARTMAN, executive producer of Paramount, will arrive in New York from Europe.

P. T. DANA, Universal Pictures representative, returned to the Coast at the weekend from Pittsburgh, Boston and Buffalo.

SOL ZATT, who recently established his own public relations office, is the father of a girl born to Mrs. Zatt at Jewish Memorial Hospital.

ALFRED HITCHCOCK on May 5 will sail for France aboard the "Queen Elizabeth."

ST. SEABEE, M-G-M advertising manager, left New York for the West Coast.

GEORGE A. SMITH, Paramount Pictures Western division manager, left New York Sunday for the Coast.

ALFRED CROWE, president of Moulin Productions, left here at the weekend for London via B.O.A.C. Monarch.

WARREN LOW, film cutter for Hal Roach productions, returned to the Coast from New York.

EMERY AUSTIN, M-G-M exploitation manager, is in Dallas from New York.

ROSEMARY CLOONEY and JOSE FERRER arrived here Friday from the Coast.

SAMAUEL GOLDWYN, Jr., will arrive in New York today from the Coast.

20th, UA to Supply Pola-Lite 3-D Prints

Arrangements have been completed whereby additional forthcoming 3-D product from both 20th Century-Fox and United Artists will be officially printed and available to all exhibitors using the new Pola-Lite single-track 3-D projection system. It was announced over the weekend by Al O'Keefe, vice-president in charge of distribution for the Pola-Lite Co.

First feature from 20th-Fox will be its forthcoming 3-D film "Gorilla At Large," a Leonard Goldstein production.

United Artists will release two 3-D films. They are "Southwest Passage," an Edward Small production, and "Gog," an Ivan Tors production.

In announcing the acquisition of the three-dimensional feature, O'Toole revealed that exhibitors now using the new single-track Pola-Lite 3-D system will have five major attractions made for release shortly.

In addition to the above three, Universal-International's "Creature From the Black Lagoon" and "Taza, Son of Cochise" are now being released on the Pola-Lite single-track 3-D projection system.

To Act Next Week on Technical Bill

WASHINGTON, April 25—The Senate Finance Committee will begin executive session work on the House-passed technical bill early next week, according to chairman Milliken (R., Col.).

The committee voted up its hearings, but work had not been completed Friday on its technical bill to week to analyze and prepare recommendations on the bills submitted to the committee. A spokesman for the committee said that no new conference will be held. It was anticipated after the move-over has been completed, probably by August.

Asbury Park, N. J.
New Reade 'H.Q.'

The offices of the Walter Reade Circuit in New York will be vacated beginning in July and will move to Asbury Park, N. J., where the circuit will make its headquarters in the converted home of the late Walter Reade, Sr.

Some N-C Exhibitors Predict 'War' 

MINNEAPOLIS, April 25—Some independent theatre operators in the North Central area still predict that an admission price war is in the making only a portion of the number of exhibitors have reduced their prices since the new Federal amusement tax law took effect. However, some men believe that since the public voiced little objection to the maintenance of old prices, there is not likely to be a change to the law.

Theatres which had charged 55 cents prior to the tax reduction had no trouble but those who were on the "breakable" bracket by increasing or decreasing their box office prices. The pageant Theatre in Rochester, Minn., and the Variety Theatre at Ames, Ia., are in this class.

Children's prices in the Midwest and Great Plains area in some instances, dropping from 20 cents to a dime. Snyder Theatres in Wilketon, O., were dropping prices to "cut "down the line" but houses in Grand Forks and Devils Lake said that no price drop is anticipated. Circuit officials in Minnesota, North and South Dakota, Wisconsin and Iowa were all holding firm on price and were given little disposition on the part of independents to offer reductions to the public.

Nathansons Confers With T. Reburnch

HOLLYWOOD, April 25—Sam Nathansons, Atlas Pictures sales executive, flew to Indianapolis at the time of the National Circuit's meeting in Indianapolis, to confer on distribution plans for the pictures which Hal Malkem will handle, in cooperation with Allied States, as recently agreed.

The Indianapolis area has oversubscribed for these pictures, which the Minneapolis office has disclosed.

Films Are Goodwill Ambassadors: Cohn

Ben M. Cohn, assistant foreign manager at Universal International, addressed a breakfast meeting of the Men's Council of the Jewish Community Center of White Plains yesterday, talking about "The Film Industry in Foreign Trade."

In his address, Cohn pointed out that one of Hollywood's most important ambassadors of goodwill, selling the American way of life as an important cultural product.

Newbery Is Shifting To TV Division of Republic Pictures

C. Bruce Newbery, Republic's domestic sales manager until the merging of the company's domestic and international departments into one unit, will concentrate on Republic's television enterprises, now closely with Earl Collins, head of the company's TV subsidiary.

Mr. Newbery, a Minneaplois native, is a member of the management council of the Motion Picture Producers and Allied Mechanics of America.

Galas Opening Thurs. For Denver 'River'

DENVER, April 25—A large group of celebrities and a sizeable group of newspaper delegation will arrive here by plane this week, for the opening of 20th Century-Fox's "River of No Return." The event will take place Thursday evening at the new Centre Theatre.

Among those who have accepted invitations to the gala are Rosalind Russell and James Cagney, president of the Motion Picture Academy of Arts and Sciences; Jack Warner, Ivan T Booth, Hal Wallis and Costello, and Fred MacMurray.

Hollywood columnist and correpondent is scheduled for the premiere is Ben M. Cohn, Universal Pictures publicity manager.

S-W Advertisers Hear Selling Plans

A meeting at which selling plans for the next few months were discussed by the Stanley Warner advertising men was held at the weekend at the company offices here.

Headed by Sam Rosen, executive vice-president; Harry M. Kalmie, vice-president and general manager, and Nat D. Fellman, circulation manager.

Among those present were: Herb W. Thresher, Chicago and Milwaukee; Taxy Eucker, Los Angeles; Charles A. Smallkibitz, Albany; Edgard Goth and Bob Delich, Newark; Irving R. Dudinsky, New York; Robert K. Mc Farce, Washington; Henry Burger and Phil Katz, Pittsburgh; and Ben H. Wellerstein, Hollywood.

Kodak Names Smith Aide to Chicago Head

ROCHESTER, April 25—Lawrence W. Smith, technical representative for Eastman Kodak Co., has been appointed assistant to the branch manager in Chicago.

Smith started with Kodak in 1939 as a member of the color process development laboratory, and in 1946 joined the photo-finishing sales division. In 1950, he became technical representative in the photo-finishing sales and school photography division and was assigned to Atlanta. Since 1952, he was assigned a technical represent
Two CinemaScope Drive-ins Opened
In Cities of Texas

Two more outdoor theatres, both in Texas, opened with 20th Century-Fox's "The Robe" over the weekend, with full tonalization for CinemaScope and stereophonic sound.

The theatres are the Trail Drive-In, San Antonio, and the Loew's Theatre in Houston. Both are part of the Claude Ezell chain, and their respective capacities are 2,000 and 1,500.

Opening, on Saturday, were important civic events with leading citizens in attendance.

Currents are playing at Ezell's Jacksboro Drive-In, Fort Worth, and the Gulf, Corpus Christi. "The Robe" will bow next in Texas at the Q-925 Drive-In, Dallas, on May 1.

Legion Reconsider; C Film Now 'B'

The former "C" classification given by the Legion of Decency to "La Lupa" has been changed to "B" as a result of revisions made in the original film, and it is so listed in the latest group of pictures reviewed by the Legion. Three other productions are included in Class B and 16 in Class A.

In Class B, besides "La Lupa," are "Carnival of Souls," "Gallina at Large" and "Playgirl.


(Proto-De Lauretis-L.F.E.)

SENSUALISM, as the title indicates, is the theme of this Italian import with dubbed English dialogue, "Sensuality," which is playing at the Rialto. Exploiting the Italian style of love-making, strictly for adult audiences, should do better-than-average business in the theater.

Shots of a farm life and existence in a displaced persons camp. Eleonora Rossa Drago is a girl of Italian Yugoslavia origin, who left her native land to become a farmer in the Valley. Her falls in love with herself and Marcello Mastroianni, her naive brother, follows suit, but resists less than his brother does.

The frustrated love affair of Miss Drago and Nazzari takes a turn for the better, when the younger, impetuous brother elopes with the busboy DP. But she can't forget and her love for Nazzari and they continue to see each other while living on his farm. The embarrassing situation comes to a head when Nazzar's brother is killed in work of farm life and existence in a displaced persons camp. Eleonora Rossa Drago is a girl of Italian Yugoslavia origin, who left her native land to become a farmer in the Valley. Her falls in love with herself and Marcello Mastroianni, her naive brother, follows suit, but resists less than his brother does.

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"Sensuality" was directed by Clemente Fracassi from the original story by Ennio De Concini and Fracassi. The screenplay was done by Alberto Moravia and De Concini. Francesca Liordi and Corrado Nardi contributed in supporting roles.

Outputting 72 minutes. Adult classification. April release.

Dudelson Joins Staff Of Buena Vista Film

Harris Dudelson has joined the sales staff of Buena Vista Films Distribution Co., it was disclosed Friday by Leo F. Samuels, general sales manager of the studio.

In his new position, Dudelson's activities will be supervised from the New York office by Irving Ludwig, president of the Distributors.

He will headquarter in Chicago.

"Pinocchio" Expected To Better $2,000,000

Early reports from exhibitors indicate that "Pinocchio," which was released Jan. 1, is going to do equally well with the "Cinderella," which was released Dec. 25, and last year's "Bambi," which was re-issued for the third time, will gross well over $2,000,000, a record for the year, and is expected to go over $3,000,000 for the year.

The film grossed $1,550,000 on its initial run in 1940 and $1,700,000 during 1945, he stated. The film is out of general release at present, but will be back on the screen by 20 per cent and is drawing grosses 30 per cent greater than "Snow White and the Seven Dwarfs" in 1952, he said.

Paramount Newsreel And Employee Local Agree on New Fact

General increases ranging from $4 to $5.50 per week were the highlights on a new one-year contract which was signed Saturday between The Motion Picture Home Office Employees, Inc., IATSE, and Paramount Newsreel, Hollywood, the motion picture business agent, said at the weekend.

The new pact will expire Aug. 31, 1955, as both union contracts with other companies so that negotiations can be held on an industry-wide basis.

The Home Office Employees union also settled and ratified a contract with News (News) for the Day with $4 to $5.50 general and a 20 per cent severance pay and the "Johnston formula" for the workers.

Savevi Closes Deals For Three Features

R. M. Savevi, president of Astor Pictures Corp., closed deals last week for three features, one of which is a re-issue.

Savevi, who recently returned from a Florida jaunt, told Film Daily there are Two Arthur Rank's "The Turn the Key Softly," Michael Carreras' "Three Workers," and Roger Corman's "A. R. Frank's "Ride a Reckless Mile," a thriller, which has played out their circuits before.

Stephen Ames, 54,
Dies at Coast Home

MALIBU, Calif., April 25.—Film producer Stephen Ames, 54, died at his home here of a heart ailment. He was well known in the Hollywood motion picture business.
20th Doffs
Its Hat
To Real
Drive-In
Showmanship!

Tonight. Tonight. Tonight.
DRIVE-IN THEATRE HISTORY WILL BE MADE!

JACKSBORO DRIVE-IN THEATRE of FT. WORTH
PRESENTS AN ENTERTAINMENT MIRACLE
COME TRUE!

CINEMASCOPE
UNDER THE TEXAS STARS . . .
In the Comfort Of Your Own Car . . .
In The Wonder of Newly Created OUTDOOR Stereophonic Sound!

20th Century Fox presents
The
Robe
TECHNICOLOR

THE EYES OF THE AMUSEMENT WORLD ARE ON TEXAS!

IN THE COMFORT OF YOUR OWN CAR UNDER TEXAS STARS!
You are transported onto
the screen amid the greatest
scenes of the mightiest
novel of our time.

IN THE COMFORT OF YOUR OWN CAR
UNDER TEXAS STARS!
Sound with a sense of
space, place and distance
... the incomparable won-
der of 4-track, magnetic
High Fidelity Stereophonic
Sound.

IN THE COMFORT OF YOUR OWN CAR
UNDER TEXAS STARS!
CinemaScope screen
achieves startling realism
and infinite depth as the
actors and actresses seem
to come alive as if present
right beside you!

IN THE COMFORT OF YOUR OWN CAR
UNDER TEXAS STARS!
"THE ROBE" as it was
meant to be seen, heard,
lived in the great outdoors.
Dear Claude:

Thanks for letting us use your great ads as a model for all drive-ins.

We’re making FREE MATS AVAILABLE

from Exploitation Dept.,
20th Century-Fox,
444 West 56th St.
New York, N.Y.
<table>
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<tr>
<th>Week of</th>
<th>Allied Artists</th>
<th>Columbia</th>
<th>M-G-M</th>
<th>Para.</th>
<th>Republic</th>
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<tr>
<td>March 7</td>
<td>Paris Playboys (Color) Realty Bussard Velma Vann G-60 min. (Color) (March Releases)</td>
<td>It Should Happen to You Judy Holiday Jack Lawson C-51 min. (Color) (March Releases)</td>
<td>Rose Marie (Color) 75 min. (Color) Fernande Loman Howard Keel MD-104 min. (Color) (March Releases)</td>
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<td>March 14</td>
<td>Mr. Potter Goes to Moscow (Color) Donat Hohnsela Maria Gray C-21 min. (Color) (March Releases)</td>
<td>Battle of Rogue River (Color) George Montgomery Richard Denning Martha Hyer C-68 min. (Color) (March Releases)</td>
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<td>March 21</td>
<td>Dragonfly Squadron (Color) John Hodiak Barbara Britton D-83 min. (Color) (March Releases)</td>
<td>Bait Clay Moore Hope Ross John Agar D-79 min. (Color) (March Releases)</td>
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<td>March 28</td>
<td>Loophole (I-D) Jesse James vs. the Dalton's (Color) Brett King Barbara Lawrence W-83 min. (Color) (March Releases)</td>
<td>Fangs of the Wild (Color) Charles Chaplin, Jr. Geneviève Stans Marjorie Dean D-108 min. (Color) (March Releases)</td>
<td>Gypsy Colt (Color) Donna Correnao Ward Bond Frances Dee D-71 min. (Color) (March Releases)</td>
<td>C Geraline John Correll Mala Powers MD-59 min. (Color) (March Releases)</td>
<td>C D) Son of Sinbad (Color) Delo Re ection Sally Forrest Lil Gwyn D</td>
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<td>Apr. 4</td>
<td>Pride of the Blue Grass (Color) Lloyd Bridges Vera Miles D-101 min. (Color) (March Releases)</td>
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<td>Apr. 11</td>
<td>The Desperado (Color) Warner Mac 81 min. (Color) (March Releases)</td>
<td>Drive a Crooked Road (Color) Mickey Rooney Olivia de Havilland D-85 min. (Color) (March Releases)</td>
<td>Heat Wave Alex Nicol Hillary Brooks D-79 min. (Color) (March Releases)</td>
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<td>May 2</td>
<td>The Miami Story (Color) Stanley Sallott Luther Adler Adolphe Jupol D-75 min. (Color) (March Releases)</td>
<td>The Miami Story (Color) Stanley Sallott Luther Adler Adolphe Jupol D-75 min. (Color) (March Releases)</td>
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<td>May 9</td>
<td>The Forty Thieves (Color) Bill Elliott (Color) (March Releases)</td>
<td>Monster from Beneath the Sea (Color) Anne Revere Stuart Wade D-144 min. (Color) (March Releases)</td>
<td>Flame and the Flesh (Color) Linda Darnell Carlos Thompson D-66 min. (Color) (March Releases)</td>
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City Tax

(Continued from page 1)

stead, the city administration is said to be examining the imposition of an admission tax, among other taxes in an effort to raise an additional $30,000,000.

It is understood that the Metropolitan Motion Picture Association and the Independent Theatre Owners Association are carefully watching the developments, holding their fire for the future in that situation. Under the enabling New York State legislation, the city has authorized approval of exclusionary tax as high as five per cent.

COMPO 'Three' Meet Wednesday

The New York tax situation evolved as preparations were underway for the meeting of the governing trumvirate body of the Council of Motion Picture Organizations, set for Wednesday. It will be the first meeting of the COMPO co-chairmen since COMPO's successful waging of its Federal admission tax drive. As to the future activities of COMPO, one project which appears to be headed for discussion at Wednesday's meeting is the protection of the admission tax saving from attack in a suit to be brought by municipal or state governments.

UA Starts Second Of Regional Meets

CHICAGO, April 25—The second United Artists regional sales meeting in a series of eight being held in connection with the company's 35th anniversary will get under way here tomorrow at the Blackhawk Hotel, under the presidency of vice presidents William H. Heineman and Max E. Youngstein.

The Chicago sessions, which will continue through Wednesday, will be presided over jointly by Heineman, Youngstein and general sales manager D. G. Kranz.

Western division manager James E. Veldt, Canadian division manager Charles S. Chaplin, Midwest district manager F. J. Lee, district sales manager Arthur Reiman head the list of sales personnel attending the meetings.

Branch managers present in Chicago are: Harry Goldman, Chicago; R. Angell, Kansas City; Joe Inman, Milwaukee; Abbott Swartz, Minneapolis; D. W. McLucks, Omaha; D. J. Edele, St. Louis; Robert Radis, Calgary; Sam Kuntsky, Montreal; L. F. Davis, St. John; George Hebler, Toronto; H. Wolfe, Vancouver, and A. Feinstein, Winnipeg.

Tax in Equipment Field

(Continued from page 1)

offered to exhibition: CimenaScope, SuperScope, VistaVision, Perspecta sound, magnetic sound, in addition to others.

Ben Perse, president of Capitol Theatre Supply Co., referring to the introduction of Perspecta sound, main- tained that exhibitors are not "wasting their time" if they are waiting for Perspecta sound, because they "need stereophonic equipment" and "appar- ently referring to the three horns, be- hind the screen which are utilized for both the optical and magnetic sound systems.

Some Decline Conceded

Perse, acknowledging some decline in business since the admission tax re- duction, indicated, however, that this is offset by better theatres going ahead with new installations to take advantage of what he termed high quality films now being released in the new media. Others must also, he declared, "if they intend to keep up with product situations."

George Hornstein, president of Joseph Hornstein, Inc., equipment dealers, called business "good." Business has been good for exhibitors for the past 15 to 16 months, Hornstein con- tinued, adding that exhibitors holding a "concession" now that the tax reduction bill is law. No "trend," he added, is indicated at present.

Sees Rise Since November

Another equipment dealer, Joe Pear, president of Emsmuse Supply Co., said that business has been on the rise since November. He reported mounting orders in the past five or six weeks for new equipment, including stereophonic installations.

Ceeves, whose company services exhibitors in the New York-New Jer- sey and Connecticut area, indicated that most of his present business is confined to CinemaScope and stereophonic magnetic sound. Per- specta, he said, is too new, yet, he forecast, they will not increase until August when films in the media will be available.

Altec Service Corp. reports a de- finite upswing in stereophonic orders in recent weeks, particularly in installations since the tax law was signed.

Universal

(Continued from page 1)

promotion plans on forthcoming product with advertising and publicity ex- pecting an immediate increase in ex- cessives will attend the invitational press preview of "Magnificent Obses- sion," a release which opens Saturday, and will be shown in the windup of the current "Charles J. Feldman Annual Sales Drive" on Saturday.

District managers participating in the meetings will be Joseph Ginsberg, Denver; John M. Roth, St. Louis; Charles Horn, Chicago; Alvin Braun, New York; and Sam Polasky, Philadelphia.

Several from Home Office

Home office sales cabinet members participating besides Feldman will be, in addition to the usual sales manager; P. T. Dana, Eastern sales manager; F. A. McCarthy, Southern sales manager; Alexander Foster, Blake, Western sales manager; James J. Jordan, Circuit Sales manager; Irving Sochin, Short Subject sales manager and Harry Feller, Sales Head of special films division.

Participating in the promotion meetings will be Charles Simonelli, Eastern advertising and publicity manager; Clark Kausman, assistant to David L. Lipton; Philip Gerard, Eastern publicity manager; Jeff Larsen, Western advertising manager and Henry A. Linet, sales and promotion manager.

New Circle Device

A production method that is claimed to reduce the time of printing short sequences of motion picture film by 75 per cent has been developed by Circle Film Laboratories, Inc., according to Herbert R. Pilzer, president, particularly applicable to commercial films, the system is currently being employed on a series of ½ minute sales training films being produced by Seminar Films.

SMPTE 75th Convention

(Continued from page 1)

ography and special photographic effects will be subjects of talks by C. E. K. Mees, Konica M. business manager L. B. Abbot 25th Century-Fox.

The following day discussions on motion picture photography will be presented by General Electric Camera, Photo- General Precision Laboratory, Inc., Charles W. Handley, National Carbon Div., George Goldber, Columbia Pictures, and the Pioneers' dinner will be tendered.

Wednesday through Friday various motion picture and television topics will be discussed by eminent speakers in the industries. They will include, motion picture laboratory, stereoscopic lamps and electronic light change devices. Thursday night will be held in the hotel's Congressional Room.

Concurrent sessions open on Friday when television and motion picture topics are covered. Among these, CBS color television stuffing and lighting practices will be discussed by Richard C. Davis, Columbia Broadcasting System. About 10 open meetings are scheduled for the seven-day gathering, by Seminar Films.

Helen Keller Picture Set for Guild Here

"The Unconquered"—Helen Keller and her story—presented by Nancy Hamilton, will have its world premiere at the National Theatre here held in the current engagement of "Out of This World." The "Unconquered" contains nar- rated sequences by Katharine Cornell based on commentary written by James Shute, formerly documentary editor for Time, and Bradley Henny, an old friend of Miss Keller, acted as consultant on the film.

"The Unconquered" covers the story of Helen Keller and her triumphs over early blindness and deafness. The production, according to Katharine Cornell, is "a love story of the highest order."

"The Unconquered" is a production of United Artists, with producer-director Douglas Sirk, and production manager Arthur Hornblower. The cast is made up of many of the leading stars of Hollywood, including Teresa Wright, Robert Mitchum, John Garfield, and other well-known actors. The story is based on the life of Helen Keller, the famous American author and lecturer who lost both her sight and hearing at an early age. Despite these handicaps, she went on to become one of the most influential people of her time, and her story continues to inspire and motivate people around the world. "The Unconquered" was released in 1957 and was a critical and commercial success. It received several awards, including an Academy Award nomination for Best Actress for Teresa Wright. The film is a testament to the power of the human spirit and the importance of perseverance in the face of adversity. 
TONIGHT AT 8:30

INVITATIONAL PRESS AND EXHIBITOR PREVIEW

LOEW’S 72nd STREET, NEW YORK

SCHEDULED FOR RELEASE IN AUGUST

From the company that gave you
“The Glenn Miller Story” comes a dramatic achievement
that reaches new heights of greatness…

The Universal-International production
of Lloyd C. Douglas’

“MAGNIFICENT OBSESSION”
superb in color by TECHNICOLOR

starring JANE WYMAN • ROCK HUDSON

BARBARA RUSH with Agnes Moorehead, Otto Kruger and Gregg Palmer

Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter
May 25—President Ben Berger will urge "a return to the theatre" when a theatre bought pictures according to its ability to pay, and a continuation of all offensive exactions for suburban and outstate houses during the two-day North Central Allied's meeting here, May 10-11, at the Nicollet Hotel.

His recommendation for the "ability to pay" plan will charge distribution costs for new running simple theaters to pay rentals proportionately with the big first run houses here, a program proposed: get... Eills, the big circuits and is driving the smaller suburbs and outstaters to the wall.

Has Long Opposed Practice

Berger's attack on must percentages for the small town is one of his stand against the practice and which has highlighted policy program since the presidency in 1946.

Plans for the purchase of stock in a major film company by Allied's members will be thoroughly investigated by sessions. National Allied's proposed plan is to solicit the independents to buy enough stock in a major company so that the exhibitors can have voice to production and distribution policies, primarily to assure an adequate supply of product to help the so-called present shortage.

Hal Makelm, with whom the parents of organizations have contracted for such a plan, is expected to appear at the convention to outline his plan. John Wollfing, Allied's film committee chairman, will accompany Makelm, and Wilber Snapper, former president of Allied, will speak in favor of Allied's maneuver to circumvent the product shortage by tying up with independent producers through subscription plan for stock purchase.

Major Address by Myers

Abram F. Myers, Allied board chairman and general counsel, will deliver a major address and will remain in Minneapolis for conferences on organization of problems with exhibitors. Other speakers will include Allied president Ben Marcus, who will report on the fight for radio; Elmer A. Cole, who will review CCMO's fight for tax relief; Mike Simons, M-G-M public relations expert; and Al Sindlinger, head of a survey service.

The National Allied's board of directors will meet in all day sessions for two days prior to the convention.

CinemaScope 'Rifles' Big Draw in Toronto

TORONTO, April 25—Popularity of CinemaScope and stereophonic sound here is reflected in reports that grosses will be even higher in the course of the week. 20th Century-Fox's "King of the Khyber Rifles" is in its Canadian premiere and will roll down to another hat trick. Allied agreed to a first-day's take of $4,000, the management reports that the Technicolor sound output is a strong initial week's gross of $19,000. The first day of the second week saw the picture taking in $4,900 to top the opening's take of $829.

The romantic adventure drama starring Tyrone Power, Terry Moore and Michael Rennie has started a third week at the Odeon.

Universal to Unveil 'Obsession' Tonight In Gala Premiere

Industry leaders and personalities plus civic officials are expected to attend tonight's world premiere of Universal International's "Magnificent Obsession" in Technicolor at the Loew's 72nd Street Theater, 8:30.

In attendance will be Barbara Rush, who is co-starred in the film; Milton R. Raskin, president of Universal; Allied's president and general manager George Miami, vice-president and general sales manager, will head the list of Universal executives on hand to welcome industry leaders, who are scheduled to include Sproul Skouras, James R. Grainger, Albert Warner, Joel Schwartz, Harry Kalmine, Harry Brandt, William Brandt, Walter Reade, Jr., Louis Schine, Matty Fox, Al Lichtenstein, Charles Reagan, E. L. Fabian, W. C. Gebring, N. B. Spingold, Russell Downing, George Connors, Robert M. Weisman, Rube Jabler, Red E. Dinsan, Charles Efendy, Gerald Shen, J. Robert Rubin, George Skouras and Leo Brecher.

Refugees Invited

Also present will be Mr. and Mrs. Valeria Georgesque and their two sons, the latter recently arrived in this country after they were released from a prisoner of war camp in Persia. The parents were invited by the President of Rumania requesting their liberation.

Among the personalities who were invited to attend are Ezo Pinza, Jack Palance, Arlene Dahl, Rita Gam, Kay Gannaway, Bert Lahr, Arlene Francis, Patricia Medina, Eva Gabor, Tex and Jinx McCravy, Guy Lombardo, Maggi McNelly, Fran Warren, Bobby Bransford, Harold Hatfield, Lisa Ferraday, Henny Youngman, Janis Carter, Morey Amsterdam, Monica Lewis and Roddy McDowall.

80-Theatre Booking For AA 'Riot' Here

Allied Artists' "Riot in Cell Block 11" will have an 80-theatre saturation campaign in the New York area starting tonight. The company's president and general manager Mordy Goldstein said that the bookings consisted of 28 RKO neighbors, 15 theatres, eight Century, eight Randfour, four Brandt and a number of independents.
A simple statement of fact...

THE ALMANAC is referred to far more often, by far more people in the motion picture and television industries—and also by more writers for the public press—than any other reference book. There are obvious reasons for that:

The data in the most-often-used parts of the ALMANAC is not to be found in any other reference book.

THE ALMANAC is the only finger-tip reference volume of its kind—the only thumb-indexed book in these fields. It is correctly described as being "like a library of fifteen volumes in one." No other reference book in these fields can truthfully make that claim.

THE ALMANAC is not given in combination with any other publication. It is purchased for itself alone. Its unique features make it indispensable—worth many times its price—to thousands in the motion picture and television industries.

It is the only accepted "Who's Who and What's What" for the entire field. There just isn't anything like it!

Edited by
Charles S. Aaronson

Thumb-indexed in 15 organized sections

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New York 20, N.Y.
"ELEPHANT WALK STAMPEDES!

BROADWAY!
DEMOLISHES EVERY PARAMOUNT RECORD FOR THE ASTOR THEATRE!

*COLOR BY TECHNICOLOR
**Important to Industry**

**High Court to Decide on Legitimate’s Trust Status**

WASHINGTON, April 26.—The Supreme Court agreed to decide whether legitimate theatres are subject to the anti-trust laws. The court’s decision conceivably could have important ramifications on the motion picture industry.

At the same time, the court turned down a request from Charles Chaplin for a ruling that he could not be held a defendant in a $10,550 damage suit brought against Mary Pickford, himself, United Artists and other defendants.

The legitimate theatre case involves a government anti-trust suit against the Shubert Brothers and Marcus Loew, alleging a conspiracy to monopolize the legitimate theatre business in 11 major cities.

Judge Knox in New York District Court threw out the suit, claiming that under the Supreme Court’s base ball decision, legitimate theatres are not subject to the anti-trust laws. The Justice Department then appealed the case, arguing that the courts have sustained parallel charges against motion picture theatre owners.

Rep. Celier (D., N. Y.) has said the Knox decision raises the question of whether the motion picture industry or any other industry should be subject to anti-trust laws.

(Western Union)

**V. V. Demonstration Attracts Leaders**

Representatives of all branches of the film industry, drawn from many sections of the country, will gather at the Radio City Music Hall here this morning to witness the East Coast demonstration of VistaVision, Paramount’s new high-and-wide-screen photographic and presentation process.

Arrivals from Hollywood yesterday for the demonstration included Y. Frank Freeman, vice-president in charge of Paramount studios; Lorin L. Ryder, head of research for Paramount; Dr. Charles Daily, technical expert and assistant to Ryder; Dr. Herbert T. Kelman, president and general manager of Technicolor, Inc.

(CONTINUED ON PAGE 6)

**COLUMBUS, 1st-Runs Restore Old Scale**

COLUMBUS, O., April 26.—Three of the four downtown first-run houses here have returned to their pre-tax cut revenue mission rates after several weeks of partially-reduced prices. Five cent cuts have been restored at the RKO Palace, Loew’s Ohio and Loew’s Broad.

(RKO Grand continues with reduced scale. All local down-town and neighborhood houses are now showing CinemaScope features at regular price scales.}

(CONTINUED ON PAGE 6)
Personal Mention

NORTON V. RITCHIE, president of Allied Artists International Corp., returned to New York yesterday from London.

CERID Francis, head of Warner Brothers studio short subjects department, was in town for the second time when Mrs. Francis gave birth to a son at Santa Monica Hospital.

MYRIE S. FINE, president of Associated Theatres Circuit, Cleveland, has been in town on a business trip for D. & C. Navigation Co., of that city.

ERROL FLYNN will be here today for London on a B.O.A.C. Monarch. H. T. Ehmcke, editor of Canadian British Newsreel, will arrive here today, also via B.O.A.C. Monarch.

SYLVIA BARBARA STERNBERG, daughter of Robert M. Sternberg, New York, Theatre district manager, is engaged to marry George Stemple, of Mt. Vernon, N. Y.

WILLIAM B. ZOELLNER, head of M-G-M’s shorts and newsreel sales, will leave Des Moines tomorrow for Indianapolis.

FRANK KASSLER, president of Continental Distributing, Inc., and Mrs. Kassler, will leave here shortly by plane for England and the Continent.

HOWARD G. MINSKY, Paramount Pictures Mid-East division manager, has arrived in New York from Phila-
delphia.

CAROL SHOOK, daughter of Fred Shook, Universal - International salesman, has been married to DAVID ZWIEG, of Winthrop, Mass.

EMERY AUSTIN, head of M-G-M’s exploitation department, will leave Dallas today for Los Angeles.

JAMES WOLCOTT, executive vice-president of Pathé Laboratories, will leave here today for Cleveland.

HAROLD MINSKY, Allied Artists vice-president, has returned to Hollywood from England.

JOE PHILLIPS has been named city manager for the Turner and Joy theatres in Ashburn, Ga.

AL FOURSENT has been named manager of the Starlight Drive-In Theatre, Wauchula, Fla.

SIMPP’s Faris Back From European Tour

HOLLYWOOD, April 26—Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers, returned last week from a five-week tour of Europe as representative of president Ellis Arnall, for the purpose of seeing with government officials in Great Britain, Italy, Germany and Spain.

More Showmanship, Too

Columbus Critic Sees Films At Higher Quality Level

COLUMBUS, O., April 26—Commenting on a survey by the Independent Theatres Owners of Ohio revealing that there were six years ago that the Columbus “Citizen,” said, “a number of movies have had, and are having, higher incomes than in pre-television days.”

Arthur “Car-
WB Product

(Continued from page 1)

"Land of the Pharaohs," and "Daniel Boone."

In summing up the film report, Warner said, in part, "Each and every one of the productions in this program was chosen by us in the conviction that great books, great plays, and great stories make great motion pictures. We are dedicating all of our talent, and putting all of our resources behind these properties to give the greatest entertainment to our world-wide audiences."

Among those who attended yesterday's special screening here were:
Ben Kalmanson, vice-president of Warner Bros., in charge of distribution; Sam Rosen, vice-president of Stanley Warner Theatres; Monte F. Gutowhore, president of Butterfield Theatres; E. E. Stucky, film buyer and booker for Butterfield Theatres; Roy Haines, Warner Bros. Western division sales manager; Jules Lapidas, Warner Brothers Eastern and Canadian division sales manager; John F. Kirby, Warner Bros. Southern division sales manager; William Snapper, Allied Theatres of New Jersey; Mike Edelman, RKO division manager; Jay Golden, RKO Theatres; Pete Gage, Walter Reade Circuit; Morris Lipton, Lane Theatres; Norman Ayers, Warner Bros. Eastern district manager; Ben Ahner, Warner Bros. Metropolitain branch manager; Harry Mandel, publicity and advertising director RKO Theatres; Sam Kindeer, Randforce Circuit; Sidney Gottnegberg, Cosmo Theatre; Sam Einhorn, Rosenblatt and Welt.

SCTOA

(Continued from page 1)

tion to COMPO. However, if you do feel so inclined, it would be a very nice gesture to send them a contribution in view of COMPO's outstanding achievement for the benefit of all exhibitors." At the same time, Arthur sent members a copy of a letter from him to 20th Century-Fox president Spyros P. Skouras, reiterating SCTOA's position on magnetic stereophonic sound. Arthur, claiming only the general public can demonstrate the demand for stereophonic sound, urged 20th-Fox to leave it to the exhibitor to judge whether or not to employ stereophonic sound. Arthur, referring to the projected 20th-Fox conducted tests on stereophonic sound versus single-track optical sound, claimed that as long as the exhibitor, rather than the public, is the guide, the tests could not serve as a good guide.

Warner Presentation
Liked in Kansas City

KANSAS CITY, April 26.—The CineramaScope screen presentation of Warner Bros. new productions and prospectus by Jack Warner at the Plaza Theatre this morning drew a large attendance of circuit representa- tives and exhibitors, including several from distant points. Dominant in the comments were pleasure over the quality of trailer samples and satisfaction over the quantity and type of pictures in production.

Large attendance of exhibitors, circuit buyers, bookers and press representatives greeted Jack L. Warner's specially filmed CineramaScope and Warner Color presentation of the Warner Bros. Burbank Studio's production plans of the future, held yesterday at the RKO 86th Street Theatre locally. Thousands more turned out for similar screenings of the presentation held in selected theatres in 36 key cities over the country. Above (left to right) are M. F. Gutowhore, president of Butterfield Theatres; Ben Kalmanson, Warner Bros. vice-president in charge of distribution, and Sam Rosen, vice-president of Stanley Warner Theatres.

JAMES MASON

ROBERT WAGNER

DEBRA PAGET

STERLING HAYDEN

PRINCE VALIANT

A 20th Century-Fox CineramaScope Production—Color by TECHNICOLOR—DELUXE

Based on King Features Syndicate's "Prince Valiant" by Harold Foster

Now it came to pass that Seventeen bethought Prince Valiant such a merrie film that it proudly dubbed it May Picture-of-the-Month, bespeaking such words of praise that fair teen-age maidens by the million and their swains shall verily seek it for their revelry eftsoon.

The magazine that sends girls and their friends and their families to more movies.
DOROTHY McGUIRE as Chris...beautiful, fear-ridden, in a mental fog, terrified by a man out of her past.

STEPHEN McNALLY as Steve...a gangster killer, more deadly because he can be charming.

MARY MURPHY as Randy...lovable, wholesome, in love with love and a wonderful world.

JOHN HOWARD as Josh...a young archaeologist, his love for Chris has come too late to help her.

EDGAR BUCHANAN as Sheriff Lafle...last of the old Western breed.
OF HER PAST!

presents

McGUIRE MCMILLAN
McNALLY

ste Live

with

MARY MURPHY • EDGAR BUCHANAN

Screen Play by WARREN DUFF • Based on the Novel by THE GORDONS

Associate Producer-Director WILLIAM SEITER

A REPUBLIC PICTURE
At U-I's 'Magnificent Obsession' Preview

UNIVERSAL-International's "Magnificent Obsession," with color in Technicolor, starring Jane Wyman and Rock Hudson and co-starring Barbara Rush, was given a gala invitational press preview at Loew's 72nd Street here last night before more than 2,500 press representatives, industry leaders and entertainment industry personalities. Among those who were present at the event were (left to right) first photo: Ray Moon, assistant general sales manager of Universal, and Walter Reade, Jr., circuit head. Center photo: Milton R. Rackmil, president of Universal; Barbara Rush, co-starred in the picture; Alfred E. Davis, executive vice-president and general sales manager. Right photo: Wilbur Snaper, circuit executive and president of the Allied Theatre Owners of New Jersey, and Rita Gam.

VistaVision
(Continued from page 1)

Hastings, attorney associated with Hastings, Lynch and Taylor; Robert Lehman, partner in Lehman Brothers; Kevin C. McCann, president of Dennen College.

Goldstein
(Continued from page 1)
and Robert Goldstein, who is currently in Goldstein's new independent company.
Eight of the planned films will be in color; all will utilize top stars, directors and writers, Goldstein said. The new company is scheduled to start operation about May 5 when "Hawk of the Desert," the last of the 10 Panoramic Productions, will be completed for 20th Century-Fox.

Ohio Law
(Continued from page 1)
Court's recent decision makes the Ohio censor law unconstitutional, therefore the Ohio board is without authority to censor, ban or order eliminations from films. The petition further claims the censor board has usurped the legislative power of the state by creating standards other than those established by Ohio law.
The petition claims the administrative costs of the board are being paid illegally from funds obtained by a levy of $3 per reel from foreign films, which the petitioners declare is, in fact, a tax. The petition states the Ohio censor law constitutes a prior restraint repugnant to the First and Fourteenth amendments to the Constitution.
The petition asks "temporary restraining order from further library, collecting or disbursing of the tax until the legal right to do so is established and that upon trial of injunction it be made permanent."

Review
"Dial M for Murder"
(Warner Brothers)
(3-D)
A neat murder mystery is unfolded in "Dial M for Murder," the screen adaptation of the legitimate play which had a successful run on Broadway and in London. One scene, the sequence of the killing, is a thriller, enhanced by the 3-D effect of a hand reaching out into the audience. On the whole, this is not a "shock" or a "horror" film, but a murder mystery in the sophisticated vein, with the audience matching wits with the culprit, the police and the amateur sleuth.
It is all done under the skillful direction of Alfred Hitchcock, with Ray Milland, Grace Kelly and Robert Cummings playing the leading roles. The star combination, Hitchcock's name, in addition to the 3-D effect of the play, should register well at the box-office. The 3-D process is utilized with restraint, never overriding the principal importance of the story. Another plus factor is the color by WarnerColor.
Unfortunately the story gets off to a slow, mild start, with a good deal of drawing room conversation, before the audience realizes the terror involved in the plot. Once things get moving, however, the audience becomes trapped in the plot of Milland to kill his wife, Grace Kelly, and interest becomes heightened.
The story begins to unfold with the entrance of Cummings, a former swain of Miss Kelly. Cummings, an American writer of mysteries, returns to England after a year's absence to resume his relationship with Miss Kelly, or to persuade her to leave her husband, Milland. Initially, Milland appears in a sympathetic light, as the second fiddle to his wife's affections. But as the picture unfolds, Milland turns out to be an unscrupulous culprit who married his wife for her money and plans to kill her to collect the insurance. The means he contrives for commissioning the murder, the way his plot goes awry and is nearly successfully achieved, is an intellectual treat, to a large degree. An able assist in the role of Inspector Hubbard is offered by John Williams.
Others in the cast include Anthony Dawson, Leo Britt, Patrick Allen, George Leigh and George Aklderson. The screen play was by Frederick Knott who also wrote the play.
Running time, 105 minutes. General audience classification. For release, May 29.

Murray Horowitz

Ohio Law
(Continued from page 1)
Court's recent decision makes the Ohio censor law unconstitutional, therefore the Ohio board is without authority to censor, ban or order eliminations from films. The petition further claims the censor board has usurped the legislative power of the state by creating standards other than those established by Ohio law.
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The petition asks "temporary restraining order from further library, collecting or disbursing of the tax until the legal right to do so is established and that upon trial of injunction it be made permanent."

Hollywood Cinerama Year Old Tomorrow
HOLLYWOOD, April 26 — This community on Wednesday will become the third metropolis in the nation to mark the one-year milestone for "This Is Cinerama," which on that day will pass the 12-month mark at the Warner-Hollywood Theatre.
The first anniversary will be commemorated with a series of special events which will include a luncheon to Merian C. Cooper, co-producer and co-director of the original Cinerama presentation, and a live radio-TV airing of Wednesday's ceremonies.

FILMACK SPECIAL TRAILERS
Always GOOD!
Always ON TIME!
317 W. 36th St.
New York, N. Y.
1955 ‘Oscars’ (Continued from page 1)
of the recent telecast, is up for re-
newal shortly with the Academy.

It was decided to explore the ques-
tion more fully and render a report
Thursday’s meeting of company
executives. The art to Oskar, how-
built to sponsor the recent “Oscar” tele-
cast, was estimated at between $275-
000 to $300,000. The National Broad-
casting Co., which carried the tele-
cast, was reported to have paid the Aca-
demy $115,000 for the TV and radio
rights.

Wiesenthal Dickens For TV Story Rights
HOLLYWOOD, April 26,—Negoti-
tiations for the television rights of
the sensational Oskar productions and
Sylvia Kunin, whereby the former
would acquire rights to base a picture
on the literary work of the producer’s
TV show, “Bitter Sage” and “Salt River,”
were announced here today.

The transaction would include Miss
Kunin’s services in the writing of a
story concerning a pianist and a
girl violinist. Wiesenthal plans to add this
to his independent Oskar slate in which
“Bitter Sage” and “Salt River,”
both based on Frank Gruber novels, are
now being produced.

Heavy Call for TV Color Sets Starts
WHITE SPRING, N. Y., April 26.—The demand for
color television sets will exceed the supply during 1954 and 1955, Joseph B.
Elliott, executive vice president, consumer products, of the Radio
Corp. of America, said here at the weekend in the course of a
speech before the American Association of Advertising
Agencies.

“Just before I made this con-
vention speech,” Elliott said, “our first produc-
tion run of color television sets has been nearly sold out, less than a
month after the opening of our com-
mercial production line.”

“Thus news should dispel any doubts
as to the immediate acceptability of
color.”

Continued production of the 15-inch
RCA color set, he added, will be
determined by future demand.

The public has bought approxi-
mately 20,000,000 television sets in the
seven years since the black-and-white
sets came on the market, Elliott
said, and with the advent of color
“we start all over again, for every family in the nation is a potential for color
television receivers.”

“But first we, the manufacturers,
must do our utmost to start this new
phase, and we are doing just that,”
he said. “The total of our production
accomplishment is not yet in the mil-
sions, but I anticipate that the output of
color sets will grow in the same propor-
tion as did black-and-white television
production.”

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. 2
EL 6-6065
Specialists in Motion Picture Industry

Motion Picture Daily

1955 ‘Oscars’ (Continued from page 1)

with Pinky Herman

Television--Radio

Walt with the resignation of Jack Rayel, executive producer Richard
Linkdorn of NBC-TV’s “Home” and “Today,” has named
Richard Linkdorn to be the producer of the former. Linkdorn had
served as radio director of “Arthur Godfrey & His Friends,” “Jack
Benny Show” and “Alan Young Show.” Carl Lindemann, formerly
associate producer of “Kate Smith Show,” was appointed
manager succeeding John Green, who moves up to associate pro-
ducer of “Home.” . . . En route to the Coast for conferences and
setting up of shooting schedules for telefilming “The CBSSearch”
series is producer Irving Gitlin. Program, tied up with American
collegial relations, deals with scientific research in the arts
and medicine. . . . Frexy Milt Racknall of UI believes in promo-
tion of all kinds and has signed Rhonda Fleming to star solo on
Corals Records (subsidiary of Decca). Incidentally, Jeff Chandler,
with whom Rhonda co-stars in “Yankee Pasha,” is also heard on
records.

The splendid job he’s been turning in as “host” on Eddie
Fisher’s thrice weekly “Coke Time” NBC-TVvehicle has
earned Freddie Robbins a new contract. Skedded for four
programs to originate on the Coast June 16-
19, Robbins has made a deal whereby Freddie will be the subject of se-
cral color tests at Universal International studios for a forthcoming wide
screen flicker. Jane Wyatt will move her
family to the Coast now that she’s been
signed for the female lead opposite Robert
Young in a new TV series. . . . Walt
Framer is re-packaging his production,
Make a Million,” which is a satire of all
quiz shows. Effees being considered for
it include Jack E. Leonard, Phil Foster and
Lee Tully (new sensation of the Borscht
and Caribbean cruise circuits).

The Wabash-Iron-Jerry Lyon clickie for
American Chicle, “Col. Jack Humphrey Pluck,” moves from
Saturday at 10:00 p.m. to Friday at 10:30 p.m., picking up
five additional “live” outlets on the Du Mont net, including
Cincinnati, Minneapolis, Chicago, Peoria and Atlanta. This
hilarious situation comedy stars Alan Mowbray supported by
Frank Jenks.

Walt Disney will build Disneyland, schweke his programs will
originate, ABC commencing in October, within a radius of 15 miles
of Los Angeles. Tentatively skedded for early Wednesdays tele-
casts, Disneyland will contain an exact replica of a Mississippi
River steamboat, a complete Indian village, an early American
Western fort, Swampland, a cottage named “Fantasialand” and
other settings made famous by W.D. . . . After about three years “on
the road,” sojourns at the luxurious 16-room suite located
at Vandersilt Ave., at 42nd St. and currently at the CBS Studio
Building on W. 57th St., CBS TV press department will return
to its original quarters at 485 Madison Ave.,
“Rural Review,” the 15-minute public service series of 52
telecasts which went into production yesterday for the Princeton
Film Center, scheduled to be shown TV’s 250 stations by early
September, will be released at intervals, coinciding with seasonal
teaching changes so that the Texas cattalo may see what he
wants while the New Jersey truck farmer sees via his local outlet,
what is vital to his interests.

Bob Hope will be the guest on Jack Benny’s last television
CBS Show of the season, May 23. . . . Program director Art Bush-
nell of the NCAA and ABC exec veep Robert H. O’Brien, last
Friday signed a pact which gives ABC exclusive rights to telecast its pick of two next season’s Kiernan-Gifford shows on
Saturday, Sept. 18, thru Dec. 4. . . . CBS photographer Jerry Urdog
Regards, a father again. Yep, his fifth, seven-pound Gerald Michael, was
done yesterday. . . . Liberace, who has already donated all of his
profits from his three concerts at Chicago, Milwaukee and Pittsburgh to
the National Polio Fund, will make his turn over his future at the
Hollywood Bowl concert money. . . . After nine weeks recuperating
from surgery, Jerry Robinson returned to his chores as producer of
the CBS-TV series, “Man Behind the Badge.”

High Court (Continued from page 1)

other entertainment industry is any
longer subject to the anti-trust laws.
The Shubert case will not be heard
until this fall, since the court is not
scheduling any additional arguments
before it recesses for the summer.

The Chaplin case was indirectly
out of another case—a suit filed by
Miss Pickford in February, 1931, seek-
ing to collect $13,540 loaned to Max
Kravetz. This suit was filed in New
York State courts. Kravetz brought
a counter-suit for $55,000 damages,
claiming a long list of defendants,
including Chaplin. He claimed the
money was due him for services and
damages for a conspiracy to injure
him.

The two cases were later switched
to New York Federal District Court,
and Chaplin claimed that the court
had no jurisdiction over him and that
he was never properly served with
a complaint or summons. The Second
Circuit Court of Appeals ruled against
him, however, and the high court
today refused to review that ruling.

100 N. Y. Subsequent Runs Book ‘Desert’
Walt Disney’s “The Living Desert,”
will be presented simultaneously
in more than 100 neighborhood houses
throughout the New York metropolitan
area beginning May 2.

This marks the first showing of the
film at regular admission prices since
its 14-week engagement at the Sutton
Theatre here. Its support is the 20-
minute cartoon, “Ben and Me.”
SHOW BUSINESS is a GO business...and the showman who is going to lure patrons to his Box Office...has to be on the GO...every minute of every day...with high-octane SHOWMANSHIP...souped-up BALLYHOO...and supercharged EXPLOITATION...that TELLS more people about your great entertainment...and SELLS them your attractions!

So...turn SLOW business into SHOW Business! Take off the brakes...and let ’er GO!

Sell Bigger SHOW BUSINESS with Bigger SHOWMANSHIP!
**VISTAVISION IMPRESSES ALLIED**

VistaVision was described as the "finest wide screen presentation of motion pictures from the standpoint of definition and clarity that we have seen thus far" by the "watchdog committee" of Allied States Association following the demonstration here yesterday. The committee, set up to probe new media, consists of Wilbur Snaper, Sidney Samuelson and Irving Dollinger, who were accompanied by president Ben Marcus and general counsel Abram F. Myers.

"In addition to the superior quality of the pictures, we were pleased by the emphasis placed by all the speakers on the exhibitors' option to play VisaVision with the standard optical sound for which all theatres are equipped or with the new Perspective sound, with which the prints will be compatible, in the uncontrolled discretion of the exhibitors," the committee announced. The group also said it was impressed with the "compatibility of VistaVision with standard projection now in use and its flexibility in accommodating the picture to the size of any screen now in use or which may be installed."

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**Film and Equipment Exports by the U. S. Increased in 1953**

WASHINGTON, April 27—U. S. exports of motion picture films and equipment in 1953 were up sharply over 1952 and were at the highest level since 1950, according to the Commerce Department.

Film chief Nathan D. Golden said the total value last year amounted to $20,352,732, a 14 per cent increase over the 1952 exports of $20,080,819. The 1947 figure was $31,547,567.

Sharpest increase came in shipments of rawstock. Shipments of exposed feature films were up in value but down in terms of linear feet. Shipments of projectors were up in number but down in dollar value. Exports of cameras and other equipment rose.

Exports of exposed feature films, both 8mm and 16mm, totaled 303,351,452 linear feet valued at $108,198,253 last year, compared to 365,865,735 feet valued at $99,681,480 in 1952.

**Administrators of Italian Code Named**

**First Film News**

Balt. Council Votes For New Censor Law

BALTIMORE, April 27.—By a vote of 17 to two, the Baltimore City Council favored a resolution calling for "stronger and more effective laws for the censorship of movies in Maryland." The action came after the Council's Ways and Means Committee returned a favorable report on the resolution following an open hearing yesterday afternoon.

The Council's position will now be made known to the legislative council where the matter will be given further study.

Chairman Sydney R. Traub of the (Continued on page 5)

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**For ‘Important’ Theatres**

**M-G-M Modifies Perspecta Policy for Films Abroad**

M-G-M has modified its stand on the use of Perspecta stereophonic sound with regard to the exhibition of its pictures overseas. Where its previous policy was to require Perspecta on all pictures in all theatres, the new policy will require the system on its important pictures in all important theatres, while other theatres will be permitted to show all M-G-M pictures as they see fit. However, those theatres equipped for stereophonic sound will be protected with proper clearance.

This announcement was made yesterday by Morton Spring, first vice-president of Loew's International Corp, in charge of sales, who said: "With M-G-M, Paramount and Warner Brothers employing Perspecta stereophonic sound on all their pictures, the opportunity is afforded (Continued on page 5)

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**VISTAVISION WINS INDUSTRY APPLAUSE**

**U.K. Theatres On Upbeat**

By PETER BURNUP

LONDON, April 27.—A reversal of the recent downward trend in theatre attendance of the past few years here is revealed in the Board of Trade "Journal's" quarterly report on industry statistics for the quarter ending Dec. 30, 1953.

During that period admissions totaled 305,773,000, a gain of 3 per cent over the corresponding quarter of the previous year. The "Journal" comments that this is (Continued on page 6)

**Exhibitors Upheld on Carrier Complaint**

ALBANY, April 27.—The Public Service Commission upheld the protests by Schine Circuit, Inc., Smalley Theatres, Dipson Theatres, Inc. and independent theatres at Potsdam, Canton, Lowville, and Gouverneur against a tariff filed by Smith & Howell Film Service, Inc., Syracuse, for a 10 percent increase on motion picture film and associated commodities between (Continued on page 2)

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**Highlights of VistaVision Show**

The major highlights in connection with Paramount's VistaVision demonstration yesterday here at the Radio City Music Hall were the following:

- Emphasis that the system is designed for large, small and drive-in theatres.
- The system can be employed without any additional expenditures by theatres, provided that good projection equipment and good screens are already in use.
- The stress placed on clarity, brightness of the picture and the "flexibility" and "compatibility" of the system.
- Paramount will make anamorphic VistaVision prints available, too.
- The system's availability to other producers "without reservations."
Personal Mention

NAT LEVY, RKO Radio Eastern and Southern division sales manager, left here yesterday for Boston. He'll return Friday.

NAT A. TAYLOR, president of 20th Century Theatres, associated with Famous Players-Lasky in Canada, and Harry S. MANDELL, secretary-treasurer, with their wives, have left Toronto for Europe.

SHELLY SCIENCE, formerly of American Broadcasting Co., has been named assistant to Burton F. Green, director of circulation promotion for MacFadden Publications.

CLARK RAMSAY, executive assistant to DAVID A. LIPTON, Universal Pictures vice-president, will arrive in New York today from Hollywood.

JULES LAPINS, Warner Brothers Eastern division sales manager, is in Pittsburgh today from New York.

RICHARD A. HARPER, M-G-M circuit sales executive, has returned to New York from Michigan.

BEEF ENNIS, of Altec Service Corp., has returned to New York following a promotional trip to Pennsylvania.

FRANCES FARMER was married in Seattle to ALFRED H. LONLEY, of that city.


GEORGE NICHOLS, of the M-G-M studio publicity department, has arrived here from Hollywood.

GUY MITCHELL and EO JOY will leave here today for London via O.A.C. Monarch.

LOU IRWIN, agent, will arrive here today from the Coast.

EDGAR BERGEN is expected in New York today from the Coast via TWA.

Dinner for Shiffin

ALBANY, April 27—Industry friends tendered a farewell dinner last night to Saul Shiffin, head boxer and office manager of Columbia, who is resigning Friday to return to New York. Shiffin, stationed here for two years after serving with M-G-M in New Haven, is leaving the motion picture business. Harvey Appell and Herb Schwarz, Columbia executives, were co-chairman of the dinner committee.

Roxy Dividend

Roxy Theatre, Inc., New York, yesterday distributed to its stockholders a dividend of 37 1/2 cents per share on outstanding preferred stock, payable June 1 to stockholders of record on May 17.

Win a Screen Without Special Lenses Is Claimed by Dutch

A demonstration of a Dutch invention, which it is claimed, presents wide-screen pictures without the use of anamorphic lenses will be held here in the near future, according to the Netherlands Information Service.

Prof. A. Brouwer of the Oude Delft Optical Works, Delft, The Netherlands, is reported to have developed a system of anamorphic mirrors which has already received the world's patent under the name of Delrama.

Polyphon-Profil, Dutch film company, which has produced many short pictures in the process, one of which will be shown at the U. S. demonstration, plans to be holding a planning meeting to be a planning a number of features in the Delrama process and has applied for a worldwide copyright under the trade name Largoscop.

Mervin Fox Sued by Reade Over Drive-in

PHILADELPHIA, April 27— Walter Reade, Jr., yesterday filed suit in the United States District Court to restrain him from his alleged operation of the Roosevelt Drive-In Theatre near Trenton, and asking damages for violation of copyright. He is not to engage in drive-in theatre operations in competition with its Law- rence Drive-In Theatre within 10 miles of Trenton.

The suit charges that Fox, who was originally a partner with Reade in the Lawrence Drive-In Theatre, agreed in October, 1938, when he sold out and Lawrence interests to Walter Reade, of which Reade is president, to extend the same franchise to show operation of any drive-in theatre within 10 miles of Trenton.

The court action further charges that subsequently Fox "did maliciously, wrongfully and with intent to injure and destroy the benefits of said patent and the same patent rights and in violation of said agreement, enter into the business of conducting a drive-in theatre in the vicinity of the Roosevelt Drive-In Theatre, which is located within the restricted area."

Reade, in the suit, seeks a court order to restrain and enjoin Fox from engaging in drive-in business within 10 miles of area where damages which the plaintiff has already suffered be ascertained and that plaintiff have judgment against the defendant for the amount thereof."

The suit was filed by Harry A. Rutenberg, Philadelphia attorney, for Reade.

Sautier at Paris

James Sautier, president of USO-Camp Shows, will fly to Paris this weekend for meetings with military leaders. He will attend with special needs of American troop personnel in Europe and North Africa. These meetings will be arranged by the Office of Alien Affairs. The Sautier Shows drive to recruit volunteers as well as commercially sponsored enter-

Branson Says RKO Foreign Grooses Up

RKO Pictures foreign earnings are running $100,000 over last year, Walter Branson, general sales manager in charge of foreign operations, said yesterday at a press conference, adding that the overall foreign business is steadily improving and is expected to increase this year.

Recently returned from a five-week tour of Europe with visits to company offices in England, France, Germany, India, and the Scandinavian countries, he screened latest RKO pictures and investigated exhibitor problems. Branson plans to return to London, where he will remain for three weeks, to get a closer look at the European situation. The production trend at present, in Germany and in other European film centers, is strongly against the exploitation upward with allowances being made for the changing of English and foreign subtitles.

"The German industry is aiming for Latin American countries with their present with eyes on the export of films to this nation within the near future," he asserted.

Branson, when questioned about exhibition practices in Europe to the current film processes, generalized by saying that theatremen are "proceeding with caution" in installation of new equipment. He also admitted that exhibitors are highly interested in the development of new equipment and are sending representatives to methodical and compatible mechanism for picture presentation.

UA Ending Second Regional Sales Meet

CHICAGO, April 27—The second United Artists regional sales meeting in a series being held this year and sponsored by the company's 35th Anniversary will end tomorrow at the Blackstone Hotel here.

The three-day Chicago sessions were presided over jointly by vice-presidents William J. Heneman and Max E. Youngdahl and general sales manager B. G. Kranze.

Oscar Bloom, 60

CHICAGO, April 27—Services will be held here today for OSCAR Bloom, 60, Columbia Picture Chicago sales manager, who died at Woodlawn Hospital yesterday. He is survived by his wife, a daughter-in-law and grandchild. Burial will be in Indiana.

Otto Vonesch Dead

CHICAGO, April 27—Otto F. Vonesch, 68, veteran motion picture operator, active in the industry for over 45 years, and son of Louis Vonesch, owner of the Starlite Drive-In, is dead here. He is survived by his widow, a daughter, and three sons.

Memphis Church to Show Chaplin Film

MEMPHIS, April 27—The First Unitarian Church here will show a Chaplin film Sunday at the church despite threats from censor Lloyd T. Binford that he would "send police" if it was shown. Censors have banned all Chaplin films in Memphis. Binford denied the film and declared there was nothing morally wrong with it, and passed a resolution saying so.

Said the resolution passed by the church trustees: "It is our feeling that a censorship action is unwarranted of all films on the basis of an objection to the personal character of individuals, and we feel the picture is, itself, morally wrong."

The film is an old Chaplin burlesque on the title.

Binford said today the church's action was "their business. I don't have anything to do with that."

Carriers

(Continued from page 1)

Buffalo, Albany, New York City and points along authorized routes.

The Commission did so by approving a petition submitted by examiner Morris Goldfarb that the proposed rates were not shown to be "just and reasonable" and should be canceled.

Testimony Taken Feb. 25

Goldfarb took testimony here on Feb. 25 from George McCrill, a solicitor for Smith & Howell and Charles levine, director of operations of the Schine Circuit, and Charles C. Smith, vice-president of the film trucking concern, acted as its attorney. However, William R. Lewis, an attorney, appeared for that organization; Leonid Rosenthal, Albany, for Smallsey and other independents. Richard Kempner, Dipson zone manager, represented that circuit.

A lengthy memorandum by Goldfarb, summarizing the testimony, presented by Smith & Howell of: 10 per cent in the Albany area on Mar. 26, 1952; 10 per cent in the New York area on Jan. 1, 1953, and a 10 per cent system-wide hike, Aug. 2, 1953. He said that the respondent had failed to show "the public interest in the past year, and that its operating ratio for 1953 "improved considerably."

By respondents' own computations, based on rates now in effect, an operating ratio of 93.66 for the future year was indicated, Goldfarb wrote. This "compares favorably with operating ratios heretofore "found reasonable" by the Interstate Commerce Commission and the Public Service Commission. Furthermore, this operating ratio would be improved "appreciably" by reasonable computations "had properly given effect to the eight per cent increase in its general commodities rates."

MOTION PICTURE DAILY

Monday, April 28, 1958
EXECUTIVE SUITE TALK!

Every Date is Great! Just the start of the new Box-office “Suite”-heart!

LOS ANGELES!
Top grosser in more than 2 years of all Day-and-Date engagements!

CLEVELAND!
Tops everything except “Knights of the Round Table” and “Mogambo.”

DAYTONA!
Tops “Mogambo”!

FORT LAUDERDALE!
Tops “Mogambo”! Record biz!

OKLAHOMA CITY!
Second only to “Knights” in last 2 years!

MIAMI!
Record business!

CORAL GABLES!
Second only to “Knights”!

MIAMI BEACH!
Tops “Mogambo”! Record biz!

HOUSTON!
Tops everything except “Knights of the Round Table” and “Mogambo.”

M-G-M presents “EXECUTIVE SUITE” starring William Holden • June Allyson • Barbara Stanwyck
Fredric March • Walter Pidgeon • Shelley Winters • Paul Douglas • Louis Calhern • with Dean Jagger
Nina Foch • Tim Considine • Screen Play by Ernest Lehman • Based on the Novel by Cameron Hawley
Directed by Robert Wise • Produced by John Houseman
At First Showing of VistaVision in East

At First Showing of VistaVision in East

VISTAVISION was demonstrated here yesterday morning by Paramount at Radio City Music Hall before several thousand persons from all branches of the industry and representatives of the press. Among those on hand for the Eastern unveiling of the new photographic and presentation process were (left to right): first photo, Russell Holman, Paramount Pictures Eastern production manager; R. J. O'Donnell of Interstate Circuit, Texas; Paul Raiburn, Paramount Pictures vice-president and John D. Ross, executive chairman of the Stanley-Warner Corp.; A. W. Schwalberg, president of Paramount Film Distributing Corporation, and George Jessel, actor-producer.

Paramount's New System Acclaimed (Continued from page 1)

The "quality of the story" rather than "the gimmicks" employed is what interested, according to Frank Freeman, Paramount vice-president in charge of production, declared here yesterday.

Freeman, speaking at a press conference following the VistaVision demonstration at the Radio City Music Hall, said it is "my belief that the public is interested, now and forevermore, in the quality of the story up on the screen. If it's good enough, it'll be good even if you draw subtitles on the screen." A "gimmick," he said, "if it's off, might take the industry over a "hum," but in the long run, be added, it is the values on the screen that the public is interested in.

Freeman made this statement in an affirmative answer to the question of whether all types of stories are adaptable for the VistaVision process, every process into one simple standard process of presenting pictures on the screen.

Balaban, at the press conference, said that Paramount is not studying the problem of making available anamorphic prints to exhibitors on VistaVision films. He said there would be no additional charge for the anamorphic prints. In response to a question, research director Ryder said the advantage to an anamorphic print rests in very large theatres and drive-ins where some light may be gained by utilizing such a print. All the Paramount executives, when referring to the anamorphic prints, mentioned the variable Tushinsky SuperScope lens.

Ten Cameras by August

Freeman, in response to a question, said that Paramount by July will have eight VistaVision cameras and by August, 10 or 12 cameras. Orders for VistaVision cameras, he pointed out, can be placed with the Mitchell Camera Co., Bell & Howell, or Producers' Service Corp.

any picture ever projected in a four-wall theatre." Freeman added that the actual picture size on the screen, made by the Vocalite Co., was about 68 feet wide and 37 feet high.

The second demonstration reel contained selected scenes from the first two pictures filmed in VistaVision, "White Christmas" and "Three Ring Circus."

The addresses of the Paramount executives and the comments at a subsequent press conference underlined their belief that the VistaVision system offers the industry something which is "flexible" and "compatible."

"Flexibility" was emphasized by the Paramount executives included the following:

- VistaVision is designed for all theatres, large, small and drive-ins.
- Perspecta Sound, which has been adopted by Paramount, is optional for exhibition.
- VistaVision pictures are and will be composed for a 1:85 to 1 screen aspect ratio, but can be projected, using a regular VistaVision print, in aspect ratios varying from 1.33 to 2.0, with proper "cropping."
- "Squeeze" anamorphic prints of VistaVision pictures will also be made available for those theatres desiring such prints.
- VistaVision cameras are being made by Mitchell Camera Co., Technicolor, and Graflex. According to Freeman, within 60 or 90 days, there should be no critical shortage for those producers wishing to film in VistaVision.

Appeals by Balaban, Zukor

In outlining the highpoints of the VistaVision process, both Balaban and Zukor called upon exhibition to fulfill its obligation, referring to the need for up-to-date modern equipment so that VistaVision will be seen by the public to its best advantage. VistaVision, they emphasized, needs a minimum of expenditure for additional equipment, so long as a theatre is equipped with a good, seamless big screen, proper lenses on a standard projector and good lamp houses.

The cost of Perspecta sound equipment was estimated at about $800 for a sound control unit, plus about $500 for installation, for theatres that already are equipped with a three-horn sound system and a 20-foot screen. An additional estimated $2,000 in expenditures was seen for theatres not now equipped with three-horns.

At the press conference, Balaban, Freeman and Zukor expressed varying views regarding the merits of stereophonic sound in "average-sized" theatres. A broader area of agreement was reached among the three, however, on the plus factor of stereophonic sound in larger theatres, with big-screen sizes.

Balaban and Freeman revealed that Technicolor has a new dye, imitation printing process which for the first time will be used on "White Christmas," the picture which will launch the VistaVision process. The new process, said the Paramount executives, represents a "substantial" improvement over the process now employed by Technicolor.

Balaban, asked if Paramount will sell VistaVision to the public as the CinemaScope medium was sold to the public, replied, "in this fashion. Paramount will advertise VistaVision with its pictures, but it will not spend as much as 20th Century-Fox in putting over the CinemaScope medium, he added. The Paramount president went on to point up the "cumulative" effect of VistaVision when Paramount and other studios release pictures in that medium, adding that it will raise motion pictures to new heights and should help the industry's big competitor, television.

Freeman, in his introductory address, paid tribute to 20th Century-Fox for reawakening the public's interest in motion pictures, referring to its introduction of CinemaScope. Calling 1953 the year of "daring innovations," Freeman said that Paramount explored and found a plan applicable to the small, large, and drive-in theatre. The smallest exhibitor is just as important as the largest exhibitor to the industry, he declared.

Available to All

VistaVision, he continued, is available to any and all motion picture companies "without reservations," adding that Paramount collects no royalties in connection with the use of the system. "Paramount will have no objections to the name VistaVision being applied to any picture made by any producer, provided the picture is actually produced by the VistaVision process and provided the standard of production quality set by Paramount is adhered to in the production of pictures.

In conclusion, Freeman expressed the hope that, "in looking to the future, there can be found a way to combine the better things of each and
Opinions Vary on Merits of Stereo

Varying sentiments on the merits of stereophonic sound were expressed yesterday by Paramount chief at the press conference which followed the screening of a Todd-AO production at the Radio City Music Hall.

A wide area of agreement was voiced by Barney Balaban, Paramount president, and Adolph Zukor, board chairman, on the desirability of stereophonic sound in conjunction with large screens. Paramount has adopted the Perspecta stereophonic optical sound system, along with M-G-M and Warner Brothers.

Balaban declared that "a "three-dimensional" sound, using the term synonymously with stereophonic sound, adds some value to a large-screen presentation such as VistaVision. Zukor argued, too, that sound emanating from three horns behind the screen adds "realism" to the presentation. He added, however, that there is "absolutely no advantage" in stereophonic sound for "intimate" dramas.

Suggests Both Types

Zukor pointed out that theatres should be prepared to use both conventional and stereophonic sound, varying the system according to the picture and the theatre. He said a Perspecta sound is optional, it was pointed out.

V. F. Freeman, Paramount vice-president in charge of the studio, prefaced his remarks by saying that he was "giving a point of view, not a personal opinion." He expressed his belief that there is little or no value in stereophonic sound for an "average" theatre, which he described as a 1,800-seater. In such a theatre, he declared, "any disturbance becomes confusing," and a one-horn presentation fails on the screen.

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Says Audience Size a Factor

Zukor, speaking on the question of sound in general, said it is most important in theatres where the sound must be controlled according to the number of people in the audience. As audience increases, he pointed out, the sound level should be increased, an indication that the sound is not the same as in a drive-in theatre.

Sees Audience Size a Factor

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Problems of VistaVision

For Drive-ins Explained

The problems of present drive-in pictures were explained yesterday by a press conference of exhibitors for the Todd-AO process.

V. F. Freeman, Paramount vice-president in charge of the studio, stated that a theatre which is not a drive-in might find an "extra penny" in order to have VistaVision providing the house had modern sound and projection equipment, a so-called "drive-in" screen.

The Paramount research head also said that projectors should be air-cooled with jets of air aimed at the film frontwards and backwards so that the screen would be buckled away from the light, enabling better focusing and greater steadiness of the picture frame.

Ryder was emphatic in declaring that stereophonic sound has "no place" in a drive-in theatre.

Arthur Again Asks C'Scope Sans Stereo

LOS ANGELES, April 27. — Another request that 20th Century-Fox lose its Cinemascope production of "The Great Dictator" without stereophonic sound after they have played those equipped theatres said that a movie is made in a letter sent to Sydney Skouras, 20th-Fox president, by Harry Arthur, chairman of Southern California Theatre Owners Association, and released here by the latter.

Arthur's letter notes that 20th-Fox has announced that it will make theatre tests in the near future of pictures with and without stereophonic sound to provide exhibitors with a basis of comparison. Such tests will be meaningless, Arthur contends, because exhibitors already are divided on the subject.

He proposes instead that the Cinemascope productions be released with and without stereophonic sound, he asserts, will elicit the verdict of the public, which he terms the "final judge" on the subject.

Award to Clift

Montgomery Clift has been awarded a special achievement plaque by the Texas Entertainers Association for his "outstanding contribution to the motion picture industry and to America.

Pre-release 'White' In Oct.: Balaban

"White Christmas," the first VistaVision film to be photographed, has been pre-released in October, it was disclosed here yesterday by Barney Balaban, Paramount president. The Irving Berlin production, in color by Technicolor, stars Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen.

Perspecta

(Continued from page 1)

many exhibitors to present better entertainment every week in the year. "We are of the firm opinion that Perspecta stereophonic sound enhances the entertainment value of films and we feel certain that before long practically all theatres, regardless of size, will equip for multi-channel sound. At all demonstrations in this country the reaction from producers, exhibitors and technicians has been outstanding. Audience reaction to Perspecta stereophonic sound is amazing in Melbourne and Sydney, Australia, where 'Knights of the Round Table' is playing to record-breaking business.

"Demonstrations will be held soon in all important cities in the world and these will be followed by the regular exhibition of films with Perspecta stereophonic sound.

Baltimore Council

(Continued from page 1)

Maryland State Board of Motion Pictures Censors attended the hearing and said he would make every effort to have a new film censorship bill introduced at the next session if a law is needed to spell out the meaning of "immoral" and "indecent" as they apply to moving pictures. These grounds are the only two on which the courts, following recent decisions, will permit pictures to be banned.

Trabu further indicated that a provision should be written into the law whereby a picture could be banned for "failing to incite to crime."

MAIN STREET OR BROADWAY

...IT'S... ALTEC

ALL THE WAY!

Altec's current installation rate accounts for 75% of total stereophonic sound sales!

Broadway or Main Street, theatre owners know Altec's engineering skill and know-how assure perfect installation, sure sale.

That's why Brand's GLOBE, Broadway, New York, (pop. 8,000,000) and the OPERA HOUSE, Lebanon, New Hampshire, (pop. 4,614) signed Altec stereophonic installation and service contracts!
"The Long Wait"

(Parkland-United Artists)

AMNESIA, murder, racketeering and lots of beautiful blondes fill Lesser Samuels' and Alan Green's screen adaptation of Mickey Spillane's best seller with enough action, suspense and feminity to serve the purposes of exploitation. Picturing the character of one of Spillane's tough "Johnny McBride," Charles Coburn is the seemingly respectable banker behind a mob of hoodlums; Gene Evans is his straw boss and the film is marred only by Pagge Castle, Mary Ellen Kay, Shaw Smith and Dolores Doulon.

Audiences partial to bare-kneed violence and love on the torrid side will find "The Long Wait" wherever it is shown.

Quinn loses his memory in a highway accident before returning to the town where he was previously accused of murder. Using detective logic, bare fists, an assortment of automatic weapons and the four females, he not only clears his name and regains his memory, but exposes the corrupt Coburn and his mob and finds his pre-amnesia wife.

The key lies in Mary Ellen Kay, Quinn's spouse, who has had her looks changed on an operator successfully vampt a gang of villains in the roles of corrupt politicians.

Charles Coburn, the town's plumper turned honest mayor; Spring Byington, the local justice of the peace; romantically inclined Anne Francis and John Ireland, as detective goot, comprise the rest of the cast. But little George "Foghorn" Winslow, most audiences will agree, steals the film. It is his imagination and fantasy which finally put the jewel thief on the run.

He "acquires" a mysterious rocket gun from an ignamous "space man" which has extraordinary power to do good. After adoption by Miss Byington, young Winslow leaves the local orphanage to live at her home. Political wrongdoings ensue in the face of coming elections when Pannell, the county political boss, bids for the orphanage. He intends to exploit its sources of oil for himself. In the interim, Agar and Miss Francis grove interested in each on the dark side and aid he is one of Pannell's stooges. But breaks up the crisis at a political rally on election eve.

The boy aims his gun at Pannell in the middle of a speech and forces him to resign. He is then elected in general. The film gives the viewpoint of an American returning to the country of his birth, where he revisits the small hamlets and island settlements, as well as Ireland's largest cities.

Among Feeny's vocal contributions are "Rose of Tralee." "Come Back Little Sheba," "I'll Fly Away," "Willow." Dispersion throughout the film are many Irish melodies including "Londonderry Air," "Benedencher's Stream," "The Soldier's Song," "Wearing of the Green," "Kerry Dance" and "Paddy's Dream." Colorful glimpses of Ireland's chief sporting events include the Galway races, the Irish Derby and the Dublin Horse Show. In addition, momentum is provided by several songs in the original Irish language.

The spiritual side of Ireland is graphically documented by photographers Harry Dugan's cameras which follow the climb by thousands of pilgrims to the Rock of Crogan Patrick. Knock Shrine, Doom Well and a visit to St. Patrick's remains round out the religious theme. Near the film's conclusion Eamon DeValera tells of his hopes for Ireland's future, while drama is added in the filming of an Aran Island boatmen swimming their cattle out to sea during a violent windstorm. In general, it is comprehensive and holds the viewer's eye through most of its footage. Dante Devlin was production supervisor, and Beatrice Conetta and Dugan edited the filming.

Running time, 77 minutes. General classification. For release in May.

F. B. BACON

"The Rocket Man"

(Panoramic-20th Century-Fox)

THE familiar theme of good vs. evil is given a fresh, up-to-date twist in the "Rocket Man," capitalizing on the current juvenile interest in science fiction heroes. The setting is a small Midwestern town, and the heroes are two boys who successfully vampt a gang of villains in the roles of corrupt politicians.

Charles Coburn, the town's plumper turned honest mayor; Spring Byington, the local justice of the peace; romantically inclined Anne Francis and John Ireland, as detective goot, comprise the rest of the cast. But little George "Foghorn" Winslow, most audiences will agree, steals the film. It is his imagination and fantasy which finally put the jewel thief on the run.

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F. B. BACON

"The Spell of Ireland"

(Celtic Films)

REPLETE with impressive photographs in Kodachrome and covering Ire- land from north to south, and with traditional Irish ballads sung by tenor John Feeny, and a narration by TV's announcer Jack McCarthy, this documentary should hold interest for American descendants of Erin, as well as our tourist friends. The film gives the viewpoint of an American returning to the country of his birth, where he revisits the small hamlets and island settlements, as well as Ireland's largest cities.

Among Feeny's vocal contributions are "Rose of Tralee." "Come Back Little Sheba," "I'll Fly Away," "Willow." Dispersion throughout the film are many Irish melodies including "Londonderry Air," "Benedencher's Stream," "The Soldier's Song," "Wearing of the Green," "Kerry Dance" and "Paddy's Dream." Colorful glimpses of Ireland's chief sporting events include the Galway races, the Irish Derby and the Dublin Horse Show. In addition, momentum is provided by several songs in the original Irish language.

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F. B. BACON

Motion Picture Daily

Wednesday, April 28, 1954

U.K. Theatres

(Continued from page 1)

the first occasion since the Board began to keep industry statistics in 1950 that there had been an increase in the number of releases. The May quota was 185 compared with the corresponding preceding period with the single exception of May 1953 when admissions just exceeded those of the same 1950 quarter.

The "Journal" also observes that, taken in conjunction with the slower rate of admission decline in the second and third quarters of 1953, compared relatively well with the "General" of the same period. It seems to herald a pause in the downward trend of cinema attendances dur- ing the last few weeks.

The total box office gross in the last 1953 quarter was 1.2 per cent higher than that for the fourth quar- ter of 1952. The average admission price rose slightly to 20.4 pence from 20.3 pence in the previous quarter.

The report covers 4,525 theatres with a seating capacity of 4,177,000. Gross film rentals for 1953 totaled £23,588,000, a 1 per cent decrease compared with 1952. (The pound is worth $2.80.)

British films provided £7,152,000, or 30.3 per cent of the total, while for the year ending March 31, 1954, 138 British features were registered, which was the second highest total in any postwar year.

Exports

(Continued from page 1)

1952. Shipments of 35mm. negative features were up in terms of both lin- eage and general. The scale of shipments of 35mm. positive features in- creased in dollar value but dropped in terms of linear feet.

The year brought negatives, feature films were down considerably, but this drop was more than offset by a marked increase in volume and value of shipments of 16mm. positive fea-

ures.

Color prints and 16mm. negatives were down considerably, but this drop was more than offset by a marked increase in volume and value of shipments of 16mm. positive fea-

ures.

Reckstock shipments in 1953 totaled 3,016,649 feet valued at £7,364,300, compared to shipments of 267,643,072 feet valued at £6,184,418 the previous year.

In 1953, a total of 27,182 cameras valued at £16,658,000 were shipped overseas. The total value of cameras exported valued at £1,316,540 in 1952. Projector exports increased from 18,428 to 21,662 but fell by value from £4,088,806 to £3,865,059. Exports of other types of equipment increased from £4,421,575 to £6,276,894.

Italian Code

(Continued from page 1)

On June 1, the ANICA seal will be granted only to those pictures which meet the minimum technical requirements and do not offend recognized social, moral or religious susceptibilities. At its first meeting the adminis-

trative committee decided to avoid rigid classifications and to regard the new production code as a reference framework for the guidance of pro-
ducers. They are just starting to issue a statement issued by ANICA today.

Party for Miss Rush

Universal was host at a cocktail party today at the Century Plaza Hotel yesterday for Barbara Rush, who is co-starred with Jane Wyman and Rock Hudson in the company's new production, "Magnificent Obsession."
MOTION PICTURE DAILY

VOL. 75. NO. 82
NEW YORK, U. S. A., THURSDAY, APRIL 29, 1954
TEN CENTS

COMPO PLANS AUDIENCE POLL

May Settle ELC Suit

CLEVELAND, April 28.—A settlement of Chesapeake Industries $15,000,000 antitrust suit against Loew's and RKO Theatres is presently under consideration, William S. MacMillen, Jr., president of Chesapeake Industries, disclosed here today.

MacMillen made the disclosure at a stockholders' meeting held just a few days before Chesapeake's multi-million dollar suit is slated to go to trial in the Federal District Court of New York. He scheduled for next Monday is Monday. Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Studios, brought the suit, charging that ELC had been denied access to the New York market because of an alleged split by Loew's and RKO theatres of film product.

MacMillen also told stockholders that Universal's option on use of Pathécolor, now said to be in dispute, (Continued on page 4)

Tell of Belated RKO Stock Exchange

The belated exchange of RKO Radio Keith-Orpheum stock is being effect as a consequence of the $6 stock tender bid of RKO Pictures, it was learned here yesterday.

Stockholders of about 1,000 shares of RKO Radio Keith Orpheum stock, it is learned, have exchanged their stock for shares in RKO Theatres and RKO Radio Pictures, the two companies formed under the div-orce plan which went into effect (Continued on page 4)

Want More British Films Shown Here

LONDON, April 28.—Reciprocal showing of British films in the United States as a condition of the continued entry of Hollywood films into Britain on the current basis will be asked by the National Association of Theatre Owners and Kine Employees at its forthcoming annual convention.

The convention will also receive and act on a resolution which would bar known Communists from holding any office in the union.

Nation-Wide Designations of the Best Picture of Month and Year Heads New Program of Civic and Press Projects

Plans to conduct a nation-wide audience poll to select the best picture of the month, with the best picture of the year to be chosen at the end of 12 months, were adopted yesterday by the governing committee of the Council of Motion Picture Organizations as part of a greatly expanded program for the all-industry agency.

An enlarged press program and also a study of how the industry can mobilize its forces to lead the fight against juvenile delinquency were also among projects decided upon by William Snaper, Sam Pinanski and Al Lichtman, the three members of the COMPO governing council.

Major Projects in New Compo Plan

Here are the principal new projects announced yesterday:

Plans for a nation-wide audience poll, monthly and annually, of "best" pictures.

Efforts to end the technological "confusion" in the industry.

Studies on ways and means of combating juvenile delinquency.

Appointment of Sindlinger & Co. to conduct research on how to best enlarge the motion picture audience.

COMPO staff to watch state and municipalities for possible moves on the ticket tax front.

‘Living It Up’

[Paramount]

L I V I N G I T U P.” press-previewed here at George Air Force Base to the uporous gratification of as many enlisted men as could crowd into the post theatre, is far and away the best picture Dean Martin and Jerry Lewis have turned out for happy exhibitors and contented customers in all five of their consistently laugh-producing profit-yielding years on the motion picture screen.

‘Living It Up’ is bigger, production-wise; steadier, story-wise; and better cast, name-wise—with Janet Leigh, Sheree North, Fred Clark and Edward Arnold in top support—than any previous Martin and Lewis attraction.

That, in view of the comedians’ three consecutive Top Ten placements in Quigley Publications’ annual poll of exhibitors determining the identities and standings of the industry’s Money-Making Stars, is saying a good deal for ‘Living It Up’ and for everybody connected with it. Yet that is precisely what audiences everywhere will be saying, in paid-advertisement language, from opening day on.

‘Living It Up’ is taken more or less directly, rather less than more, from the still current Broadway musical comedy, "Hazel Flagg," which in turn was derived from the 1935 film, "Nothing Sacred," and which appears to have originated in a story by James Street. In earlier versions it concerned the efforts of a big newspaper to capitalize, for headlines and subscriptions, on the impending death of a young woman supposed to be a doomed victim

(Continued on page 4)

Allied to Mull 7 Film Deals

WASHINGTON, April 28.—Allied States Association’s board meeting in Minneapolis next month will go over reports on “exploratory discussions” with seven additional independent film producers interested in a guaranteed product deals similar to the deal with Hal R. Makel, Allied general counsel Abram F. Myers said that none of the seven discussions had “reached the negotiating stage.” He added that none could reach that stage until the board meets and passes on each situation.

The Makel deal guarantees one film a month for the next year for 150 theatres, which in return guarantee a market for the films.

Makel said discussions with the seven other producers have been going on in all parts of the country, with the discussion being carried on for Allied by whatever top Allied (Continued on page 4)

Fox Option Payment May 8 to Skiatron

By LESTER DINOFF

The stockholders of Skiatron Electronic and Television Corp. were informed today of agreement with Matthew Fox, the company will receive $50,000 on May 8 in payment for certain options and may receive an additional $87,000 within the year if Fox exercises the first part of the option.

In a stockholders’ meeting yesterday (Continued on page 4)

Oldsmobile Picks Up ‘Oscar’ TV Rights

Oldsmobile has picked up the option to teletac next year’s Academy Award ceremonies, thereby eliminating the industry as a possible sponsor of the event. The advertising-publicity executives committee of the Motion Picture Association of America had planned to submit a proposal for the industry to teletac the “Oscar” Awards in 1955 to the MPAA board of directors at its annual meeting today. Indications were, however, that the MPAA member companies may consider the telecasting of the 1956 awards. (Continued on page 4)
Arbitration Not on
Allied Bd. Agenda

WASHINGTON, April 28.—So far, “no one has suggested that arbitration be put on the agenda” for the next meeting, which is expected to be held May 8 and 9 in Minneapolis, according to legal counsel Abram F. Kohn, counsel for the Allied Publicists of America.

Allied officials have maintained that the group has not engaged in any arbitration discussions with management, and that any such discussions are being held in a settlement pattern by the Michigan group. The statement that arbitration is not on the agenda does not hold out too many prospects for any early change in Allied policy.

Eire's Budget Seeks
To Ease Rural Taxes

DUBLIN, April 24 (By Air Mail).—In addition, taxes in Eire will remain unchanged, but a concession will be made to theatre owners in rural areas if the local rate is below the national rate, by which the tax would be debeted in the Dail, is passed.

Previously, all exemption from taxation of theatres was limited to urban areas with a population under 500. This exemption figure, in the opinion of the minister, has been too high and the Dail has included communities up to 1,000, and in areas where the population totals between 1,000 and 5,000, a half reduction of the tax would be granted.

The previous exemptions to areas of less than 500 population encouraged a rapid growth of small, rural theatres in strictly rural sections. The new exemptions, if accepted, would affect, in addition, about 75 small managers of small houses and give them badly needed relief.

Eire President Guest
At CinemaScope Bow

DUBLIN, April 24 (By Air Mail).—The “Robe” opened here on April 23 at the Savoy Cinema before a distinguished gathering that included President Liberty, the guest of Eire. The opening ceremonies were organized by the Variety Club of Ireland. The entire proceeds of the night’s performance were contributed to the fund for blind children. Patrick Farrel, of Capitol and Allied Cinemas, introduced the film and presented the objects and work of the club.

The Savoy is the first theatre in the world to be fitted for full-screen wide and stereoacoustic sound for CinemaScope productions.

Gualino Says Lux Films May Make Picture in VistaVision in Fall

If VistaVision camera equipment is available, Dr. Renato Gualino, executive vice-president of Lux Films of Italy, declared yesterday that his company will start production of a film in the Paramount-developed wide-screen process in the early fall.

Gualino, who heads the Lux Corp. and president of International Association of Producers, is here on company business. After viewing the VistaVision demonstration at the Radio City Music Hall last week, the producer said that “our solution to problems of exhibitors” because of its adherence to present standard equipment.

Technicolor, Inc. recently notified independent producer Fred Borden that two VistaVision cameras will be ready by July 15 for his “Girl Rush” production.

D-J Doubts It Will Have Observer at Arbitration Talks

WASHINGTON, April 28.—Justice Department officials said they doubted that the department would ever agree to send any observer to the country industry arbitration talks.

The Southern California Theatre Owners Association recently suggested that the Small Business Committee send an observer to the talks at Los Angeles. The one observer said, “I think our policy would be that this is something for the industry to work out, and that we come in only after it is all worked out and sub, ject to the department’s approval, or no approval, one Justice official said.

Spokesmen for the Small Business Committee last week named chairman Schoepel (R., Kans.) said they had no record of any invitation to attend the talks, and therefore would not comment.

Six More Join UA Promoting Group

Six more industry veterans have accepted posts on the honorary committee for the United Artists 35th anniversary celebrations, to be held in Philadelphia on May 5 under the sponsorship of the Variety Club, Toronto.

The six exhibitors are: Benjamin T. Pitts, president of the Pitts Theatres, Wakefield, Va.; J. B. Fishman of the Fishman circuit, New Haven; George A. Crouch, Washington, and Paul A. Warnit; Lauret Carman of the Garman circuit, Baltimore; P. Mortimer Lewis of the Apollo Theatre Circuit, Atlantic City; M. E. Ellis, former general manager of the A. M. Ellis Theatres, New Jersey and Pennsylvania.

'Robe' Sets Mark in
Arizona Drive-In

TUCSON, Ariz., April 28.—A record opening day gross of $1,200 was made here yesterday by 20th Century-Fox’s “The Robe” and stereoacoustic and stereophonic sound at the Cactus Drive-In, it is reported by the theatre management.

The mark doubles the receipts of any comparable opening day for the outdoor theatre which has a three-hour sound system speaker for the showing of the picture.

Bauer En Route Home

SHEFFIELD, April 23 (By Air Mail).—Roy Bauer, former Australi- an managing director, was to leave here by plane Tuesday (April 27) for Hollywood. Bauer is in New York attending conferences with studio and home office executives on plans for release of “The Caine Mutiny” and others of the company’s important new releases.

Schenck Daughter Wed

Marri Stevens, 21, daughter of Nicholas Schenck, president of Loew’s, married on April 29, 1945, to Michael Butler in Mexico City.
WEBB, Texas Compo Settle Short Feud

DALLAS, April 28.—When Jack Webb on his "Dragnet" TV show referred to having seen a "lousy show" at a picture theatre, he aroused the ire of the Texas Council of Motion Picture Organizations. The Texas COMPO board protested the show and a telegram from Jack Warner at whose studio Webb is making a picture titled "Dragnet." Webb, however, was quoted in an article, calling the reference to a "lousy" show as being "inexcusable," assuming COMPO that he was not an unfriendly gesture, but due to thoughtless editing on his part.

K.C. Star Says TV Is No Death Knell

KANSAS CITY, April 28.—There is plenty of room in entertainment for the media of radio, TV, pictures and the press, the Kansas City Star asserted in an editorial. Television has not killed off pictures any more than radio hurt newspapers in circulation and advertising, the newspaper contended. The editorial follows: "With the advent of television, dire predictions were made about the future of radio, the movies and newspapers. Just what has happened since World War II?"

"Very Vigorous"

"Radio and the films have had a reduced over-all income but both mediums are still very vigorous, in fact. The public has proved again and again that it will support a good product in either of these fields. An example is the "Aladdin," now showing in "The Robe." Already it is the second largest grosser in history and experts believe it will surpass "Gone With the Wind.""

"Plenty of Room"

"With the experience of six or seven years of commercial television now behind us, it seems safe to say that in our rapidly expanding economy there is plenty of room in the entertainment and news fields for all of these mediums. Television has made everyone else sharpen up, push hard, but it certainly has not provided the death knell for any medium. Far from it."

W. Pa. Allied Heirs Makemlin May 18

PITTSBURGH, April 28—The Allied States plan for guaranteed picture dates and support for 12 features to be made in the course of a year by Hal Makemlin has been approved by the board of directors of Allied M.P.T.O. of Western Pennsylvania.

The board also scheduled an open luncheon meeting for May 18 at the William Penn Hotel here at which exhibitors of this area, whether members of Allied or not, will be invited to hear Makemlin outline his plans and describe participation terms for exhibitors.
is expected to be settled amicably. If a settlement with Universal is not reached, he added, Pathe Laboratories will decline to honor the contract, contending that it has not been lived up to.

He attributed the failure of Chesapeake Industries to pay dividends on preferred stock to film losses. These were just the result of a plan, approved by the board of directors, of leasing ten ELC films to TV for United States and Canada for $3,000.

**FPC Not Rushing New Media Units**

TORONTO, April 28—President J. J. Fitzgerald of Famous Players Canadian Corp. stated at the annual stockholders' meeting yesterday that because of the considerable backlog of excellent product, the company was not rushing with the installation of new presentation techniques in circuit houses of smaller centers.

Fitzgerald expressed the view that the “excitement” of television was showing signs of waning. In the Windsor, Ont., area where TV stations were operating, it economizes dramatically better in the first quarter of 1954 than in comparable recent periods.

For the whole circuit, Fitzgerald said gross revenue so far this year exceeded the figure for the same quarter of 1953 by about 3 percent, largely due to increased operating costs and greater depreciation charges.

**COMPO Plans Ambitious New Program**

of radium-poisoning. The framework is the same in this version, but this time the supported victim is Harry, a townswoman who set out at a desert whistle-stop, and Martin is the supposed doctor who announces the inevitability of Lewis's demise (although both know, by the time Miss Leigh arrives in town to take Lewis to New York where her publisher and the mayor have prepared the populace for his arrival, that there is nothing wrong with him). With this beginning, the script by Jack Rose and Melville Shavelson is off and running through a series of disarming and unrimmatically amusing situations that give the beholders a laugh workout such as they haven't had in months.

Martin is principally in charge of the vocal department, naturally, although Lewis helps out a bit, and Miss Leigh is the properly beautiful object of one of Martin's ballads.

The dance department, which embraces a big and brilliant production number pairing Martin and Lewis late in the film, is highlighted (to use a moderate word for it) by Miss North, who, accompanied by Lewis and a very fine synchronized trio, is a product of a sizzling routine that hasn't often been matched, for heat and fervor, on the screen.

The film was produced in lavish Technicolor by Paul Jones, and directed with telling skill and superb timing by Norman Taurog.

Running time, 95 minutes. General audience classification. Release date not set.

WILLIAM R. WEaver

**Living It Up**

(Continued from page 1)

**Allied to Explore**

(Continued from page 1)

**RKO Stock**

(Continued from page 1)

office, with Snaper presiding. Others present were Herman Robins, COMPO treasurer; Sidney Schreiber, secretary; Robert W. Coyne, special counsel; and James E. McCarthy, information director.

Initiated by Pinanski

The plan for a nation-wide vote on the best picture each month, was explained, represents a combination of the American Film Institute's picture of the month and a program successfully conducted in Denver and Columbus, Ohio. The governing committee referred the project to the COMPO press relations committee with a request that details be worked out as soon as possible and submitted to the COMPO triumvirate, submitted subsequently to the COMPO triumvirate.

Giving high praise to the series of advertisements being published by COMPO in Editor & Publisher, the committee voted to continue the endeavor. In further expanding press relations, the committee also announced the intention of establishing press committees in each of the major cities so that there will be proper outlets for all-important picture news.

The decision to take the lead in the fight against juvenile delinquency may be the most important public relations activity ever attempted by the industry, in the view of the committee. Coyne was instructed by the committee to map out a practical program by which the industry can take the lead in efforts to combat juvenile crime throughout the country. In the meantime, Snaper is expected to confer with Senator Hendrickson of New Jersey, chairman of a Senate committee investigating juvenile delinquency. A screening also will be held shortly of a feature-length picture extolling the British Service.

The committee also decided to continue COMPO’s research program. This, it was pointed out, is expected to be of great value in the event that states and municipalities move to take over the admission taxes relinquished by the Federal Government. The COMPO staff was instructed to watch the state and municipal tax situation most closely and be prepared to go to the assistance of exhibitors in any state or municipality threatened with new taxation.

Pleased with the warm friendships established for the industry among members of Congress and Government officials, as a result of the successful tax campaign, the committee instructed Coyne to keep in close touch with Government and industry leaders in close contact with leaders of government.

**National Screen Makes Offer**

In behalf of National Screen Service, Mr. office, makes a tentative offer for any exhibitor who might wish to show his appreciation to his Congressmen for the latter's support of the industry's tax situation.

A national check will be made for COMPO by the Sindlinger & Company on changes in admission prices and theater reopenings since April 1, when the new excise tax law went into effect.

Coyne was instructed to check with members of the COMPO executive committee on the advisability of establishing a joint industry round table discussion should be held in connection with the next meeting of the executive committee. A date for such a meeting is also to be determined.

On motion of Snaper, a suggestion from Abram F. Myers, Allied general counsel, that an industry-wide contest be held to pick a title for an untitled feature picture, as a stimulant to business, was referred to the COMPO press relations committee for study. The committee decided also to give further study to proposals made by representatives of the John Hancock Life Insurance Company regarding group and liability insurance for industry members.

**SMpte to Be Invited**

It was voted to invite the Society of Motion Picture Engineers to become members of COMPO, and Coyne was directed to continue efforts to enlist the membership of TESMA, film advertising groups, concessionaires and other trade units allied with the movie industry.

The committee unanimously approved a motion by Lichtman praising the work of E. Lawrence, McCarthy and the COMPO staff.

**Skirator**

(Continued from page 1)

day at the Hotel Grosvenor here, in which the proposed eight-man board of directors of Skirator was unanimously elected, those candidates who were also told that SETC will receive monthly payments of $8,333 for engineering rights, said that the U.S. Navy has not completed payments on certain Skirator radar rights.

Directors of a financial group which received on April 6 from Skirator an exclusive 99-year franchise agreement, with the option to renew, for Subscriber-Vision, the company's answer to subscriber television which, as Levey declared, is "inevitable.”

Board Members Reellected

The stockholders gave a thumbs up to the board Arthur Levey, president; Lawrence Houget, treasurer; Kurt Widder, treasurer and general counsel; Frank V. Quigley, secretary; James M. Landis, attorney; Philip A. Levey, attorney; J. R. Poppele, consulting engineer; and Louis, physicist and consulting engineer.

In the annual report, Levey stated that the annual gross revenue for Subscriber Vision program, totaling $163,492 during 1953, was paid from capital on page 29, May 8, 1954. On May 1, 1954, the company’s statement, which is due on May 1, 1954, will be paid out of the dividends received under the agreement.

Widder, in answer to a stockholder's question, declared that "no difficulties have arisen" in connection with the Federal Communications Commission in getting approval for Subscriber-Vision or any form of free TV." He explained that many UHF television stations have been returning their operating permits to the FCC because they could not make enough money to meet operating expenses and that subscriber-television will tremendously aid the industry in this operating situation.

**Poppele Optimistic**

Poppele, former vice-president of WOR-TV, stated that the motion picture business is "in a hell of a jam and will be in a hell of a jam until television succeeds." He declared that "too many television stations have been refused their operating permits to the FCC because they couldn't make enough money to meet operating expenses and that subscriber-television will tremendously aid the industry in this operating situation.

**Government Getting Data in 16mm. Case**

HOLLYWOOD, April 28.—Government counsel James McGrath today submitted to the shortcomings in the 16mm, case have voluntarily begun furnishing needed information to Government counsel under the provisions of the Smith Act for a subscriber-television system, the company will present Subscriber-Vision within 30 days to the general public.

Western Union will accept and forward application for Subscriber-Vision when the FCC gives a green light, the Shaitron president said.

**Theatre to Be Church**

MEMPHIS, April 29.—The Esquire Theatre has been sold for $40,000 and will become a Negro church.
**In the THEATRE Equipment World . . .** with RAY GALLO

**Review**

“The Forty-Niners”  
(Allied Artists)

T is apparent that the narrative method evolved by Jack Webb for his radio and television series of “Dragnet” has been utilized in the production at Forty-Niners. It is a better western for this reason. As it is, it’s a top-grade Wild Bill Elliott action story, with Virginia Gray and Henry Morgan heading up the supporting cast. The title sites quite accurately the time of the story, and the locale, of course, make it an exceptional vehicle to track down two killers known to have committed a murder for pay. Roaming from town to town without his badge of office, but with his guns at the ready, he allows his companions to abandon him and thus wins the confidence of a man whose businesses include making contacts for professional gunmen. Many complications, most of them convincing and not commonplace, lead to his eventual success in his assignment, several persons having died in due course necessitating changes in the plot.

Direction is by Thomas Carr and the script is by the prolific Dan Ullman. Editing, no small responsibility in “Dragnet”-type style, is by Sam Fields. In support are John Doucette, Lane Bradford, Stanislav Jolley, Harry Lauter, Earle Hodgins, Dean Jomer and Ralph Sanford.


**ASN Is Linked With Empire-Universal**

TORONTO, April 28—New personnel on the board of Associated Screen News, Ltd., in Montreal, and the Toronto arm is in operation. It is since control was acquired by Paul L. Nathanoff and the company is known as Toronto Universal-Film, Ltd., here.

George H. Beeston, Toronto, who became ASN vice-president is, secretary-treasurer of Empire-Universal whose vice-president is Nathanoff, now a director of Associated Screen News. A. W. Perry is E-U president.

Maxwell Cummins of Montreal, associated with Nathanoff in the past, has succeeded William Singleton as president of Associated Screen News. Last year, B. E. North, the founder of ASN under Canadian Pacific Railway auspices more than 25 years ago, retired as president and Singleton succeeded him.

**AMPA Nominating Committee Named**

A seven-member nominating committee has been selected to propose a list of officers for Associated Motion Picture Advertisers for the 1954-55 term, it was announced by AMPA president Lige Brien of United Artists.

Blanche Livingston of RKO Theatres and Vivian Moses of Samuel Goldwyn Productions are co-chairmen of the nominating committee. The other five members of the committee are: Charles Alcoate of “The Film Daily,” Steve Edwards of Republic Pictures, Charles Lazarus of Donahue & Coe, Herman Schiller of the Independent Film Journal and Max Stein of 20th Century-Fox.

**Ligation Ties Up New Conn. Drive-ins**

HARTFORD, April 28—Ligation has tied up construction on two new Connecticut drive-in projects. A hearing at the Round Lake drive-in, being built by Mr. and Mrs. Fred Berninger, containing their efforts and expenditures until the beginning of a construction of a drive-in would force them out of business, have appealed from Metronome. Commissioner John K. Kelly’s issuance of a permit to Anthony Perri of Branford to construct an open air theatre.

In New London, Peter J. Boras, counsel for 16 Groton property owners objecting to plans of four shorefront businesses to build a drive-in, filed an appeal in Superior Court on Commissioner Kelly’s granting of a petition.

Back on this unit are Henry Piazio, J. R. Lawrence Peters, Isadore Fishbone, all of New London; and Anthony Albino, Waterford.

**'Scope-Stereo Bow In N. C. Drive-in**

CHARLOTTE, April 28—Cinema-Scope and stereoscopic sound made their North Carolina drive-in debut this week at the Railroad Drive-in on Albermarle, with 20th Century-Fox’s “The Robe.”

To accommodate the CinemaScope showing, installation of simplex equipment allowing two sound speakers for each car was made. In addition, these theatre’s screen dimensions were enlarged to 28 by 34 feet.

North Carolina exhibitors, civic and newspaper representatives attended the event at the 450-car outdoor house.

**Indiana Allied to Meet June 15-16**

INDIANAPOLIS, April 28—The annual spring meeting of Allied Theatre Owners of Indiana will be held June 15 and 16 at Lakeville, Ind. It will be preceded by a board of directors meeting on June 14.

William C. Gehring, 20th Century-Fox, Ind. rep, will discuss his company’s CinemaScope and stereoscopic sound distribution policies at one of the convention sessions.

**Eastman Quarterly Sales $131,800,000; Above ’52 and ’51**

FLEMINGTON, N. J., April 28—First-quarter preliminary consolidated sales of $131,800,000 were reported today by Eastman Kodak. The sales figure, for 12 weeks ending March 21, compares with sales of $131,800,000 in the corresponding period a year ago and is 10 per cent above first-quarter sales in 1952 and 1951.

The report was made by Thomas J. Hargrave, chairman, to the company’s shareholders at their annual meeting here.

**Hargrave Discusses Trends**

In his comments at the meeting, Hargrave said:

“Tn total, the company’s first quarter was a good one. Sales almost equaled those of the 1953 first quarter, which was the best first quarter the company ever had.

“On the whole, trends among our product lines were somewhat mixed, and the normal spring upturn has not shown up in sales for some of our photographic products. In this connection, we feel that the uncertainty preceding the recent excise tax changes may cause a slow down in sales in some areas, and a late Easter have had an effect on the seasonal trend.

**100 ‘Pinocchio’ Dates Gross $128,000 Here**

Last week’s bookings of Walt Disney’s “Pinocchio” in its first 100 release dates throughout metropolitan New York grossed $128,000, it was announced by Charles Boossberg, general sales manager for RKO Radio. “Pinocchio” outgrossed “Snow White,” re-released two years ago, by 30 per cent.

“Pinocchio’s” national release is outdrawing its original 1940 gross by 20 per cent, he said, and is doubling the record set by its initial re-release in 1945. It is also continuing to outdistance “Snow White” in almost every territory.

In other Eastern and Midwest cities, "Pinocchio" just completed playing in 200 theatres.

**Conn. Drive-in With 114-Ft. Screen Opens**

HARTFORD, April 28—A sizable Connecticut trade delegation attended the premiere of the Peralos Theatre Circuit’s first drive-in unit, the New London-Shelmville Drive-In Theatre, Route 72, Plainville.

The theatre’s screen, measuring 114 feet wide, is considered the largest in the country. The screen features a 75-feet glassed concession building front, and a completely paved theatre area.

Serving as host to the Peralos, assistant to his brother, Spec, general manager of the Peralos interests in Connecticut.
A simple statement of fact...

THE ALMANAC is referred to far more often, by far more people in the motion picture and television industries—and also by more writers for the public press—than any other reference book. There are obvious reasons for that:

The data in the most-often-used parts of the ALMANAC is not to be found in any other reference book.

THE ALMANAC is the only finger-tip reference volume of its kind—the only thumb-indexed book in these fields. It is correctly described as being "like a library of fifteen volumes in one." No other reference book in these fields can genuinely make that claim.

THE ALMANAC is not given in combination with any other publication. It is purchased for itself alone. Its unique features make it indispensable—worth many times its price—to thousands in the motion picture and television industries.

It is the only accepted "Who's Who and What's What" for the entire field. There just isn't anything like it!

Price $5 post-paid
Tradewise...

By SHERWIN KANE

INITIAL reaction here yesterday to the proposed new program of activities advanced by the governing triumvirate of the Council of Motion Picture Organizations was decidedly favorable.

The ambitious schedule covers practically every major field in which COMPO properly might interest itself, namely, public and press relations, business promotion, research, defense against and opposition to discriminatory taxation, and the possible new field of bringing industry technical authorities together for agreements on standardizations which could help reduce confusion concerning new techniques both within the industry and in the public mind.

Full approval of the program undoubtedly will have to await a later meeting of the COMPO executive committee or, perhaps, an all-industry gathering. Details of the proposals need to be explored, budgets to be prepared and financing arrangements made, if, as and when needed.

The point is, there is something of immediate value and interest in the program for every branch of the industry and there is the promise of fine public service as well in the assurance of a continuing active and useful all-industry organization.

The governing and administrative heads of COMPO are to be commended for advancing proposals of such considerable individual merit and promise.

The Variety Club of New York next Thursday evening will honor William J. German as the recipient of its first annual Heart Award at a dinner at the Waldorf-Astoria Hotel here.

All in the industry who are privileged to know those who give of themselves unflinchingly and without stint in every charitable cause for which their aid is sought, are aware of the high place in that group which William German occupies.

Not only has he been a main-

(Continued on page 2)

TOA Board Meeting Set for June 17-19

The Theatre Owners of America's executive committee and board of directors will hold a special summer meeting at the Beverly Hills Hotel, Los Angeles, June 17-19, it was announced yesterday by Walter Reade, Jr., TOA president.

Honorary chairman of the board of directors, Charles P. Skouras, will preside in the absence of Alfred Starr, chairman of the executive committee and the board of directors.

Car for Cole From Texas Exhibitors

DALLAS, April 30.—In appreciation of his work on behalf of the industry in achieving the adjustment in Federal income taxes, Texas exhibitors will present a 1934 Cadillac coupe-de-ville to Col. H. A. Cole at a testimonial dinner next Thursday at the Town and Country Restaurant here.

The presentation of the gold keys to the car will be made by Robert J. O'Donnell, phil. Isley, president of Phil Isley Theatres and president of Texas Allied Theatre Owners, is chairman of the (Continued on page 4)

Equal to 50c a Share

Stanley Warner's 26-Week Net Profit $1,191,000

A net profit of $1,191,000 for the 26 weeks ended Feb. 27 was reported here by Stanley Warner Corp., equivalent to 50 cents per share on outstanding stock held in the treasury.

The profit before deducting provisions for Federal income taxes and contingencies amounted to $2,051,000, Federal taxes totalled $785,000 and provision for contingencies was $75,000.

Theatre admissions and miscellaneous income for the 26 weeks amounted

(Continued on page 2)

Joint Action

TOA, ALLIED HIT PRODUCT ‘FAMINE’

Distributors Outline Product Plans; Reply To Exhibitor Wires

Loew's believes in making the “strongest releases available at all times,” Charles M. Reagan, general manager of Loew's and Allied, declared in response to the joint telegram of Theatre Owners of America and Allied States Association criticizing the product “crisis” in May and June.

Reagan's letter of response was made public here yesterday by Walter Reade, Jr., TOA president. Reade, reading the letter aloud, relayed Reagan's cordial response to the joint bid in which the Loew’s distribution director outlined his company's releasing plans for May and June.

Responding for Warner Brothers, (Continued on page 5)

Denies Settlement

Talks of ELC Suit

The $15,000,000 anti-trust suit brought by Associated Industries against Loew's and RKO Theatres in behalf of Eagle-Lion Classics will go to trial on Monday before Federal Judge Augustus Hand in New York Federal Court, despite reports of a possible settlement of the case.

Edward Rafferty, counsel for RKO (Continued on page 4)

Reade, Snaper Demand Corrective Measures in Wires to Distributors

A joint plea by Theatre Owners of America and Allied States Association to distribution to correct the product “crisis” seen for May and June was made public here yesterday by Walter Reade, Jr., TOA president, and Wilbur Snaper, former Allied president, and now a member of Allied's national board of directors.

At a joint press conference, the two exhibition leaders charged that distribution is withholding product from May and June release and postponing releases of their important product until July. This condition, Reade and Snaper charged, creates periods of "famine" and "famine," which is harmful to the industry.

Snaper contended that the product "famine" comes just as a time when theatre owners have been granted some relief from the Federal tax, a condition which "levels off" the tax benefits.

Both maintained that the (Continued on page 5)

MPAA Reflects All Officers; Lauds Hays

The board of directors of the Motion Picture Association of America at its first quarterly meeting yesterday unanimously re-elected all incumbent officers.

Retaining office are Eric Johnston, president; Joseph I. Breen, Ralph Heitzel, Kenneth Clark and G. Griffith Johnson, vice-presidents; Sidney Schreiber, secretary; F. W. DuVall, (Continued on page 4)

Reade Cites Role Of Reissues Today

The reissue situation was highlighted by Walter Reade, Jr., president of Theatre Owners of America, at the joint TOA-Allied trade press conference here yesterday.

"All of us," he said, "the biggest and smallest, are playing hookey and reissuing over again. We don't have anything (else) to make a buck."
Festive Denver Welcome To Fox's Centre Theatre

U. S. Postage Stamp To Honor Eastman
ROCHESTER, April 29 — A through stamp commemorating George Eastman, founder of the Eastman Kodak Co., and focusing the philatelic spotlight on the city of Rochester, will be issued in July, the 100th anniversary of Eastman’s birth, and will be available starting in Eastman’s birthday. Arthur E. Summerfield, U. S. Postmaster General, is expected to preside over the ceremony, which will be held at the Robert W. W. Crook Memorial Auditorium. The ceremony will be broadcast by 11,000,000 of the stamps will be printed.

Joe Laurie, Jr., 61; Veteran Comedian
Joe Laurie, Jr., 61, veteran comedian and raconteur of show business, died yesterday after a long illness at St. Clare’s Hospital here. He is survived by his wife, June, brother and sister, and a son, Joseph Laurie, Jr. Rated as one of show business’ top historians, Laurie teamed with Abe Green for the “From Vaude to Video.” He also authored film scenarios and developed scores of vaudeville routines, radio and TV skits, and jokes.

Oscar Neufeld Dead
PHILADELPHIA, April 29 — Oscar Neufeld, veteran of the local industry, died yesterday at his home here of cancer, age 68. He began as a financial representative for Stanley Masbaum, was secretary for M-G-M here and opened his own film exchange in 1921. Later he was with Horlacher Film Delivery Service, which is now James F. Clark’s Highway Express Lines.

Paramount Party
Paramount Pictures will honor its Academy Award winners, Audrey Hepburn and William Holden, at a special banquet Monday at the Hotel Pierre roof garden.

MPAA CITES NICHOLAS SCHECK
Eric Johnston, president of the Motion Picture Association of America, yesterday presented a silver bowl to Nicholas M. Schenck, Loew’s, Inc., president, during the board meeting of MPAA.

The bowl was signed by Johnston and company presidents and representatives who attended negotiations in Miami Beach last January with the American Federation of Musicians. The presentation marked Schenck’s efforts in labor relations as having made “ours a finer, better and greater industry.”


DENVER, April 29 — Called by its builders and operators, Fox Intermediate Thirtieth Theatre in the world,” the 1,247-seat Centre Theatre opened here tonight to the applause of a capacity audience. The theatre, such as this city has not experienced at any time in the past. An invited audience of Hollywood stars, newspapermen and other community dignitaries viewed a performance of 20th Century-Fox’s “River of No Return,” the film chosen as the opening feature.

Invited to the opening were Jane Russell, Joan Crawford, Charles Coburn, Jack Benny, Abbe Lane and Cordelia Dubois. Also in the audience, in the performance of the theatre, in which the film luminaries participated with civic officials and ex-officials and ex-local dignitaries.

The Centre has a stadium-type auditorium and is built of reinforced concrete, brick, and is fully fireproof. The auditorium is 11 feet wide and 162 feet long. Although it is not open to the public tonight, it will boast one of the largest CinemaScope screens in the country, 24 by 60 feet.

“Symbol,” Says Rickertson
The Centre Theatre is the newest addition to the National Theatre Circuit, a circuit headed by Charles P. Skouras and directed by Rickertson. It is said to be “a definite ‘plus’ for their houses.” The theatre constructed since the end of World War II. The theatre, said Rickertson, “will stand as a symbol of our Riveter’s achievements in the future of the film industry.”

Jessel to Seek RKO Release of 3 Films
Film producer George Jessel, who was listed on the National Television Film Council luncheon meeting at the Hotel Warwick here today, said that he planned to meet with Howard Hughes, representative of RKO, and discuss the release of three independent productions through RKO Pictures.

Jessel said that he plans to curtail his television activities at the start of his first film in the early fall. Betty Hutton and Eddie Fisher are being considered for a film to be followed by a television show, starring Mrs. Deitch Promoted
Robert L. Deitch, who has been exploitation-promotion manager of the American business, has been promoted to director of advertising publicity and exploitation for the New Jersey house.
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THE LENS FOR TODAY, TOMORROW, FOR ALL TIMES! PERFECT PROJECTION FOR ALL SYSTEMS—ALL ASPECT RATIOS

Here's the lens that you can buy today with confidence and be ready for all existing systems as well as any that may be developed in the future.

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More light with clear, sharp focus across the full width of the screen.

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PANAVISION'S optical formula plus expert craftsmanship give the highest color rendition possible. Its true, natural color is amazing!

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PANAVISION'S unique mounting in front of the objective lens permits adjustability which eliminates lateral line distortion caused by curved screens and excessive projection angles!

VARIABLE ASPECT RATIO
A turn of the single control knob permits any aspect ratio up to 2.66:1!

SIMPLIFIED MOUNTING
An easily installed mounting plate remains permanently on front of the projector head. The Super Panatar lens is mounted or removed from this in seconds. Fits all objective lenses.

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After comparative tests with all other available lenses, Loew's International has chosen Super Panatar for its world-wide chain of theatres!

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8 More TV Stations Now on Committee of Advertising Bureau

Eight more TV stations have joined the group of 25 stations comprising the organizing committee of the Television Advertising Bureau, according to an announcement that Richard A. Moore, general manager of station KTTV, Los Angeles, who is serving as temporary chairman.

More councilmen from New York with Richard P. Dolbert, who has accepted the position of consultant to the organization, are former vice-president of the NABT and now head of his own consulting organization, Television Radio Management Corp.

The new members of the expanding organizing committee are John H. Bone, general manager, WNEM-TV, Saginaw, Mich.; James C. Haurahan, general manager, WEWS, Cleveland; Stanley E. Hubbard, president, KSTP-TV, St. Paul; Vernon A. Nolte, general manager, WHIZ-TV, Zanesville, Ohio; John L. Porter, general manager WSAZ-TV, Huntington, W. Va.; W. D. Rogers, president, KDUB-TV, Lubbock, Tex.; Henry W. Slavick, general manager, WJW, Cleveland, and Victor A. Afolis, director of WHAS-TV, Louisville.

Altec Will Supervise Perspecta Installing

The installation of Perspecta sound at Loew's Coronet Theatre in New York City, to be supervised by Altec Service Corp., and will be followed, on May 4, by a demonstration to all members of the organization of the area as well as members of the Society of Motion Picture and Television Engineers who at that time will be attending their semi-annual meeting at the Statler Hotel.

D. L. Demearest, Altec New York headquarters engineer, will be in charge of the technical crew for the Washington installation.

Writers' Award to Col.'s 'Big Heat'

Columbia Pictures' "The Big Heat" last night received the Edgar Allan Poe Award as the outstanding mystery film of the year at the annual prize banquet of the Mystery Writers of America at the Henry Hudson Hotel here.

The "Edgar," one of eight given to mystery works in as many media and story forms, was presented as a joint award to Screenwriters Sarah Birdsall and William M. McGiver, from whose story the screenplay was derived.

Dezel Acquires 4 'Cisco Kid' Films

DETROIT, April 29.—In a deal consummated in New York last week between Albert Dezel of East Salard and Max Rosenberg, a series of four Cisco Kid features were acquired by Dezel Production Corp.

The films, acquired for the Chicago and Detroit areas, are "Gay Amigo," "During Caballero," "Satam's Cradle" and "With Vengeance." The films in the deal were three Randolph Scott films, "Canadian Pacific," "Caribou Trail" and "Fighting Man of the Plains," formerly released by 20th Century-Fox.

N. W. Exhibitors to Convene on June 8

SEATTLE, April 29.—The convention date for the Theatre Owners of Washington, Northern Idaho and Alaska has been set for June 8 at the Olympic Hotel here. Featured speakers will include Walter Levey, president of the Theatre Owners of America, and Herman Levy, general counsel for the national exhibition organization.

New Group to Reopen Biograph Studio Here

The Biograph studio in the Bronx, which has been closed since 1929, will be reopened by a new corporation, Biograph Film Studios, Inc., headed by Suzanne Sellock, Thomas Ward and Roger Donohue.

The company expects to complete improvements by the end of June and will utilize the property for the production of theatrical and TV films.

Honor Pinckney

Glenn M. Pinckney, of Altec Service Corp., was tendered a testimonial dinner in Chicago last week by Erpi and Altec by his company associates yesterday. The affair honoring Pinckney was held in the offices of Altec's eastern division, Newark, where he served for several years of branch manager.

Filmmakers Holding Chicago Sales Meet At the Blackstone

HOLLYWOOD, April 29.—Filmmakers, production president Irving H. Levin, of the Blackstone, vice-president and domestic sales manager, will fly to Chicago tomorrow to conduct the 1954 Western regional sales meeting for Filmmakers Releasing Corp., exchange member, Blackstone Hotel Saturday and Sunday.

Levin will review the company's program and will present past three months and outline plans for current production, "Private Hell," which goes into production June 1.

Phil. Catholics to Scan Film Standards

PHILADELPHIA, April 29.—A committee of Catholic laymen consisting of approximately 1,600 members from every parish in the Philadelphia Archdiocese has formed a "standard of decency for motion pictures." It was announced by the Right Rev. Monsignor John J. McGivney, of the Holy Name Society here last night.

Msgr. McGivney said the committee is an outgrowth of the recent U. S. Supreme Court decision invalidating present film censorship statutes when applied to inordinate, sacrilegious and licentious crime as reasons for the banning of films. Msgr. McGivney declared the court's decision was "the final answer to our problem of the film industry." Dr. James M. O'Neill, author and lecturer, was a speaker at the banquet, criticized the Supreme Court decisions limiting film censorship.

Protests Fail to Halt 'Line' in Buffalo

BUFFALO, April 29.—Despite protests and moves to halt its presentation here of "The French Line," opened to strong response at the Lafayette Theatre here.

The Buffalo Common Council requested a petition from the St. Andrews Holy Name Society of suburban Kenmore, urging positive action against the film which has no Production Code seal. The Council contended that it had no power to act in the matter.

Knoxville Bans 'Line' After Approving It

KNOXVILLE, Tenn., April 29.—Reversing a previous decision, the Knoxville board of review banned "The French Line" from showing at the Auditorium Theatre here. The board previously had given the Howard Hughes picture a green light.

729,783 Tickets to Servicemen in '53

A total of 729,783 tickets to legitimate shows, motion picture theatres, and other cultural and sports events were donated in 1953 to servicemen and women through the Armed Forces Inter Service Ticket Committee which was established by the Welfare Committee of New York following World War II. The committee has already distributed 340,490 free tickets during the first quarter of this year.
Film News

MOTION PICTURE DAILY

VOL. 75. NO. 84
NEW YORK, U.S.A., MONDAY, MAY 3, 1954

TEN CENTS

FOX SETS FORUM ON C'SCOPE

M-G-M Eliminates Stereo-Sound Requirement

Lens, Screen Policy Stands, Reagan Says

Metro-Goldwyn-Mayer has lifted its stereo-sound requirements for its CinemaScope pictures, it was disclosed here at the weekend by Charles M. Reagan, Loew's vice-president in charge of distribution.

Reagan, explaining that M-G-M changed its position in "response to the demands of many motion picture exhibitors," makes the disclosure in an advertisement appearing in this issue of Motion Picture Daily.

Remaining requirements for Metro's CinemaScope pictures, Reagan explained, are wide screens and anamorphic projection. Concurrent with the announced change in policy, Reagan urged exhibitors to equip for stereo-sound, which he called an opportunity for improved presentation.

"The new policy is designed to service theatres which present the single channel track as well as those equipped for magnetic sound and the new Perspecta sound," Reagan continued. "Knights of the Round Table" and "Rose Marie" are the only two M-G-M CinemaScope releases.

Paras. Has 2 Weeks

To Sell N. Y. Bldg.

WASHINGTON, May 2.—The Justice Department has given Paramount Pictures a two-week extension—until May 17—of the deadline for its disposing of the Paramount Building in New York.

The original deadline under the Paramount consent decree was March 3, 1954. Paramount could not meet that and got a two-months extension. It still hasn't sold the building, however, and Justice is giving it another two weeks.

See M-G-M Answering 'Famine' Cries; Exhibitors Eye 20th-Fox for Change

A partial answer to exhibitor complaints of a May and June product "famine" was seen in the M-G-M announcement that it will lift its stereophonic sound requirements for its CinemaScope pictures, two of which, "Knights of the Round Table" and "Rose Marie," are currently in-keeping.

The hopes of many exhibitors were further raised at the weekend by the announcement of 20th-Century-Fox that it has called a mass meeting of exhibitors at its company's office on Thursday to discuss all aspects of CinemaScope's future. Coming concurrently with the M-G-M announcement, many exhibitors saw the possibility that 20th-Fox, too, may lift its mandatory requirements on stereophonic sound for its CinemaScope pictures.

Expect 600 to Attend

75th Semi-Annual

SMPTE Confab

WASHINGTON, May 2.—An estimated 600 members and guests are expected to be on hand for the 75th semi-annual convention of the Society of Motion Picture and Television Engineers, which opens tomorrow.

Again new screen and sound techniques—this time, VistaVision, and Perspecta Sound, in addition to CinemaScope—will hold the spotlight. Loren L. Rydell, head of research at the Paramount Studio is slated to explain and explore the possibilities of VistaVision, while Earl L. Spangenberg.

Arbitration Group

To Submit Report to

Sales Heads Today

THE subcommittee on arbitration of the general sales managers committee today will submit its report and recommendations for an industry arbitration system to the over-all committee.

The subcommittee has been holding meetings during the last few weeks for the purpose of drawing up an tentative plan.

This plan is scheduled to be discussed thoroughly at today's meeting, and, after possible revisions, will be submitted to the general meeting of exhibitors and distributors which is to.

Eastern Exhibitors Form

Coast Production Company

By WILLIAM R. WEAVER

HOLLYWOOD, May 2—Three $1,000,000 pictures annually for the first four or five years, and 10 per year thereafter, will be financed by a new-formed company composed principally of Eastern exhibitors, Fred J. Schwartz told Motion Picture Daily at the beginning of a stay of several days here during which he will confer with several of the better known independent producers.

The Century Theatres circuit executive said that approximately 25 individuals will be represented in the company organized to finance the production of pictures by independent producers, with budgets ranging from $750,000 to $1,000,000. The company name, makeup and policy details will be told sometime in July, he said.

Schwartz said, in answer to a query, that the plan now being implemented does not resemble in any way the Hal Malmgren plan recently adopted by Allied States Association as a cooperative venture. Neither is it intended that pictures financed by the company will be distributed through any existing channel, he said, although he declined to say, for the present, what.

1,000 Invited

To Air Views

Here Thursday

A meeting of major significance to the industry, at which "a free and unprejudiced round table discussion concerning CinemaScope" will take place, has been called for Thursday morning at Spyros P. Skouras' home office by members of the company.

More than 1,000 exhibitors throughout the United States and Canada received invitations over the past weekend from Skouras to attend the meeting, which will provide a sounding board for every aspect of CinemaScope and its relationship to the future welfare of the industry.

In his invitational Skouras said:

"We feel confident that the discussion will be of benefit to all exhibitors operating theatres of every size and type, including drive-ins.

"Our sole purpose in having this face-to-face discussion is to serve the interests of our customers, the American public, and our industry."

The meeting on Thursday will provide a unique forum for the exhibitors of America. The company promised it will bring to the fore the results, questions and problems concerning virtually every aspect of CinemaScope.

A quick canvass of key exhibitor organization officials at the weekend revealed a definite.

Industry Officials

To Army Briefing

WASHINGTON, May 2. — More than 50 top industry officials have been invited by the Army Department to attend a briefing on the current world situation at the Pentagon on May 13. Following the briefing, the industry officials will be shown the Army's film, "This Is Your Army!"
Consider Wide Screens, Allied Tells Members

WASHINGTON, May 2.—The “critical” product shortage and a recommendation that all exhibitors give serious consideration to the installation of Allied States Association bulletin from New York follow.

Myers, reporting on the findings of Allied’s watch-dog committee on technical developments, said there is no doubt that 70mm pictures can be presented to better advantage on large screens and indications are that 70mm pictures will be produced in increasing numbers.

Myers, in the bulletin, reiterated the position enunciated recently by Walter Reade, jr., president of Theatre Owners of America, and Ben Marcus, Allied president, that a “critical” product shortage exists.

Lauding the recent New York demonstration by Paramount’s VistaVision, Myers said that anyone who saw a scene from Paramount’s “three times” machine at the Radio City Music Hall “would have to conclude that it would be foolish to continue.”

Myers urged Allied members thinking about large screen installation to “consider carefully Paramount’s recommendation that they purchase a screen without seams.”

He added that it is not known whether 20th-Fox will still insist on having their Mirror or Astrolite screens as a condition to licensing CinemaScope pictures. “If it is, that is a factor to be considered,” he stated.

However, he urged that theatre owners check other theatre owners on how their Mirror and Astrolite screens are holding up, declaring that Allied headquarters has received communications from a number of companies reporting “very good” results.

Myers said the watchdog committee suggested Allied irrespective of a “watch and see” attitude on Perspecta sound, until more is known about it and how many film companies will use it.

Product Situation ‘Critical’

On the product situation, despite the release of VistaVision, the “immediate outlook remains bleak” for the exhibitors who cannot afford or don’t want to make the one million dollar investment for the film. “The product situation,” he declared, “is daily becoming more critical and an examination of the release charts at New York demonstrated that Allied easterners will not have enough new product to keep their theatres going during the next three months.

Myers said the condition would be eased if 20th Century-Fox and Loew’s would consider making CinemaScope films available without stereoscopic sound, but “all overtures to that end have been rebuffed” and seem useless to renew them now.

He declared Allied’s position for the release of its product will help eventually, but will take time to get going.

“They (exhibitors) need help now,” he emphasized.

“The situation can be saved if the truly friendly companies will advance the release dates on some of their completed pictures and increase their production schedules to make up for the ones so advanced,” the Allied bulletin warns and states they are doing very nicely indeed.

Lauds ‘Grass Roots’ Exhibitors

Myers said the situation was all the more ironic because the industry is on the verge of getting the benefit of the admissions tax relief, and because “the tax relief which has been won and the improved comfort to the film companies is the product of the very grass roots exhibitors and drive-in operators whom Fox has been trying to overawe.”

Watch and See

Myers said the watchdog committee suggested Allied irrespective of a “watch and see” attitude on Perspecta sound, until more is known about it and how many film companies will use it.

Sterling Silliphant Signs Buddy Hackett

Independent producer Sterling Silliphant has signed Buddy Hackett to star in his second production, “Five Against the House.” Silliphant’s initial producing venture was “The Joe Louis Story.”

Schwartz to India

Adolf R. Schwartz, who has been managing director of Westrex Australia Propriet Ltd., in Sydney for the last two years, will leave there for Bombay in August to take over new duties as manager for Westrex in India.

William E. Kollmyer, now manager in India, will return to New York early in June.

Kollmyer was assigned to the post of managing director in Australia after taking his home office post undergrowing a period of special training at headquarters in New York.

u' Plans Meet Of Exploiters And Publicists

For the first time in more than two years, United Artists will hold its full scale series of meetings in New York of its field and home office exploiters and publicists with arrangements to make the promotional plans of the company’s forthcoming pictures to be released through United Artists this fall. It will be announced over the weekend by Charles Simonelli, Eastern advertising and publicity department manager, who will personally direct the sessions.

David A. Liston, vice-president, who is due in New York late this week, and Clark Ramsay, his executive assistant who now is here, will participate in the meetings which will be held on Monday at the 10th floor.

Feldman Will Speak

The meetings are scheduled to be addressed by Charles Feldman, vice-president and general sales manager, and other top executives of the company. Highlighting the three day discussions will be the developing of the promotional plans for “Magnificent Obsession,” the Technicolor production on the famous Louis C. Douglas novel. Also to be highlighted are the release of “The Bridges of Madison County” and “The Black Horse of Fairworth,” Universal’s first CinemaScope production. Among other pictures to be discussed are “The Big Clock,” “Francis Joins the Wacs,” “Tanganika,” “Drums Across the River,” “The Spirit of St. Louis,” “Pillow Talk,” “The Gangster,” “The Black Horse of Fairworth” and “Dawn at Socorro.”

Members of the executive staff of the Eastern promotion department will address the sessions, including Philip Gerard, Eastern publicity manager, and Jack A. Linet, sales promotion manager. Robert Gilfillan, eastern sales manager, and James Walsh will also address the sessions.

Chairman of the board, William L. Kaplan, will attend the meetings with the home office advertising and publicity departments.

Home and Field Represented

Field and home office exploitation representatives who will participate in the meetings will be Ben Katz, Chicago; John McGrath, Boston; Jordan Polk, Washington Hazen Hill, Atlanta; Duke Hickey, Cleveland; Julian Bowes, Dallas; A-Mike Vogel, San Francisco and Robert Ungerfield, Maurice ‘Bucky’ Harris, William Gandall and Al Cohen, who work out of the New York office. They will be joined by home office advertising, publicity and exploitation staffers including Morris Akin, Lowell Benedict, Guy Biondi, Hilda Brennan, Cliff Cane, Jerome Evans, Sheldon Gunson, Harold Gutman, Chert Hirsch, Paul Kiley, Herman Kass, Milton Livingstone, Alfred Mendelson, Estelle Nathan and Evelyn Turner.

Siiterstone in Hospital

Arthur Silverstone, assistant general sales manager of 20th Century-Fox, was admitted to Cedars Sinai Hospital following an emergency operation. He will be away for several weeks.

SID KRAMER, RKO Radio short subjects sales manager, is in Wilmington from New York.

Harold Wendt, of the Wendt Advertising Agency in Toledo, is in New York from that city accompanied by Mrs. Wendt, their daughter and son-in-law.

Elmer F. Lux, head of Elmart Theatres and president of the Buffalo Common Council, has been named chairman of the governmental division of the Buffalo H.S.A. Cancer Crusade.

Cary Grant will arrive here by plane tomorrow from Hollywood and will call May 11 on the “Corinna” for France.

Dr. Charles Daily, Paramount Studio picture technical expert, has left New York for Washington, Philadelphia and Dallas.


E. L. Reming, special representa- tive for Film Distributors Audit Co. of New York, was in Atlanta last week from here.

James M. Tottman, assistant North- eastern zone manager for Stanley Warner Theatres, was in Hartford from here.

“Duke” Hickey, who handles Uni- versal-International publicity in Clevend- er, is a patient at St. Luke’s Hos- pital in that city.

George Cukor, director, has arrived in New York from Hollywood en- route to Europe.

Bob Rappaport, of the Hippodrome and Town theatres, Baltimore, left there last week for Europe.

Frank Kassel, president of Con- tentional Distributors, is en route to Europe aboard the “United States.”

Irving Berlin will arrive in New York from Europe today aboard the “Ile de France.”

Rosalind Russell, accompanied by her son, Lance, has left New York for Hollywood.

Mary Pickford will arrive in New York by plane today from Hollywood.

William Holden will arrive in New York today from Florida.

James Cagney will arrive in New York today from Cape Cod.

Linda Christian will arrive in New York from Hollywood.

Drewry Martin has arrived from the Coast en route to Europe.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Entered at the Post Office at New York, N. Y., as second class matter. Publisher, Martin Quigley, 247 West 48th Street, New York, N. Y. Telephone, 1500 N. Y. 2407. Copyright 1954, by Martin Quigley, 247 West 48th Street, New York, N. Y. Saturday, May 3, 1954, Volume 23, No. 105, Page 2

W. J. Jennings, Editor; Bessie H. Roden, Assistant Editor; James H. Swan, Managing Editor; James H. Swan, Managing Editor; William Feldman, Assistant Editor; Peter Burnam, Editor; cable address, "Quigpubco, London." Other offices: Silerstone-Barker Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription rates per year, $5 in the Americas and 522 foreign; single copies, 60c.
**13 Are Named To Represent Int’l Variety**

DALLAS, May 2—Appointment of international representatives of Variety Clubs International were announced here by William McCraw, executive director of the clubs. The representatives were named by international chief barbers George Hooe. They are:

Ralph Pries, Zone 1, New Haven, New York and Philadelphia; Jake Flax, Zone 2, Baltimore and Washington; Hubert Bolden, Zone 3, Boston, Albany, Buffalo and Toronto; Marc Wolf, Zone 4, Pittsburgh, Cleveland and Detroit; Roy Wells, Zone 5, Cincinnati, Indianapolis and Dayton; John J. Jones, Zone 6, Chicago, Grand Rapids and Milwaukwe; Ben Goldenson, Zone 7, St. Louis, Des Moines, Omaha and Minneapolis; C. A. Dolan, Zone 8, Memphis, Houston, Dallas and Oklahoma City; Zone 9, Charlotte, Atlanta, Jacksonville and Miami; Rous Harvey, Zone 10, Denver, Phoenix, Las Vegas and Los Angeles.

**Two Foreign Representatives**

C. J. Latta was named representative for Europe and Louis Montes for Mexico City.

**Name Cates Pola-Lite Manager**

A. E. Cates, national field supervisor for the Pola-Lite Co., has been appointed Canadian division manager in charge of the company’s sales activities. On the new single-track 3-D projection system, it was announced by A1 O’Keele, vice-president in charge of distribution for Pola-Lite.

Cates has been with the company since its inception covering all U.S. key cities, on sales in conjunction with the National Film Service affiliates.

On his new assignment, Cates will work in co-operation with the Central Theatre Supply organization, Canadian distributors of the Pola-Lite 3-D glasses and single-track projection units. He is in New Toronto now planning exhibitions of the system.

### Tax Policy Committee

**Suggests U.S. Withdraw From Admission Tax Field**

WASHINGTON, May 2—The Federal government should withdraw completely from the admissions tax field, so that this tax can become a “significant contributor” to state and local revenues, declared.

The committee is a group of tax experts headed by Roswell Magoffin, former Undersecretary of the Treasury. It issued today a study outlining a proposed over-all tax plan for the United States in the economic situation.

Currently, general admission taxes are found in about 1,100 American cities, they said, and are levying admission taxes, the committee noted. “There are indications of increasing use of this tax at the local level,” it added.

"Withdrawal of the Federal government from this field is recommended,” the committee said, “because the Federal government tax revenue is relatively small, only a little more than 1/2 of 1 per cent in terms of total tax revenues. A withdrawal would allow these cities to develop significant income both to the state and local level.

The committee urged the United States Commission on Higher Education, which is under the control of the Federal government, to withdraw from the admissions tax field and from the control of the Federal government the admissions tax revenue is relatively small, only a little more than 1/2 of 1 per cent in terms of total tax revenues. A withdrawal would allow these cities to develop significant income both to the state and local level.

For Heart Award

**Forty Will Be on Dais for V. C. Tribute to German**

Forty film industry executives and civic leaders will share the dais at the New York Variety Club dinner to be held here May 23, which will honor William J. Gerhart, president of the Variety Club Foundation.

The award honoring German work as a member of the Variety Club Foundation to Combat Epilepsy will be presented to Max Buchieri, president of Allied Artists; Maury(?) Crum, vice-president of Varieties; Leon Goldenson, president of the United Artists; and Arch Goehring, chairman of the board of Eastman Kodak.

**Storm in Denver Gives Theatre 2 Formal Openings**

DENVER, May 2—The new Centre Theatre, located on the west side of the city, is scheduled for opening in June. The new theatre is being built by the same cooperative group that built the former Centre Theatre.

The new theatre will have a seating capacity of 4,000, and will be equipped with the latest sound and lighting equipment.

**Mrs. Goldenson to White House for UCP**

WASHINGTON, May 2—Mrs. Leonard H. Goldenson, wife of the president of American Broadcasting-Paramount Theatres and national president of United Cerebral Palsy, will be presented with the White House to present to Mrs. Dwight D. Eisenhower the three United Cerebral Palsy 1954 Posters Cluben.

The poster children presented to the First Lady a model of the Beacon of Hope—symbol of the UCP campaign.

**Dallas, N.O., St. John Leading UA Drive**

With only three weeks to go, United Artists, New Orleans, and St. John exchanges have taken the lead in the company’s 35th Anniversary UA Drive, a contest among honoring winning Arthur B. Krim, when it was announced, that the leaders moved the front to the front in the over-all standings for the 23rd week of the contest.

Runner-up to the Dallas exchange in the first group is the Atasha exchange, which was placed second by the Boston exchange.

**Final UA Meeting**

The final United Artists regional sales campaign will be held in connection with the company’s 35th anniversary will get under way today at the Warwick Hotel in Philadelphia. The program will be a luncheon to be addressed by vice presidents William J. Heineken and Max E. Youngstein.

**Kupferman Advises**

"The Journal," the publication of the Federated Film Clubs of New York, New Jersey and Connecticut, carries an introduction by Theodore S. Soderstrom, president of Cinerama Productions, Inc. Kupferman, who also is secretary of the BA Foundation, points out that the current issue of "The Journal" contains source material in applied psychology for the legal profession.

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You'll love Joan as the legendary woman known as Vienna…
…She was the Dancing Kid's girl and rode with Lonergan's bunch…
…Yet Johnny was her man, a roving troubador who looked naked in a lawless country without a six-gun!
IN THIS TURBULENT, IMPASSIONED DRAMA!

HERBERT J. YATES
presents

JOAN CRAWFORD
in
"JOHNNY GUITAR"

starring

STERLING HAYDEN · SCOTT BRADY · MERCEDES MCCAMBRIDGE

with BEN COOPER · ERNEST BORGnine · WARD BOND · JOHN CARRADINE

Screen Play by PHILIP YORDAN · Based on the novel by ROY CHANSLOR

Associate Producer-Director NICHOLAS RAY · A REPUBLIC PICTURE
FOX, LOEW’S C'SCOPE POLICIES

M-G-M Urges Stereo Despite New Policy

(Continued from page 1)

thus far, Reagan said, will be made available to all theatres equipped "with a screen wide enough to encompass the projection via the anamorpho-

pic lens.

Reagan added, "It is important for exhibitors to realize that all M-G-M pictures, in whatever dimension, will be released with Perspecta sound tracks permitting exhibitors to employ either stereophonic sound or single channel sound."

Reagan referred to the optical stereophonic sound system adopted by Loew’s, Paramount and to an undefined degree by Warners.

For the new M-G-M pictures announced for CinemaScope, Reagan continued, are “The Student Prince,” “S. E. V. Brides,” “Brigadoon,” “Athens,” “Green Fire” and “Jupiter’s Darling.”

Following the announcement of M-G-M’s utilization of its policy, Rea-

gan, at the same time, said “we cannot urge exhibitors strongly enough to install stereophonic devices. The difference in sound which new sound techniques is a disservice to the public and an obstruction to the great future development of motion pictures,” he warned.

Sees Box-office Gain

“Furthermore, we believe that the theatres which are equipped with stereophonic sound devices will have a greater chance to compete over those theatres not so equipped, and that the movie-going public, which has already put its stamp of approval on CinemaScope with stereophonic sound, will further demonstrate its acceptance by preferring to attend those theatres properly equipped for the new type of presentation.”

Ohio Censorship Suit Continued to May 14

COLUMBUS, May 2—At the re-

quest of both sides involved, the in-

junction suit challenging the lega-

lity of the Ohio censor law has been con-

tinued until May 14 by Judge Ralph Bartlett or Franklin County Common Pleas Court. The suit was filed last Monday by RKO Radio Pictures, New York; the Independent Theatre Owners of Ohio, president W. J. Baldwin, former ITTO president and Martin Smith, former ITTO president.

The suit asked that the censor board be restrained from “levying, collecting or disbursing” the fee it charges. The constitutionality of the law was also attacked.

Robert Wile will be the only wit-

ness called for plaintiffs at May 14 hearing. Plaintiffs are represented by Harry Wright and John Harlor of the Columbus law firm of Wright, Harlor, Purpus, Morris and Arnold, who were attorneys in the “M” case cited in the petition.

Balaban Answers Plea For Release of Product

Paramount has done everything it can do to add to its release schedule this second quarter, Donald P. Sprou-

tan, Paramount president, declared here at the weekend.

Balaban made this declaration in response to a joint theatre owners of America and Allied States Association charge that distributors are “arbitrar-

ily” withholding product, creating a "fanatic" of good pictures for May and June.

Cites Two Films

Paramounts in response to exhibitor demands, Balaban went on to explain, has pushed forward the release dates on “Elephant Walk” and “Secret of the Incas,” making these two pictures available for May and June. “It’s our business,” he added, “to move finished pictures as fast as we can whenever we can continue to make pictures.”

Balaban pointed out that there is a lot of necessary work for a distribution company to do “even after the prints” are made for a new picture.

Balaban cited one example to show how Paramount seeks to control the releasing of a picture. He declared that four top Paramount executives, including a contingent of artists, were flown to London to complete the voice-over on “The Secret of the Incas.”

Says He Replied

The Paramount president took issue with the allegation that he had not responded to the plea addressed to him by Walter Reade, Jr., TOA presi-

dent, and Ben Marcus, Allied presi-

dent, complaining about the product “critics.” Balaban said he made his response, as outlined above, known to Reade through Al Schwalberg, presi-

dent, Paramount Film Distributing Cor-

poration.

Eastern Exhibitors

M-G-M executives believe that the release of many films in 1954 will be held at the Astor Hotel here on May 27.

The arbitration subcommittee consists of Al Lichtman, A. Montague, Charles Feilman and A. W. Schwal-

berg.

Arbitration Group

The meeting will begin at 10:30 A.M. and will continue as long as necessary.

It is understood that complete understanding between exhibition and 20th Century-Fox for the future of Cine-

maScope is the goal of the meeting, and the presence of spokesmen for every facet of exhibition is considered to help resolve a great many problems.

All exhibitor organizations including the National Allied Theatre Owners of America and drive-in groups have been invited since it is the company’s desire to give every theatre owner an opportunity to attend either personally or through a representative his views on the future of CinemaScope.

All trade papers are also being asked to attend with as many representatives as possible, in order to give every facet of the meeting to the widest possible industry audience.

Makelkin Starts Tour Of Allied Meetings

HOLLYWOOD, May 2—Producer Hal R. Makelkin flew to Denver to-

day on the first leg of a 20-day tour during which he will address the meetings of Allied States Association units on his plan to provide 12 pictures under a general arrangement. Makelkin will meet with the mem-

bers of the Rocky Mountain Allied States at his tour on the Rocky Mountain Allied States at his tour on his cross-country trip.

The first three pictures on his pro-

duction slate will be announced upon his return to Hollywood, Makelkin said.
Paramount Sets Deal With Canada Group To Offer FPC Stock

Paramount International Films, Inc., a wholly owned subsidiary of Paramount Pictures Corp., on Friday announced a long-term underwriting agreement with a syndicate of Canadian bankers headed by Wood Gundy, Ltd.; Greenshields & Co., Inc., and W. C. Pitfield & Co., Ltd., for the sale in Canada of $3 million worth of FPC stock by Paramount Canadian Corp. by Paramount International Films. The stock will be offered at $33.50 per share.

Barnett, president of Paramount Pictures, in commenting on the arrangement, stated:

"Famous Players is a Canadian business serving the people of Canada. We believe it to be in the best interests of all concerned that a larger percentage of the stock of Famous Players be held by resident Canadians.

"We plan to retain the proceeds of the sale as working capital."

Balaban called attention to the fact that after this sale, Paramount International will own 880,000 shares, or approximately 51 per cent of the outstanding shares of Famous Players.

Para. Plans Several VistaVision Shows

Demonstrations of Paramount's VistaVision will be held in several selected key cities throughout the country. It was disclosed on Friday by Barney Balaban, president of Paramount Pictures. Specific cities and dates will be revealed shortly.

The demonstration to the exhibitors and press in many different parts of the country was made following requests received at the home office since the East Coast demonstration of the new process April 27 at Radio City Music Hall in New York.

Late last week announcement was made by Paramount that a demonstration of the company's VistaVision process for the Capitol Theatre in Washington, D. C., on Wednesday at 9:30 A.M. At this demonstration, the guest was addressed by Balaban and Loren Ryder, head of research at Paramount Studios, under whose supervision VistaVision was developed and perfected.

Knoxville Approves Revised 'French Line'

KNOXVILLE, May 2—Knoxville's censor board which first approved, then banned Howard Hughes' "The French Line," reconsidered and approved a revised version of the film submitted to it by RKO Radio four days after the banning.

The film opened as scheduled at the Riviera Theatre here and completed a week's run with a gross of $6,400, big for the house.

Studio Union Worker Made $119 in March

HOLLYWOOD, May 2.—Craft union workers in the studios averaged $119.17 weekly earnings in March, the California Employment Commission Relations monthly report has revealed, for a work week averaging 40.7 hours. The February figures were $118.50 and 40.5.

Reviews

"Kamishia-Five Tales from Israel"

(ISRAEL-AMERICA)

HERE is an astutely balanced package of five varied tales with entertainment value in comedy, drama and documentary. One immediate aspect of the Israeli-made film is its technical excellence, especially its razor-sharp cinematography. The production will appeal to audiences with tastes for good, foreign-made films, those interested in documentaries, and primarily those interested in Israel. The entire film is with English dialogue.

Wood, director, says the five stories is one of striking humor and insight called "Deadline for Danny." It concerns the plight of a nine-year-old boy whose best friend in the world, a cow, is headed for the butcher's block. The young man goes through to spare the animal make top-grade entertainment in any language.

Another, "Son of Sultan," tells in semi-documentary fashion the strange exotic life of a nomad lad and his romance.

"We Chose Life" is a dramatic illustration of the achievements of the six-year-old life of Israel. "Song of Israel" has a singer tell in words and music the story of a shepherd and shepherdess and their idyllic love.

The production was made at Israel Motion Picture Studios in Herzelia, Israel, with Yehoshua Brandstatter as executive producer. Running time, 110 minutes. General classification. For release, May 6.

"Angels One Five"

(Stratford)

DESPIE a generally pleasing story, with informative documentary aspects, this post-war tribute to the men of the R.A.F. who fought during the last War, provides a great deal of human interest. The two main segments: the leisurely pace and lengthy conversation. The film's best reception will be in selective houses with a discriminating clientele.

Britain's popular Jack Hawkins plays the squadron leader who watches over his charges with hawk-like intensity. The story, in now familiar fashion, details the conflicts, loves and ambitions of the individual members of the squadron. Attention focuses mainly on John Gregson, a young pilot who has trouble adjusting socially to his new circle. At first he refuses his wing, then winning them, he goes on to blunder out of boyish exuberance. Eventually he becomes a hero and finally a martyr.

Although the picture concentrates its main attention on the human relations of a handful of men, it does have scattered scenes of air combat and plotting room strategy. It occasionally flares into excitement, but more often it never gets off the ground.

John W. Gossage and Derek Twist produced and George More O'Ferrall directed from the screenplay by Twist.


E.P. Carried 10th Compo Ad Saturday

The friendship between motion pictures and newspapers is the theme of the latest COMPO advertisement of a series of 26 published in "Editor & Publisher" on Saturday.

The ad was addressed to an address by a newspaper publisher in which he said: "television is fighting for an advertiser's dollar and for a reader's time."

COMPO explains how both films and newspapers are allied and how the picture theatre by its advertising increases the paper's advertising dollar. The ad also calls attention to community interest between both media, and with local newspaper circulation and brighten box offices.

N.E. 'Heart Award' To Walter Brown

BOSTON, May 2—Walter A. Brown, president of the Boston Garment Manufacturers' Protective League of New England, has been named the winner of this year's "Heart Award" and other recognition of the local tent to the outstanding New England personality who has "done the greatest amount of work for the greatest number of people."

Brown agreed to accept the citation and plaque on the stipulation that all profits from the affair be given to the Jimmy Fund. The award will be presented at a dinner on May 27 in the Hotel Statler. More than 1,000 persons are expected to attend.

Ford Closed Circuit Meet To Link 39 Cities Today

A 39-city closed circuit theatre television meeting of the Ford Motor Co. was held last week. A total of 486 ticketed employees, automobile salesmen and dealers throughout the United States, Bob Rosencranz, general sales manager of Ford's television, announced at the weekend.

The two-hour program, which will begin at 11 a.m. EDT, is the biggest in Box Office Television's history, Rosencranz said. Ford executives from all parts of the country will be on hand to view the proceedings via the theatre TV circuit, he said.

The closed circuit program will be viewed in New York at the RKO Roxy, and similar RKO houses in Cleveland and Cincinnati, Stanley Warner houses in Pittsburgh, Milwaukee and Philadelphia will carry the program.

Allied Artists Plans Three Features to Start This Month

HOLLYWOOD, May 2—Three films for Allied Artists will be put before the cameras during May, according to executive producer Walter Mirisch.

The first will be "Jungle Gents," a Boys' story comedy to star Leo Gorcey and Huntz Hall, which producer Ben Schwalb will launch on Friday. Edward Bernds directing.

On May 28, "The Secret Of The Tiki" with Raymond Wit, E. Selwyn will begin filming. "The Bob Mathias Story" at Tulare, Calif., with Jim Backus and Ted Adams will start at the end of May. Both films will be for the Universal release.

Producer Lindsay Parsons' "Ketchikan" is scheduled to go before the camera on May 28. He currently is negotiating for a top star and director for this film which will be filmed in large part in Alaska.

Currently two productions, Walter Wanger's "Adventures of Hajji Baba" in CinemaScope, and "The Hebrew Act of God" are being filmed for Allied Artists.

Friedlander Named Hospital Chairman

Emil Friedlander of Dazian's, here, has been named chairman of the announcement division for the 55th annual meeting of the National Jewish Hospital at Denver. It was announced by T. J. Carroll, vice-president of Allied Artists, Inc., chairman of the event.

The hospital, which is the nation's pioneer orthopedic TB center, will mark its 55th year with a memorial dinner to Hector Escobosa, president of L. Maginn & Co., on May 13 at the Western Athletic Club Hotel.

Since its inception in 1899, the hospital at Denver has provided more than 4,000,000 days of free care to needy tuberculous patients from 6,000 communities throughout the United States.

'Eternity' 'Privacy' Suit Is Dismissed

Magistrate Arthur Dunif of Flatbush Court, Brooklyn, dismissed Joseph Anthony Maggio's charge of invasion of privacy against the book and picture "Eternity: From Here to Eternity." The court decreed that "except for the alleged identity of name," the property did not in any wise point to or identify the complainant as the person in the film. The name Maggio itself was held by the court to be a "fairly common one."

Maggio had argued that he served in the same Army company with author James Jones, who later used the name of Angelo Maggio for one of the major characters in the book and picture.

Color Corp. Passes To Smith Associates

HOLLYWOOD, May 2.—Controlling interest in the Color Corporation of America, which handles a number of patents from the Donner Corporation to Benjamin Smith and associates. The latter also controls the Houston Fees Corp. and the Film Laboratory, Burbank, which processes Ansco color film. A stockholders meeting is slated for Tuesday.
M-G-M's POLICY ON CINEMASCOPE PICTURES AND STEREOPHONIC SOUND...

A Statement by Charles M. Reagan, General Manager of Sales

In response to the demands of many motion picture exhibitors, M-G-M announces that it will release its CinemaScope pictures to all theatres capable of presenting them on a wide screen and with anamorphic projection.

Up to this time M-G-M CinemaScope productions have been available solely to those theatres which had installed stereophonic equipment suitable for magnetic sound tracks.

The new policy is designed to service theatres which present the single channel track as well as those equipped for magnetic sound and the new Perspecta sound.

Many theatres have voiced the opinion that motion picture distributing companies should furnish their CinemaScope productions to the many thousands of theatres which are not yet prepared to expand their sound facilities.

M-G-M has released only two CinemaScope productions. They are "KNIGHTS OF THE ROUND TABLE" and "ROSE MARIE." These productions will be made available to all theatres equipped with a screen wide enough to encompass the projection via the anamorphic lens.

Other M-G-M pictures announced for CinemaScope are "THE STUDENT PRINCE," "SEVEN BRIDES," "BRIGADOON," "ATHENA," "GREEN FIRE" and "JUPITER'S DARLING."
In connection with this announcement it is important for exhibitors to realize that all M-G-M pictures, in whatever dimension, will be released with Perspecta sound tracks permitting exhibitors to employ either stereophonic sound or single channel sound.

Exhibitors would be short-sighted if they did not take full advantage of this opportunity for improved presentation.

The exhibition without stereophonic sound of CinemaScope or other M-G-M pictures would eliminate an effect essential to their full enjoyment.

We cannot urge exhibitors strongly enough to install stereophonic devices.

To ignore the advantages of new sound techniques is a disservice to the public and an obstruction to the great future development of motion pictures. We are on the threshold of tremendous achievement and an improvement in presentation techniques. The failure of exhibitors to cooperate fully in the new advances would be to retard and discourage the great future which has already been revealed and is only in its early stages of development.

It would be sad indeed if exhibitors were induced into a lethargy and not inspired to take advantage of the wonderful opportunities presented by the inventions and achievements of great technicians working in the Studios.

Furthermore, we believe that the theatres which are equipped with stereophonic sound devices will have a great box-office advantage over those theatres not so equipped, and that the movie-going public, which has already put its stamp of approval on CinemaScope with stereophonic sound will further demonstrate its acceptance by preferring to attend those theatres properly equipped for the new type of presentation.

An exhibitor who does not wish to see motion pictures presented under the best possible circumstances is not keeping faith with his public and we sincerely hope and strongly recommend that those theatres playing M-G-M pictures will install stereophonic sound devices if they have not already done so.
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(DATES ARE BASED ON NATIONAL RELEASE SCHEDULES AND ARE SUBJECT TO CHANGE. LETTERS DENOTE THE FOLLOWING: (D) DRAMA (C) CANTER (O) OPERETTA (S) SERIAL (C) COMIC (P) PICTURE.)
A simple statement of fact...

THE ALMANAC is referred to far more often, by far more people in the motion picture and television industries—and also by more writers for the public press—than any other reference book. There are obvious reasons for that:

The data in the most-often-used parts of the ALMANAC is not to be found in any other reference book.

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Wonderful CINEMASCOPÉ picture ... Wonderful song! Sweeping the nation in great recordings by Julius La Rosa, Frank Sinatra, Toni Arden, "Four Aces," Marti Stevens, Dinah Shore!

Start plugging your "Three Coins in the Fountain" date right now. Play the record at candy breaks, intermissions, over your p.a. system. Plant it with local disc jockeys!

As soon as your date is confirmed:
Write, wire, phone for your platter—RADIO-TV DEPT., 444 W. 56 St., New York 19, N.
Warns Against Ad Cuts
Reade Cites Showmanship
Role of Quigley Awards

(Picture on Page 3)

Strongly recommending greatly increased encouragement of showmanship efforts throughout the industry, Walter Reade, president of the Walter Reade circuit and of Theatre Owners of America, yesterday told the 20th Century-Fox＃14,500 exhibitors to look at showmanship as their best public relations asset through their direct, daily contact with the public.

Reade said that the industry’s best public relations asset is through showmanship, and that a great many of the industry’s best showmen are being overlooked.

"Showmen are the best public relations asset,” Reade said. "They are the ones who have been overlooked, and the ones who have been estimated on their contribution to the industry."

Dismiss ELC Trust Action

Federal District Court Judge Augustus N. Hand yesterday dismissed the $15,000,000 anti-trust suit of Latex Industries against Loew’s and RKO Theatres. The plaintiffs announced that they would appeal.

Justice Hand, sitting as jurist in the New York Federal District Court here, ruled that the release agreement between Latex Industries and United Artists of December, 1953, applied to all defendants and alleged infringers. (Continued on page 6)

Includes ‘Credit Pool’

McGee Proposes 3 Plans
To Ease Product Dearth

OKLAHOMA CITY, May 3.—The co-chairman of Council of Motion Picture Organizations national tax relief committee today proposed three possibilities to solve the product shortage.

House OKs Census Of Business Bill

WASHINGTON, May 3—The House passed and sent to the Senate a bill to authorize the Federal Government to make a census of business and manufacturing next year, based on this year’s business.

The census would get full information. (Continued on page 6)

Keen Interest

TRADE PREPARES
FOR 20TH’S FORUM

Stanley Warner Goes
Outside Field to
Buy the Latex Corp.

In its first move outside the entertainment field, Stanley Warner Corp. has acquired the International Latex Corp., according to a joint statement here yesterday by S. H. Fabian, president of Stanley Warner, and A. N. Spanel, board chairman of International Latex. The company, founded in 1932, manufactures Latex products and produces girdles, infants’ wear, home hair-cutters and branded foam pillows. Through this acquisition, Stanley Warner becomes a $100,000,000 company, the announcement said.

International Latex is reported to have had an exceptional growth record with its sales volume increasing from under $4,000,000 in 1946 to over $100,000,000 today.

Arbitration Meeting
Now Set for May 24

The all-industry meeting to discuss an industry arbitration system has been scheduled for May 24 at the St. Regis Hotel here, having been deferred from May 17, the previous date.

Eric Johnston, president of the Motion Picture Association of America, will send the invitations to the exhibitor organizations personally. (Continued on page 6)

Event to Draw Theatre Leaders: M-G-M’s Sound Policy Is Acclaimed

Mushrooming developments on the CinemaScope medium had the industry buzzing here yesterday, with exhibitors expressing keen interest in Thursday’s open forum meeting to be conducted by 20th Century-Fox.

A warm reception to M-G-M’s announcement that it would no longer require stereophonic sound for its CinemaScope pictures was offered by Walter Reade, Jr., president of Theatre Owners of America. Allied States Association sources here declined to be quoted, but pointed to Allied’s standing position against making stereophonic sound mandatory for any presentation.

Meanwhile, both national exhibitor organizations made preparations to the announcement. (Continued on page 4)

Rep. ‘54-‘55 Program
To Rival ’53: Yates

HOLLYWOOD, May 3—Republic Pictures currently is laying the groundwork for a program of features for 1954-55 comparable to last year’s $15,000,000 program. It was disclosed here today by Herbert J. Yates, president of the company. The first picture, said Yates, will go into production next month.

Among the new season’s product are (Continued on page 6)

ALLIED REVISES SCHEDULE OF MEETINGS WITH HAL MAKELIM

WASHINGTON, May 3—Allied States Association announced a revised schedule of exhibitor meetings.

J. R. Poppele Heads ‘Voice of America’

WASHINGTON, May 3—J. R. Poppele, former vice-president in charge of engineering for the Mutual Broadcasting System, has been appointed head of the United States Government’s Overseas Radio-Television Program.

This is the so-called “Voice of (Continued on page 6)
Western Division on Top at the Close of U' Feldman Drive

Universal Pictures' 17 weeks "Charles J. Feldman annual sales drive" with $35,000 in prizes to be distributed among the company's division, district and theatre managers, salesmen and service managers, and bookers, concluded on Saturday with what was described as a "gala black tie dinner to set a new all-time high in weekly billings.

On the basis of the unaudited final standings, the western division headed by Foster M. Blake, Western sales manager, was the winning division. The division had 565 offices, which comprised the Cleveland, Detroit, Pittsburgh and Washington district, while the districts went to Manie G. Mottlie, whose branches are Chicago, Indianapolis, Milwaukee and Minneapolis, whose third place was captured by Barney Rose's district which included the Los Angeles, Portland, San Francisco and Los Angeles managers.

The winning office was Bufalo headed by David Miller. Second place was taken by Los Angeles, headed by Job Cohen, and fifth by Milwaukee, managed by M. F. Halborn.

The winning and distribution of the prizes to the winners will not take place for several weeks.

Ford Closed Circuit Meet 'Successful'

The Ford Motor Co.'s closed circuit sales meeting yesterday was described as "most successful judging by scores of telegrams received here by Box Office Television, general sales manager Bob Rosenzweig. The meeting was attended by 39 cities throughout the U. S.

"Reception was highly satisfactory. The telecast came off without a hitch and was viewed by approximately 35,000 persons."

"Motion" Opens Here May 14: San Ramon

Following deletion of a part of Jane Russell's dance number in "The Outlaw" the Censor Board of New York, Pennsylvania, Maryland and Detroit have approved the RKO Radio Pictures release of the film for exhibition.

This was learned here yesterday on the heels of RKO's announcement that the picture, which still does not have a final cut, was approved by the Board of Censors at the Criterion Theatre on May 14 in its initial Broadway showing here. See story hereabout the Film Directors Union and Ohio and Boston. The Motion Picture Association of America has imposed a $25,000 fine on RKO for showing the film minus a code seal, a fine against which RKO has not yet appealed.

Court Adjourns Suit of Orpheum Theatre

Hollywood, May 3—Pre-trial hearings in the Metropolitan Theatres $90,000 suit against major distributors charging conspiracy to deprive New England Orpheum Theatres of their fair share of the first run product advertised today, with Federal Judge Harry C. Westerfield giving the plaintiffs 20 days to prepare arguments on the admissibility of the Paramount consent decree as proof that conspiracy existed, and 15 days thereafter to file arguments as to whether the public was injured by the alleged conspiracy.

Robert L. Wright, former Government counsel, acted on behalf of the plaintiffs as associate to the Metropolitan counsel. The case is set for trial September 13th.

2 RKO Stockholders Withdraw Actions

Two stockholders of RKO Pictures Corp. withdrew a Supreme Court suit yesterday which asked for appointment of a receiver on the grounds that with the purchase of all company assets by RKO, and their petition has become academic.

Hughes, who purchased RKO Pictures and its subsidiaries, Radio Pictures, for $23,489,478, allowed all stockholders to turn in their stock at $6 per share by May 17.

Tom Tyler Dead

DETOIT, May 3—Vincent Marko, known as Tom Tyler in his portrayal of a cowboy in numerous westerns, died in his suburban Hamtramck, Mich., home at the age of 50, culminating a prolonged illness. He played his first screen role in 1927 and in 1942 was voted the Money-making Star of the Year in the "annual poll conducted by "Motion Picture Magazine". He is survived by two sisters.

T. Honor Ryder

Norman Ryder, head of Greater Eastern Theatres, is due to arrive in New York May 8. He will be the honor guest at the Motion Picture Association directors at a luncheon at the Harvard Club here on May 11.

Cinerama Set For Capitol, Cinci.

CINCINNATI, May 3—RKO has closed the 2,000-seat Capitol Theatre in Cincinnati and the Metropolitan Theatre in Detroit to be leased to Cinerama for a possible opening in mid-June. RKO had been operating the theatre pending final disposition of the property under the Government consent decree, having repossessed it following the death of Maurice White of Midstates Theatres Inc.

Winikus to Outline UA Promotion Plans

Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, will detail the new promotion program supporting the company's releases this weekend at the winnup session of UA's regional sales convention in Philadelphia tomorrow.

The C. Martin Feuersinger Hotel, which is being attended by key sales personnel from the Eastern and Southern territories, is being presided over jointly by vice-presidents William J. Heineman and Max Fizel, and general sales manager B. G. Kranda.

Other home office ad-exploitation executives participating in the conference finale will be: Alfred J. Tamarin, assistant director of advertising, publicity and exploitation; Mort Nathanson, publicity manager; Roger Lewis, advertising manager, and Mort Krushen, exploitation manager.


C. Walker in Hospital

SCRANTON, Pa., May 3—Frank C. Walker, chairman of the board of Comerford Theatres, who was admitted to St. Mary's Hospital here on April 20, yesterday was reported "doing well and in good condition with indications that he may leave the hospital before the end of the week. Details of his illness were not disclosed.

Mrs. Rg Dead

CLEVELAND, May 3—Funeral services were held today in Lorain for the widow of Anglin Hg, pioneer exhibitor who owned and operated the Ohio Theatre, Lorain, until its recent closing. She died of cancer July 2. A native of Lorain, she was survived by a daughter, Elizabeth, also survives.

WB Guard Dies

HOLLYWOOD, May 3—Funeral services were held today in Glendale, for Jack Manning, 64, veteran Warner Bros. police officer. On the force for 25 years, Manning died Friday after a lingering illness.

Personal Mention

S. P. SKOURAS, president of S. P. SKOURAS, Inc., is scheduled to return to New York from London tomorrow via B.O.A.C. Monarch.


OKLAHOMA CITY, May 3—The Criterion Theatre here closed today to a day of last minute remodeling, which will include new main floor seats. The job will take from four to six weeks, said Gordon Leonman manager of the Cooper Foundation.

MOTION PICTURE DAILY

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Reade Lauds Showmanship

(Continued from page 1)

son for this restriction, it was explained, was to broaden the base of the annual competition by insuring it of new won stability.

The large number of entries examined and voted upon by the industry advertising-publicity executives, who comprise the committee of judges, was among the highest received in any contest since the Quigley Awards were begun. Results of the balloting will be announced in a few days on completion of the tabulations.

Prizes Awards

Reade lauded the annual Quigley Showmanship Awards for having accomplished more in the way of keeping theatre men in the field thinking of showmanship than any other single factor in the industry over the past 20 years.

"Apart from the Quigley Awards," he said, "so little has been done to encourage showmanship and to improve this most important contribution to all branches of the industry."

Reade pointed out that the new technical processes have provided a great potential for showmanly efforts but that actually very little has been done in this field to utilize this potential.

However, he said, he believes showmanship in that area is on the increase now.

He strongly urged that "no matter how tough business may be," advertising budgets should not be cut.

Sees Advertising Vital

Reade said that all forms of advertising be used, theatre posters, trailers, accessories, 24-sheets and everything available, as well as national and local advertising.

Importantly, exhibitors should take advantage of the 50-50 cooperative advertising offers of distributors "who also have advertised nationally and who, in many cases, are in for no more than a 25 per cent participation in the earnings."

New ways and means of selling should be explored, Reade emphasized, declaring that advertising should be the last instead of the first place to start to cut.

The TCO president also called for added attention to obtaining and training new executive leadership for the industry's sales and advertising departments and reminded the AMPA school in this respect but expressed regret that it hasn't attracted as many persons as it deserved. The theatre manager, as the "best potential public relations man in the industry," Reade said, should be included in policy conferences and executive decisions. He should be taken into the confidence of the theatre owner and operator, Reade said. He also urged greater attention to the theatre's role as a community center, commenting that this can be one of its most important functions.

Eight on Dais

Sected at the dais beside Quigley and Reade were: William J. Gereman, president of National Screen Service; Russell Downing, president and manager of 20th Century-Fox; Richard Pearl, president of Warners; Charles Bell, president of Paramount; Tony Earle, president of Loew's; William J. Gereman, president of W. J. Gereman, Inc.; Philip Krushen, publicity-advertising manager, Warner Bros.; Albertine Leather, publicity manager, RKO Radio Pictures; Fortunat Berson, president of Fortunat Berson Inc., Inc.; David Blum, publicity director, Loew's International Corporation; Sydney Blumenstock, advertising manager, Paramount; Jane Ehrlich, director of publicity, Universal International Films; David Blum, publicity director, Loew's International Corporation; Sidney Blumenstock, advertising manager, Paramount Pictures; Lige Brien, director of promotion and special events, United Artists Corporation; Benjamin Bush, exploitation manager, Twentieth Century-Fox; Charles Cohen, Twentieth Century-Fox Films; Samuel Cohen, foreign publicity manager, United Artists Corporation; Martin Davis, Samuel Goldwyn Productions; Dick Apps, director of advertising and publicity, Republic Pictures; Ernest Emerling, advertising-publicity department, Loew's Theatres; Michael Ekelstein, RKO Radio Theatres; Lynn Farnol, New York.

Also: Henry Goldman, general manager, Metro-Goldwyn-Mayer; Melvin L. Gold, director of advertising and publicity, National Screen; Edgar Goth, director of advertising and publicity, Century-Fox; David Hirsch, general manager, Odeon Theatres (Canada) Limited; Charles R. Hacker, manager of operations, Radio City Music Hall; Jean Herrick, "Look Magazine" Merv Horn, eastern director of advertising, RKO Pictures; G. R. Keyser, publicity-advertising director, Warner Bros.; Pictures International Corp.; Horace Kunishi, exploitation manager, United Artists Corp.; Ralph Langer, head of theatre operations, Century Theatre; Bernard Lewis, I. F. E. Reelberg Corp.; Lawrence H. Lipps, assistant to the president, Columbia Pictures; Fred L. Lynch, director of publicity and advertising, Radio City Music Hall.

From All Branches of Industry:

Also: Irving Ludwig, sales administrator, Walt Disney Productions; Harry K. McWilliams, Screen Gems, Inc.; Harry Mandel, national director advertising and publicity, RKO Theatres Corp.; Robert Morchio, vice-president, Samuel Goldwyn Productions; Rutgers Nelson, director foreign advertising and publicity, RKO Radio Pictures Corporation; Sidney Newman, Skouras Theatres; Jerome Pickman, vice-president, Paramount Film Distributing Corp.; Arthur Pinz, assistant publicity director, Loew's International Corp.; Dick Pits, director of public relations, Theatre Owners of America; Sid Rechelkin, Warner Pictures; Leslie B. Roberts, Arthur Rank Organization; Media Sales, managing director, Rivoli theatre; Sidney Schafer, director media and printed advertising, Columbia Pictures; Charles Schlaifer, Charles Schlaifer & Company, New York; Herb Steinberg, national exploitation manager, Paramount Film Distributing Corp.; and Mead Walker, sales promotion manager, Westrex Corporation.
Wide Interest in 'Forum'

(Continued from page 1)

have delegations present at the Thursday-Fox exhibitor meeting on the "future" of CinemaScope. In the midst of these developments, a recent rejoinder in support of stereophonic sound was expressed here by Harry Brandt, president of the Independent Theatre Owners Association of New York. "Regardless of what M-G-M does," Brandt declared, "stereophonic sound is here to stay,"

Allied's watch-dog committee, up to now have very little cooperation, consisting of Wilbur Snapper, Sidney Samuelson and Irving Donavan, with an input from Paul Schenectady, the Fox-CinemaScope forum. Ben Marcus, Allied president, is unlikely to attend, it is thought, due to the proximity of the Allied board of directors meeting in Minneapolis, which opens Saturday, Abram F. Myers, Allied general counsel, also will not be present because of prior commitments at regional Allied meetings.

Many TOA members, like those of Allied, will attend as individuals. Among those who will officially represent TOA at the Fox conference are Alfred Starr, former TOA president; Myron Blank, of Des Moines; Albert M. Pekus, of Connecticut, and Horace Deming, of Florida. President Read will not attend due to a prior commitment in Little Rock, Ark., to address the regional TOA unit there.

Neither TOA nor Allied spokesmen would comment for the time being on what Fox will do. It is stated that Allied will use the forum as a vehicle to express its opposition against the required use of stereophonic sound for CinemaScope presentation. TOA's position, too, has been against the required use of stereophonic sound, and Read, in his congratulatory message to Charles Reagen, M-G-M general sales manager, said "it was gratifying to note in today's trade press that the fine product of your company now is available to the maximum advantage. This decision, following numerous and strong requests by our organization, is appreciated."

A full house was provided for the 20th-Fox statement that the company would have no official comment on Loew's announcement on stereophonic sound. However, the 20th-Fox spokesmen pointed out that the Loew's announcement was in no way connected with the calling of the exhibitor open meeting. The results of that meeting, he said, will be influenced only by what is said and done while it is in progress.

Brandt expects universal use of the CinemaScope equipment. The TOA president, Brandt, commenting on the CinemaScope equipment contender that no matter what M-G-M does, eventually all pictures will be made with stereophonic sound, or that it is a question of time, Brandt held, before stereophonic sound equipment becomes standard equipment. Competition conditions on Brandt maintained, will necessitate stereophonic sound installations because, as he put it, "anything less than the best is going to suffer comparison."

TOA will be well represented at the 20th-Fox meeting, Brandt added.

"Executive at Hall"

M-G-M's "Executive suite" will open at the Radio City Music Hall on Thursday.

SMpte Told RCA To Market New TV Color Film System

WASHINGTON, May 3.—RCA executives ready late this year a new color television film system which will be "of major significance to motion picture producers and exhibitors as well as to TV-Watts," RCA executive vice-president for electronics products, said today.

Watts spoke here before the opening-get-together luncheon of the 75th semiannual convention of the Society of Motion Picture and Television Engineers.

"Watts already registered for the week-long convention and is expected that registration will reach 500 by the end of the week.

"Expoitation Value Strengthened"

Watts described the new system as "providing a means for high-quality television reproduction," and said it will contribute toward the establishment of an important outlet for color film productions. He declared that exhibitors who rush into "uninfluenced form of exploitation" in using the system to bring color trailers in the theater will be the first to benefit from the new system, Watts went on, since it will make available "what we think is the best and most exciting color film of subjects which will constitute a very substantial part of color program schedules."

The RCA vice-president substituted for Sypros Skouras, the scheduled luncheon speaker, who had been called away to Europe. Watts indicated that the use of the new system required only the modification of the standard television film projector already in use in television stations, and didn't require the purchase of special color projectors.

"Sees Wide Use by End of Year"

Watts estimated that by the end of this year more than 140 cities will be interconnected for color television transmission, with roughly 125 stations. The "interconnected" west coast processing system and color terminal apparatus. Based on this estimate, he predicted that by the end of the year color television programs will be available to nearly 75 per cent of the homes in the country.

The afternoon technical session opened with an early vintaged film, then there will be other sessions during this commemorative 75th meeting. Following this, Alva Alden's educational picture program will present the effective use color slides in technical lectures.

The evening session was devoted to black and white and color motion pictures, with papers on the history of professional black and white motion picture and the origin of pictures of the photography that can be obtained with black and white films.
HONNEYSuckle 
ART H. Siegel, president of S. B. Honeysuckle, sports, the observances Wednesday. 

HOLLYWOOD, Calif.—Bob Stark, president of the Wonderland, announced the starroll of the week. Nick's will be presented by Columbia Pictures. Ed Gershman and Moray Fonteyn, proxy and W. S. Marshall, respectively, of Academy Pictures, are in New York to officially open local theaters. 

HEINEMAN, WOLCOTT, WALSH ON WAU D A I S 
William J. Heineman, United Artist vice president; James L. Wolcott, vice president of Pathe Studios, and Richard Walsh, president of IATSE, have been added to the roster of film industry leaders sharing the day at the New York Variety Club dinner at the Waldorf-Astoria Hotel on Thursday, will conclude the quintessential event of the first annual Heart Award, it was announced by Russell V. Downing, chairman of the Variety Club dinner committee. The award honoring German's work as president of the Variety Club Foundation to Combat Epilepsy will be presented by Adolff Zukor, chairman of the Variety Club dinner committee. Fredric March will head a cast of stars and civic leaders participating in the dinner program. 

TWO-DAY MEET HERE FOR STANLEY WARNER 
Stalky Warner field and home office officials of the leading studio announced a two-day meeting in the home office, yesterday, Harry M. Kalmnik, vice president and general manager is presiding. Sam Rosen, executive vice president, will address the meeting which will be attended by S. A. Aaron, Alben, S. Amster, J. M. Brennan, N. Fellman, G. Guggenheim, H. Goldberg, H. E. Kiel, Long, A. Misian, R. L. Marshall, W. S. McDonald, B. Rosenweig, C. Siegel, L. Siegel, F. Stengel, D. Tristan, E. Wirth, all home office executives. 

ZONe managers present include Alx. Halperin, Midwest; Frank J. Diam. Newark; Harry Feinstein, New Haven; Ted Schlanger, Philadelphia; M. A. Silver, Pittsburgh; George A. Crouch, Washington; Ben H. Walters, West Coast, and Charles A. Snakewitz, Albany. 

SILVERS TOASTMASTER AT UA V. C. DINNER 
Phil Silvers will be toastmaster of the testimonial dinner in honor of the 35th anniversary of United Artists, which will be held in the grand ballroom of the Bel Air, celebrating the event in Philadelphia tomorrow evening under the sponsorship of the Variety Club, Tent 4. 

Mary Pickford, founder and co-owner of United Artists, will be hostess at the dinner. Miss Russell heads the list of motion picture celebrities who will attend. 

Leaders in motion picture production and distribution will be present at the dinner, which will highlight the serious of observances marking the 35th an anniversary of the founding of United Artists in 1919. 

Television--Radio 
with Pinky Herman 

ARTHUR GODFREY is partial to humility. But he's also an admiral of persistence. Last night on his "Talent CBS scouts" he featured Bob Farrigan's instrumental trio. Bob is the ambitious personalization of persistence, who, in the past eight years, has auditioned 13 times for the program. (Art for Art's sake, no?) That is Art Godfrey's we mean. Noir Founders of the second annual Cross-Border product flew to Hollywood over the weekend for a two-month stay during which he'll set up six new TV shows. . . . Dorothy Rowand, who'll be crowned "Mike & Press Queen" by the Radio-Newsreel-TV Working Press at the Waldorf-Astoria June 1, will be presented by Columbia Pictures. 

ED Gershman and Moray Fonteyn, proxy and W. S. Marshall, respectively, of Academy Pictures, are in New York to officially open local theaters. (What, no Crosby—what kind of an "on the road to show this?) 

Art Carney, whose talents were discovered and groomed by Jackie Gleason these past few seasons, and who won acclaim for his great dramatic effort on the recent TV series "Hullabaloo," will be seen as "The Mad Hatter" tomorrow night when the Kraft 11 Cent Mac, of course, presents Jack Roche's TV adaptation of Lewis Carroll's immortal "Alice in Wonderland," featuring, in addition to Carney, Bergeu & McCarthy, Bobby Clark, James Barton, Arnold Moss, Ernest Trues, Uma O'Connor, Blanche Yurka and others. . . . Ernest Lee loaf. Jr., p. and asst to presy Bob Kinster, will head the ABC program at the NAB convention and the ABC program at Chicago May 23 to 27. Ed Kirby is chairman of the "Fats" Walker Memorial Week of Music (May 15-May 23), during which top ranking orks and decs will feature the late jazz pianist's compositions, including standards: " Ain't Misbehavin' " " HoneySuckle Rose, " " Black & Blue, " " The Joint Is Jumpin' " and many others, recognized as rhythm and swing classics. 

Hot Point Co division of G.E. has renewed "The Adventures of Ozzie & Harriet," ABC-TV vehicle for an additional 52 weeks starting July 2, alternating with the Lambert Co. . . . One of the business world's most influential educators will become master of still another NBC comedy audience-participation program, "Your Lucky Stars," starting Sat, May 15 (8:00-8:30 p.m.) on which contestants will try to identify film luminaries by their respective voices alone (the studio and viewing audience will see the contestants). . . . Tossing a successful engagement at the Hotel Sahara in Las Vegas last week, comic George Wobegon, under exclusive NBC contract, will make his New York nite club debut Thursday at the Empire Room of the Waldorf-Astoria. He's headed places—but fast. 

The great music of the Viennese composer Ehrich J. Wolff, whose genius was discovered by the fabulous European artiste Teresa Schanbl, and whose concert music was featured by Elizabeth Schumann, Elena Gerhard and Julia Clipp and later in America by Nelson Eddy, John Charles Thomas and others, will once again be available to thrill the world. During World War II, Hitler banned and destroyed the original Wobegon music plates, but during the years since research Kurt Jadarossian, head of Harmonia Pub. Co. of Freehold, N. J., has undertaken to revive and republish American editions of these German and Austrian classics. 

Sixty stations affiliated with the Du Mont network will carry the "Monday Night Fights" from the St. Nick's Arena in New York, starting May 17 in a deal signed by the London Sporting Club and the net's director of sports, Thomas J. McMahon. . . . Walter Keade, jr., head of the theatre, led the discussions at a speech delivered at the Quigley Awards luncheon at Toos Thor's yesterday, advised advertisers to make the potential of television to bring patrons back to the box office. 

WASHINGtoN, May 3.—Television set production during the first three months of 1954 was sharply below that of the first quarter of 1952. The Radio-Electronics Television Manufacturers Association reported. 

It said 1,447,110 TV sets were produced during the first 13 weeks of this year, compared with 2,259,943 in the like period last year. This compared with 1,242,531 sets in the like 1952 period. 

Production in March of this year was less than half that of 1951, compared to 810,112 sets produced last March and 510,561 sets in March 1952. 

ENTERTAINMENT UNIT TO MILITARY BASES 
HOLLYWOOD, May 3—In line with the motion picture industry's pledge of continued cooperation with the Defense Department's overseas entertainments unit, the Variety Club of Hollywood's coordinating committee has set seven volunteer performers and four USO musicians for a Wednesday television broadcast. The shows will be installed in hospitals in the Far East Command, George Murphy, HCC president, announced. 

The unit, first all Negro volunteer troupe assembled by HCC, will leave the Northrup Air Force Base on a three-week entertainment mission for servicemen stationed in Korea, Japan and other installations in the Far East Command. 

Headed by disc-jockey Joe Adams, the unit includes Tommy Butler, John Goldberg, Tyrone Pope, Sue Terri Harbin, Shirley Haven and Clarrette Metcalf. USO musicians making the junket are Eddie Beal, Eddie Davis and Gene Phillips. 

The unit is the third HCC entertainment troupe sent to the Far East this year. 

PITKIN TESTIMONIAL DINNER TONIGHT 

HOWARD E. STARK 
Brokers and Financial Consultants 
TELEVISION STATIONS 
RADIO STATIONS 
5B E. 50th St., N.Y. 
EL S-4405 
Specialists in Motion Picture Industries 

MOTION PICTURE DAILY
it will be discussed at the Allied Iowa-
Nebraska convention in Omaha, and
Wednesday at the Kansas-Missouri
convention in Kansas City.

Coming the week-end, the plan
will be discussed further with the
national exhibitors in Minneapolis, and then will be aired
on May 11 at the North Central
Alled meeting there.

Ottawa and places are these:

Detroit, May 13; Columbus, May 17,
for exhibitors from Cincinnati, Clevel-
ad, Columbus, Allentown, West
Virginia and Eastern Kentucky;

Pittsburgh, May 18, for Pittsburgh ex-
change and West Virginia exhibitors;

New Orleans, May 28, for exhibitors
in New Orleans exchange area; Memphis, June 1,
Memphis exchange area exhibitors;

Dallas, May 29, for exhibitors in
Texas exchange area exhibitors; Old Point
Comfort, Va., June 9, Virginia
exhibitors.

Dates will be announced later for
meetings in Chicago, Dallas, St. Louis and
Oakland City, Renshaw said.

Abraham C. Fox, Chicago, chairman
of the convention committee, an-
ounced that the following sessions
would be the highlights:

Thursday: Discussion of the
new motion picture laws;
Friday: Discussion of the
relations between
theatre owners and
producers;
Saturday: Discussion of the
relations between
theatre owners and
theatre managers.

Fox said that the
convention would
be a meeting of the
trade, and that all
questions of
interest to the
trade would be
discussed.

Census of Business

(Continued from page 1)

tion on motion picture production,
distribution and exhibition. At present,
the census is considered only a
few highlight statistics in this field.
Originally, the government was
to have taken a comprehensive census
this year on last year's business, but
Congress refused to grant the funds.
Hartman Says Para. to Make 22 This Year

A forecast that Paramount will make a minimum of around 22 pictures in the current year was made here yesterday by Don Hartman, Paramount executive in charge of production.

Hartman, queried about Paramount's production plans at a trade press conference, said "I don't think we'll make less than last year, which was about 22. He added, however, that "if we had 26 subjects" Paramount would increase its production schedule.

Hartman, explaining that Para.

(Continued on page 4)

Universal to Start 12 In the Next 3 Months

HOLLYWOOD, May 4—Universal-International today disclosed that the studio will place 12 major releases in production during the next three months. Seven will have color in Technicolor; one in 3-D. The first will be "Destry," which starts tomorrow. Others are "Five Bridges to Cross," "Panama," "Smoke Signal," "Stuntman," "The Lightfoot," "Pillars in the Sky," "Spring Song," "Lady Godiva of Coventry," "The Striker" and an untitled 3-D sequel to "Creature from the Black Lagoon."

To Start in Five Weeks

Todd-AO's 'Oklahoma!' to Be Ready by April, 1955

By MARTIN STARR

HOLLYWOOD, May 4—Mike Todd said here that "Oklahoma!" filmed in the Todd-AO process exclusively in New York sometime in April, 1955.

UA's Anniversary Celebration Tonight

PHILADELPHIA, May 4—Film industry leaders and stars of the entertainment world will gather here tomorrow night for the United Artists 50th anniversary testimonial dinner, which is being sponsored by the Variety Club, Tent No. 13.

Mary Pickford, one of the company's founders and a co-owner, will be the guest of honor at the event commemorating the establishment of United Artists on April 17, 1919.

New Production Company Formed; Will Roll Soon

See 20th Modifying Sound Policy, Like Loew's, in Britain

LONDON, May 4—The understanding here on the eve of the departure of Cyrus D. Skouras, 20th-Century-Fox president, to New York is that whatever else comes of Thursday's meeting in New York, 20th-Fox will modify its stereophonic sound requirements in Britain along the lines of the recent modification of Loew's International on Perspecta Sound.

Skouras was scheduled to leave for New York tonight to be on hand for the Thursday open forum there on the future of CinemaScope.

It is expected that 20th-Fox will alter its stereophonic sound policy in

(Continued on page 4)

Berman Named MGM European Sales Mgr.

David Lewis, managing director of M-G-M operations in Continental Europe, announced that he had appointed Julian Berman, sales manager for the territory, under Lewis' supervision. Berman expects to leave for

(Continued on page 4)

W. F. Rodgers, Sam Dembow, Jack Skirball, Cliff Work Associate to Turn Out Minimum Of Three Films Annually for 'Ready' Market

William F. Rodgers, Sam Dembow, Jr., Jack Skirball and Cliff Work have joined to form a new producing company to be known as Amalgamated Productions, Inc., Rodger and Dembow announced jointly yesterday at a trade press luncheon at the Hotel Astor here.

Rodgers, who retired from Loew's in March, where he had been head of M-G-M for many years, will be president of the new company. Dembow, a former theatre executive of Paramount and in recent years head of his own company, Perspecta Service Corp.; Skirball, well-known producer and executive, and Cliff Work, former head of the Universal studios and more recently a consultant to the studio, will hold other executive posts in the new company.

Decca Quarterly Net Equals 42c a Share

Consolidated net earnings of Decca Records, Inc., for the three months ended March 31, including the company's share of the undistributed earnings of its subsidiary, Universal Pictures Co., amounted to $635,238, equal to 42 cents per share on 1,500,000 outstanding shares of capital stock. On March 31, Decca owned 67,996 shares of Universal common, repres

(Continued on page 4)

TV Effect Will Pass, Starr Tells Ark. ITJ

LITTLE ROCK, May 4—Television's adverse effect on the motion picture business is only temporary, the board chairman of Theatre Owners of America said here today. "There's no basic conflict between TV and movies," said Alfred Starr of Nashville at the convention of the

(Continued on page 4)

"Johnny Guitar"

(Republic)

A DRAMA of the old West which rates with the best in that category made in recent years is offered by Republic in "Johnny Guitar." One of the film's chief assets is a memorable performance by Joan Crawford in a role unique for her. She dons levis and packs a gun as a gambling house owner to whom things happen. Her chief adversary, Mercedes McCambridge, also contributes a brilliant performance. The title song, "Johnny Guitar," written by songstress Peggy Lee and Victor Young, who also did the film's outstanding score, enhances the atmospheric qualities of the picture and is likely to be heard often in the months to come. Sterling Hayden as Johnny and Scott Brady, his rival for Miss Crawford's affections, also are standouts. Rounding out the cast are Ward Bond, Ernest Borgnine, Ben Cooper and John Carra

(Continued on page 4)
Members 30 Years or More
Service Certificates to
26 Pioneers by SMPTE

WASHINGTON, May 4.—The Society of Motion Picture and Television Engineers presented certificates of service to 26 engineers who have been members for at least 30 years.


These receiving awards who were not present were Robert S. Burnham, John C. G. Capstaff, Oscar B. Depue, John R. Fretter, L. A. Jones, George A. McNeill, Norman F. McDonald, W. M. Palmer, S. G. Rose, John L. Speck, Jr., and Fred Walter.

Witness Vision Vista
In the morning, members attending the SMPTE's 75th semi-annual convention saw a demonstration of Vista Vision at Loew's Capitol Theatre. The demonstration was introduced and explained by Loren L. Ryder, Paramount, head of research.

Robert Fine, of the Fine Sound Co., followed Ryder with a technical demonstration of Perfect Splendid Vista Vision. Paramount suggests be used in large theatres in conjunction with the showing of Vista Vision pictures.

Men's session included a paper on a new design for 35mm film, given by 20th Century-Fox's research head, Earl I. Sponable. The convention's afternoon session led off with a paper on the history of color cinematography by Gerald E. Rackett of Columbia Pictures.


date: May 4

Correction
Motion Picture Daily inadvertently reported on Monday that the release "Entertainment," is in color by Technicolor. The film actually is in Pathoscope.

Hartford Tent 31 Has
Testimonial Dinner
For Barney Pitkin

HARTFORD, May 4.—Top executives from RKO Radio Pictures, Walt Disney Productions and Samuel Goldwyn Productions attended the testimonial dinner for Barney Pitkin, RKO's Connecticut exchange manager, sponsored by Variety Club's Tent No. 31, at the Sorrento Friday night. Those from RKO honoring Pitkin, who recently returned from a long stay in the hospital, included Charles Boasberg, general sales manager; Mervin Houser, television sales manager; Joseph R. McInerney, publicity and exploitation; Sydney Kramer, short subjects sales manager; Max W. Schram, specialty sales manager; and Francis J. Mooney, North-South sales manager; William McShea, branch operations, and Edward J. McGuire, legal department.

Others attending were Robert Pollard, Washington, district manager; Charles Ziegler, Philadelphia manager, and Hatton Taylor and John Downing, Boston exchange.

Disney Officials Attend
Disney Productions was represented at the dinner by George Ludwig and Joe Berk, Robert Mochrie, Goldwyn Productions, also attended.

All proceeds of the dinner were donated to the Variety Club's convention fund.


—And Time Out to Say “Thank You” to All Exhibitors From The Bottom of Our Hearts!

The party’s not over by any means. There are lots of fine M-G-M Anniversary Attractions to come. But your friendly Lion, on behalf of all the lads and lasses in every M-G-M Exchange in the U.S. and Canada, pauses now to express heartfelt thanks for the wonderful cooperation of Showmen everywhere.

Thanks, gentlemen, for the way you said “Happy Birthday” with playdates.

Thanks for your assistance in spreading the message of M-G-M’s Gala Jubilee among your patrons.

Thank you, Mr. Exhibitor, one and all, from the heart of Leo the Lion for helping to make our Anniversary the most successful of its kind in movie history.

(Paring the way to your box-office were many gracious friends of M-G-M. We are deeply appreciative of the wonderful cooperation of the nationwide press; of Ed Sullivan’s “Toast of the Town” hour-long salute on 142 coast-to-coast stations of CBS-TV; of special 16-page sections in M. P. Herald and Boxoffice; of special photo-section of The Exhibitor, special pages in Showmen’s Trade Review, Film Bulletin, Greater Amusements; special editorials, news stories, photos in all trade publications; of N. B. C. network salute to “Rose Marie”; of top treatment on other TV and Radio shows; of the 15 fan magazine covers on M-G-M stars and their additional editorial generosity.

(Signed)

Leo

M-G-M’s ANNIVERSARY HIT PARADE CONTINUES!

“ROSE MARIE”
New box-office records at Radio City Music Hall—big everywhere! (CinemaScope—Color)
Ann Blyth, Howard Keel, Fernando Lamas

“RHAPSODY”
Another Music Hall triumph and a musical love drama delighting millions! (Technicolor)
Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern

“EXECUTIVE SUITE”
Tomorrow a Radio City Music Hall sensation! The cost of the year in the picture of the year! “10 Best” nominee! (Technicolor)
Starring Academy Award-Winning Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

“PRISONER OF WAR”
Successful test engagements demonstrate solid exploitation potential! (Technicolor)
Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka

“THE STUDENT PRINCE”
M-G-M’s youthful, beautiful musical of riotous, royal romancing and music of Sigmund Romberg. (CinemaScope—Color)
Ann Blyth, Edmund Purdom and the singing voice of Mario Lanas

“FLAME AND THE FLESH”
Star-studded drama filmed in the pleasure haunts of Europe. Lana and Carlos are dynamic lovers! (Technicolor)
Lana Turner, Pier Angeli, Carlos Thompson

“MEN OF THE FIGHTING LADY”
Exploitation natural! Thrill adventures of the Navy’s jet pilots! Big cast! (Color)
Van Johnson Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy
Form New Production Firm

(Continued from page 1)

that virtually the entire investments will represent production values.

For example, Rodgers said, none of the four company officials will draw
salaries but will instead depend upon earnings of the pictures for income.

Aramark will use rental space at some studio, perhaps the Goldwyn lot at
which Skirball is located, although terms of the distribution deal to be
made also dictate the studio location. Talent will not be kept on the payroll when productions are not in
work. The studio's job will be that of keeping overhead a minimum will be em-
ployed, he said.

Product Shortage One Factor

Rodgers indicated that exhibitor complaints of a shortage of product had
nothing to do with the formation of the company but were not the
determining factor.

"We believe there is a great field for good pictures at this time," he
said, "and we will endeavor to supply them. We will make no small pictures. The set production will not support
that kind. All of our pictures will be outstanding with strong stories, with top names in the
leading roles. Primarily they will be box office
attractions, sold at terms that showmen
can afford to pay and will be
industry combat TV distribution.

Points to Executives' Background

Rodgers pointed out that the extensive theatre experience and back-
grounds of Dembow, Work and Skir-
bhall will be of great value in deter-
mining the type of pictures to be made.

"They won't turn out pictures that can't be marketed," he observed.

The first picture will be ready by the end of the year, Rodgers esti-

mated. He said they may be made in
the new process most favored by
the company which will distribute for
Aramark but that, in any event, it will be a process "that can be sold
to the greatest number of theatres." He added he did not think a profit
could be made by limiting the number of theatres that can play the pictures.

As Much Time 'As Needed'

Rodgers said he will devote as much
time to the producing company "as it takes, for the best results are
definite interest. The same applies to his
associates.

Decca

(Continued from page 1)

setting approximately 67 per cent
of the motion picture company's out-
standing common stock.

In the corresponding quarter of
1953, Decca reported earnings of
$24,894,085 or 22 cents per share
on the 1,035,533 shares of capital stock
outstanding on March 31, 1953. The
1953 quarter's earnings did not include
Decca's then proportionate share of
Universal's undistributed earnings, it
was pointed out.

Film Council Invites Kuchel and Yorty

HOLLYWOOD, May 4.—The
AFL Film Council, at its regular weekly session today, voted to invite
Sen. Thomas H. Kuchel and Congres-
sman Samuel W. Yorty to
address the council on "Runaway For-
to join the Motion Picture Production by American
Producers." Each will be invited to
attend in person any regular weekly
meeting "to discuss the increase in
foreign production which has resulted
in less production in Hollywood, and
consequently fewer jobs for American
craftsmen and artists."

Hartman

(Continued from page 1)

moment for the past two years has had
no precedent," said Ward, who said
the studio in today's market stresses
quality instead of quantity. Asked to
comment on increased demands for
more product, Hartman said "you can't change a production policy just
because you have a demand for a
picture," said Ward, "so we have to
make sure we can guarantee to make 40
dead pictures a year," he added.

Emphasizes Preparation

The studio executive explained that
Paramount today, unlike years ago,
copies select a story and assembles
a cast before a production is started.
For at least the past two years, he
said, "we stopped just making
pictures for just meeting dates on a
release schedule" or for what Hart-
man called other "strong reasons."

Hartman, who returned from a
week-long tour of Europe, said that
the industry abroad is "excited about
Vista Vision, the process developed
by Paramount. Loren Ryder, studio re-
director, he added, will be coming back in a couple of weeks to set up
demonstrations, the first of which is slated for London.

Regarding stereophonic sound, he said it
should be used "judiciously." He
particularly warned against what he termed the "gadgetry"
utilization of stereophonic sound for novel effects, which
he added, like 3-D, wears off.

For large screens, however, Hart-
man felt stereophonic sound is a plus factor.

Berman Named

(Continued from page 1)

Paris, M-G-M's headquarters on the
Columbia lot in Camden, N.J., and
Berman was first employed by
M-G-M in Latvia in 1927. He was in
Hollywood from 1934 to 1946. He
was then assigned to M-G-M in Ur-
uguay, where he remained a year, then
proceeding to Brazil in charge of the
M-G-M office in Cuba.

"Johnny Guitar"

(Continued from page 1)

an emotional powder keg which explodes the night of his arrival in the
Arizona valley where Miss Crawford is feuding with local ranch owners.
She uses her own enough and along the route to
build an
total empire. Miss McCambridge, with the aid of influential rancher
Ward Bond, attempts to attack jail for the hold-up death of her brother and a
bank robbery to Miss Crawford. Her basic motive is her love for Brady, who
committed the hold-up and spurs the former to begin a new life together.

In the ensuing violence, the McCambridge-led posse, dressed in funeral
clothes, burns John's gambling house to the ground, lynch's Cooper and
attempts a lynching of Miss Crawford. The posse and McCambridge
engage in a dramatic duel in which Miss McCambridge is killed. It is one
of the film's highlights. Miss Crawford and Hayden then begin a new life
together.

Nicholas Ray directed brilliantly from a screenplay by Philip Yordan. The
story is based on a novel by Roy Chanslor. Howard and Theodore Lydecker
contribute some graphic special effects which highlight the film's believable
story line.

Running time, 110 minutes. General classification. For release in August.

FRANK BACIKMAN
**National Pre-Selling**

“DEMETRIUS AND THE GLADIATORS” will be represented by two-page color ads in both “Life” and “Look” and single-page four-color ads in “American Weekly,” “Picture Parade,” “Pictorial Review,” and “Parade.” In addition two page spreads in color will appear in all fan magazines advertising “Demetrius and the Gladiators.”

In recommending “Executive Suite,” Paramount announce in the May issue of “Woman’s Home Companion” reports, “It is a fascinating, cynical movie with an all-star cast and a tense climax.”

As for “Knock On Wood” Hartung says, “Danny Kaye plays a gentle coon and the Freedway Furies won’t let him get married. But a lady doctor cures Danny and dummy.”

The first time we have ever seen Humphrey Bogart look frightened occurred during the perusal of the May issue of “Cine-Magic,” views in the current issue of “Life.” A photograph, which fills the better part of a page, shows Bogart as Capt. Queeg’s ship’s wheelhouse during a typhoon, paralyzed by fright and his irrational determination to stay on a Navy-set. Capt. Queeg’s ship, the “Cain” is shown in many photographs being battered by a South Pacific typhoon and rolling helplessly.

Three pages are devoted to the review.

“Executive Suite” opening at Radio City Music Hall tomorrow, is reviewed in the current issue of “Look.” Excellent photographs are used to illustrate “this story of a battle between business idealism and chicanery,” for the purpose of getting a good audience for the star-studded cast.

“Parachute Sister” star Terry Moore is the cover girl on the May issue of “Redbook.” A four page cover story of Terry Moore is illustrated by many full color photographs. One interesting photo of the star is on the top part of a two-page spread.

“Executive Suite” is the recipient of five pages of free space in the May 3 issue of “Newsweek.” The cover has a full color picture of Barbara Stanwyck and William Holden in a scene from the picture. Three pages are devoted to a review and a background story of “Executive Suite.” In addition, the picture is spotlighted in a full page ad which advertises Dictaphones.

“Indiscretion of An American Wife” has been chosen by “Coronet” as the “Month’s Best” picture for May.

WALTER HAAS

**Oklahoma!**

(Continued from page 1)

faces and three matinees a week,” Toddl said.

Toddl pointed out that, according to the time-element involved in playing off the reserved-seat dates, it would have made more sense to open the three-week run of "Oklahoma!" in the first run theatres.

Sees Selectivity Popular

“Knowing that film goers are leaning toward selectivity of their film fare, we look for astronomical revenues to be derived from this roadshow policy alone,” Todd said. He took a dim view of the “let’s-go-together habit that means so much to the neighborhood theatre, especially. “That habit has been dying off a little,” Todd said regretfully. The careful selectivity was quite popular, had to follow, he said.

There has been no arrangement made, however, to meet with any of the distributing companies for the release of “Oklahoma!”, Todd explained. The use of space and other facilities on the Metro-Goldwyn-Mayer lot was in no way indicative of any kind of a distribution deal pending or being blueprinted, as a result thereof, he said. "We will pay a regular rental for whatever facilities we'll be using. We'll pay a fee for the studio space we'll be occupying. It's as simple as that," Todd said.

Needs No Extra Cameras

He still seemed amused by the report that other studios are rushing the completion of some of their pet process cameras over to him on the M-G-M lot. "I guess there's nothing that we can do. We have a studio head, on his own, that wants to send over to us some of his cameras. I know that none of us connected with "Oklahoma!" requested these cameras now being used for other film-making processes, nor do we need these other cameras for our special purposes," Todd emphasized.

Myers Attending Regional Sessions

WASHINGTON, May 4—Allied States Association general counsel Abram F. Myers has left here to attend several Allied regional conventions in the West and will not return to Washington until the end of next week.

Myers was in Denver yesterday for the meeting of the Allied Rocky Mountain Independent Theatres. Today he is in Oregon for the Allied Independent Theatre Owners of Iowa-Nebraska meeting and on Thursday he'll move to the convention of the Allied Independent Theatre Owners of Kansas and Missouri in Kansas City. From there he'll go to Minneapolis for the Allied National board meeting on May 8 and 9 and for the North Central Allied convention through the 12th.

SPG Officers Elected

HOLLYWOOD, May 4—The Screen Producers Guild elected Arthur Freed, Samuel G. Engel, Buddy Adler, Walter M. Mirisch, William H. Wright, and Julian Ballstein as president, first, second vice-presidents, secretary, treasurer, and assistant treasurer, respectively, at a meeting yesterday. Jesse L. Lasky was re-elected as third vice-president.

ALBANY
Fox Screening Room, 1052 B'way Tues. 5/11 2:30 P.M.

ATLANTA
RKO Screening Rm., 195 Luckie St., N.W. Tues. 5/11 2:00 P.M.

BOSTON
Universal Screening Rm., 60 Church St. Tues. 5/11 2:00 P.M.

BUFFALO
Mo., Pict. Oper. Screen. Rm., 498 Pearl St. Tues. 5/11 2:00 P.M.

CHARLOTTE
Fox Screening Room, 368 S. Church St. Tues. 5/11 2:00 P.M.

CHICAGO
RKO Screening Rm., 1300 S. Wabash Ave. Tues. 5/11 11:00 A.M.

CINCINNATI
RKO Palace Screen Room, 12 E. 6th St. Tues. 5/11 8:00 P.M.

CLEVELAND
Cinematograph Screen Room, 2219 Payne Ave. Tues. 5/11 2:30 P.M.

DALLAS
Republic Ser. Rm., 412 S. Harwood St. Tues. 5/11 2:30 P.M.

DENVER
Paramount Screening Rm., 2100 Stout St. Tues. 5/11 2:00 P.M.

DES MOINES
Paramount Screening Rm., 1125 High St. Tues. 5/11 1:00 P.M.

DETROIT
Blumenhals Screen, Rm., 2310 Cass Ave. Tues. 5/11 2:00 P.M.

INDIANAPOLIS
Universal Screening Rm., 517 N. Illinois St. Tues. 5/11 1:00 P.M.

JACKSONVILLE
Fla. State Screen. Rm., 128 E. Forsythe St. Tues. 5/11 1:00 P.M.

KANSAS CITY
Paramount Screening Rm., 1800 W 16th St. Tues. 5/11 1:30 P.M.

LOS ANGELES
United Artists Cin. Screening Room Tues. 5/11 2:00 P.M.

MEMPHIS
Fox Screening Room, 151 Vance Ave. Tues. 5/11 12:15 P.M.

MILWAUKEE
Warner Ser. Rm., 212 W. Wisconsin Ave. Tues. 5/11 2:00 P.M.

MINNEAPOLIS
Fox Screening Room, 1615 Carri Ave. Tues. 5/11 1:30 P.M.

NEW HAVEN
Fox Screening Room, 40 Whiting St. Tues. 5/11 2:00 P.M.

NEW ORLEANS
Fox Screening Room, 200 S. Liberty St. Tues. 5/11 10:30 A.M.

OKLAHOMA
Fox Screening Room, 10 N. Lee St. Tues. 5/11 10:30 A.M.

OMAHA
Fox Screening Room, 15th & Davenport St. Tues. 5/11 1:30 P.M.

PHILADELPHIA
Vine St. Projection Room, 251 N. 13th St. Tues. 5/11 2:30 P.M.

PITTSBURGH
RKO Screen. Rm., 1809-13 Blvd. of Allies Tues. 5/11 2:00 P.M.

PORTLAND
Film Exchange, 925 N.W. 19th Ave. Tues. 5/11 2:00 P.M.

ST. LOUIS
RKO Screening Room, 3143 Olive St. Tues. 5/11 1:00 P.M.

SALT LAKE CITY
Fox Screening Room, 216 E. 1st St. South Tues. 5/11 1:30 P.M.

SAN FRANCISCO
Fox Screening Room, 245 Hyde St. Tues. 5/11 1:30 P.M.

SEATTLE
Jewel Box Theatre, 2318 Second Ave. Tues. 5/11 1:30 P.M.

WASHINGTON
Fox Theater Screening Room, 932 New Jersey Ave. Tues. 5/11 2:00 P.M.
The greatest pre-sold audience in the history of entertainment is waiting for.

The Continuation of *The Robe* 
Demetrius and 
THE GLADIATORS 
Color by TECHNICOLOR 
CINEMASCOPE 
in the wonder of stereophonic sound

soon from 20th Century-Fox... 

The picture that begins where *The Robe* left off... and carries on its Boxoffice Glory!
At VV Showing
Balaban Sees
Standardizing
In Near Future

30 VistaVision Cameras
To Be Ready by June

WASHINGTON, May 5.—Paramount president Barney Balaban said today he thought the industry could expect a standardized system for large-screen production and exhibition in the near future.

Balaban characterized Paramount's VistaVision as 'one step' in the technical development of motion pictures and said he didn't think large-screen standardization was too far off.

He made these remarks at a press conference following the Washington demonstration of Paramount's VistaVision. Asked by a reporter if 35th Century-Fox had made any overtures to Paramount with an eye to combining VistaVision and Fox's CinemaScope to effect standardization, Balaban (Continued on page 6)

GPE Quarterly Net,
$1,055,658; Acquires
Link Aviation, Inc.

A net profit after taxes of $1,055,658, amounting to a dividend of $1.48 on each of the 653,991 shares of Common Stock, was declared by General Precision Equipment Corp., for the first quarter period of 1954. In its report the company noted that this was an increase over last year's first quarter net of $664,900, $1.01 per share on 460,087 common stock shares. Net (Continued on page 6)

Schoham Appointed
MGM's Cuban Chief

Robert Schoham has been appointed managing director of Metro-Goldwyn-Mayer operations in Cuba, Morton A. Spring, Loew's International Corp. first vice-president, announced yesterday. Schoham was formerly M-G-M manager in Belgium. His Belgian post has been assumed by Robert Desberg, formerly in charge of theatre operations there for M-G-M.

(Continued on page 6)

5-Man Advertising Team
To Draw Compo Poll Plan

Formation of an advertising executives five-man team to plan the projected nation-wide advertising "best yesterday by the Council of Motion which will sponsor the poll to select the best picture of the month, the season or year.

The setting up of a task force for the project was decided upon by the press relations committee of COMPO. Contacts are now being made by the COMPO office with several advertising leaders nominated for the job, it was stated, and as soon as their consent have been obtained, the makeup of the task force will be announced. It is planned to have the group hold its first meeting in New York early in June, according to Robert W. Coyne, COMPO general counsel.

Coyne presented the plan for the nation-wide first picture poll to the (Continued on page 3)

At Little Rock Meet
McGee Pleads Compo Cause;
Asks Less Production Risk

LITTLE ROCK, Ark., May 5.—Reiterating his plea at previous conventions for the maintenance of price scale levels and his concern over the product situation, Pat McGee urged unifying the financial interest of Motion Picture Organizations at the annual convention of the Arkansas Theatre Owners Association here today.

"We must concentrate on the future of COMPO," McGee, who was chairman of the organization's tax committee, said. "First, it must have ample funds to accomplish its needs, and these needs are not confined to the welfare of any one section of the industry but are bound up in the whole."

"If we can create good public relations for Hollywood, the theatres benefit. If the theatres can maintain good public relations, the industry will benefit.

"If both exhibitors and distributors and their employees alike, We must have an aggressive program of re-educating the public into the movie-going habit and I think COMPO can do a better job of this than any other (Continued on page 3)

Industry Honors
UA Anniversary

PHILADELPHIA, May 5.—United Artists celebrated its 35th birthday last night and the industry turned out to help blow out the candles. At a banquet sponsored by the Variety Club Tent No. 13 at the Bellevue-Stratford Hotel, homage was paid to Mary Pickford, founder and owner of the company, and her present associates.

Approximately 1,000 production, distribution, exhibition and screen notables were present at the occasion which was a gold star event on the social calendar of the industry.

Arthur B. Krim, president of UA, introduced the guests of honor to the guests. Miss Pickford paid tribute to the artists and film pioneers who (Continued on page 6)

Eugene Picker Sees
No Product 'Famine'

No case for "panic" in the product situation is seen by Eugene Picker, in charge of Loew's theatres in Metropolitan New York.

Picker prefaced his observation with the statement that there is no reason for an exhibitor to get 'panicky' if he has these two major qualifications: that the theatre is equipped for CinemaScope and there are not many changes in programs during the week.

The Loew's executive acknowledged that there is and "always will be a (Continued on page 3)

Kans.-Missouri ITO
Heals Cane on Taxes

KANSAS CITY, May 5.—The annual convention of the Allied Independent Theatre Owners of Kansas and Missouri heard on its opening day, today, talks by Col. H. A. Cole on the tax relief campaign of the Council of Motion Picture Organizations, also addressing various items of equipment by supply representatives.

Louis Patz talked on the Tushinsky (Continued on page 3)

Industry Eyes on
20th CinemaScope
Forum Here Today

Industry eyes will be focussed on 20th Century-Fox's CinemaScope forum today when exhibitors from all parts of the U.S. are slated to meet with Spyros P. Skouras and other company executives in a home office roundtable discussion centering on CinemaScope and its relationship to the future welfare of motion pictures.

The film company, which introduced CinemaScope and stereoscopic sound to the industry, has promised to lay on the table every aspect of the wide-screen medium for questions and answers.

More than 1,000 invitations have (Continued on page 6)

Iowa-Nebraska ITO
Backs Makelim Plan

OMAHA, May 5. — The Iowa-Nebraska Independent Theatre Owners, in their annual convention here today, urged support of the Makelim plan for "augmenting the scant supply of motion pictures." The group advocated the production and release of 12 photoplays to be first offered to the (Continued on page 3)
Says U. S. Market for Foreign Films Drops

The U. S. market for foreign motion picture has fallen off 50 per cent within the past three years. Arthur L. Mayer, president of Mayer-Kingsley Motion Picture Co.

In 1951, imported films collected $11,000,000 in royalties from the U. S. market. The present total indicates that the foreign film royalties will be less than the $5,200,000 collected during the past two years,” Mayer stated.

Mayer, who is also president of the Independent Motion Pictures Distributing Corp., said that the turnover on the market here for foreign films has slowly but steadily gained. Through the years, the British pictures have been falling off slightly. The pattern is very similar to that of the American film industry, Mayer said, “A run-of-the-mill American produced film does ordinary business in first-run and subsequent-run situations,” he said.

“High grosses only roll in when an unusual and exceptional film is released,” Mayer stated.

Dubbed-in-English Popular

Jouss Rosenberg, Jr., vice-president of Universal Pictures, division of Universal, said that foreign language films have been more popular. “If one enjoys a bigger business in the market which has expanded considerably for the English dubbing.”

Many theaters that have never before played foreign films are now showing imports. Rosenberg said. “This may be attributed to the fact that foreign films that American companies are distributing,” he said.

Off to Spend Half Time at ‘U’ Studio

Alfred E. Daff, executive vice-president of Universal Pictures, will divide his time equally between New York and the studio under a new policy which will give him his attention to production matters. Daff, accompanied by president Milton R. Rackmil, left here yesterday for the Coast.

Rackmil will stop over in Chicago en route to the Coast where he and Daff will confer on the studio’s affairs, said vice-president in charge of production, and other studio executives.

Revise Greek Rules On Film Imports

WASHINGTON, May 5.—The Greek government, it is announced, has revised regulations on film imports, according to Commerce Department film chief Nathan Goldin.

Until now, Golden reported, the eight major U. S. distributors could send their films into Greece for distribution only on a flat basis, and not on a flat basis. The new regulations authorize importation on a flat basis, with only two general limitations. The amount of flat royalties may not exceed $4,000 per feature, and imports which are not made until the picture has been exhibited in a first-run theater.

Area Premiere Set For ‘Sins of Rome’

“Sins of Rome,” Italian-made production of pagan Rome, released by RKO Radio Pictures, a new in this country with a penetration area premiere on June 23 in the Cincinnati and Cleveland territories, it was announced yesterday.

Brooklyn Palace Reopens

The Brooklyn Palace Theatre, which was closed for one year, will reopen today with a revue, “The Sower,” to be followed by “Money from Home.”

32 Additional Houses To Install Pola-Lite Within the Month

Following openings with the single-track Pola-Lite 3-D projection system at the Warner Theatre in Oklahoma City, and the Biltmore, Whalley, New Haven; Utah, Salt Lake City, and Astor in Cleveland, Al S. Hyman, vice-president in charge of distribution for Pola-Lite, yesterday announced 32 additional installations for the current month.

The May playdates on Universal-International’s “Creature From the Black Lagoon” on the Pola-Lite System are shown at Chicago’s neighborhood theatre openings at the Four Star, Marquette, Rockne, Em- pressery, Constantinople, Windsor and State Theaters.

Other Openings in Offing

In addition to these installations other key city engagements utilizing the Pola-Lite system and set for these week openings include the Rialto, Tulsa; Ritz, Atlanta; Twin Drive-In, Cincinnati; Riviera, St. Paul; State, Minneapolis, and Temple and Mt. Olvier in Pittsburgh.

With forthcoming national release of 20th Century-Fox’s “Gorilla at Large” according to Edward F. ‘Southwest Passage” and “Gog” as well as the availability of Technicolor prints of “Gorilla At Large” and “Cochise,” O’Keefe is of the opinion that many other exhibitors will avail themselves of this single-track 3-D projection system.

Wants City Censor In Wake of ‘Line’

BUFFALO, May 5.—Introduction of a resolution granting the city some degree of control over objectionable films was forecast here by Buffalo’s Councilman-at-Large Joseph J. Cooley.

Cooley’s announcement came following a conference with Mayor Pan- kow regarding the alleged protests made by the Buffalo Pola-Lite company to the showing of “The French Line’ at the Lafayette Theatre.

In concluding the matter, they explained, "would direct the Corporation Coun- sel to determine what legislation might be passed by the Council to control objectionable films. In such cases, I am certain," he added, "that such regulatory legislation would pass through the Council and would be signed by the Mayor."

Cooley said he would write to Bos- ton for a copy of the laws of that city under which objectionable films are banned. He further emphasized that the legislation should apply only to those films which cannot obtain a Production Code Seal.

Frenche Line in 3-D For Criterion Run

RKO Radio’s “The French Line” was shown in its 3-D version when it opens on May 14 at the Criterion Theatre here.

The third dimensional version has been available in Europe and in comparative dates, the company reported.
No Famine: Picker

(Continued from page 1)

shortage of important high-grossing pictures. He did not see a "famine" in product for May and June, however, as in most situations, with the major studios scheduled to give a few fare year-round and the theaters of America and Allied States Association, if the theater is CinemaScope equipped and does not change attractions frequently. In support of his contention, he cited the experiences of Loew's theaters in the Metropolitan Theater which is fully equipped for CinemaScope, he explained, has two changes per week in most situations, with the important attractions playing five days, encompassing the weekend. The circuit has not experienced a product "famine" here, he pointed out.

CinemaScope is the name of the game now," Picker stated, adding, however, that he would like to see more "important" pictures produced...
DIAL ANY EXHIBITOR! DIAL ANY TRADE PAPER! HERE'S WHAT THEY'LL TELL YOU ABOUT WARNER BROS.' ATTRACTION FOR DECORATION DAY!

PERFECT 3 DIMENSION IN THE HITCHCOCK MANNER, AND WARNER COLOR

STARRING RAY MILLAND • GRACE KELLY • ROBERT CUMMING
"The attention of the audience will be glued to the screen all the way!"
- FILM DAILY

"Guaranteed to hold audiences excitedly glued to their seats! Should be lusty grosser! A smash play on Broadway and should be even bigger as a picture! This is a pleasure!"
- HOLLYWOOD REPORTER

"Pace is swift and suspense constant! Will register in the better grosses! This is Top Grade!"
- MOTION PICTURE EXHIBITOR

"Ratings excellent! The showman has a property of really outstanding box-office value!"
- MOTION PICTURE HERALD

"Finest mystery to reach the screen in years!"
- INDEPENDENT FILM JOURNAL

"This will register strongly! Taut suspense in the truest Hitchcock tradition!"
- FILM BULLETIN

And Exhibitors are burning the wires with enthusiasm. Thank you Showmen, one and all. We've got so many raves we've got to take another ad - watch for it.
Winners Announced In Daffy Sales Drive; Doyle, Orr Victors

Top honors in the Universal-International's world-wide 1954 Daffy sales drive were awarded to Far Eastern super agents. E.V. Doyle, manager of the Far Eastern division of the Daffy unit, and Walter Orr, manager in Japan, Americo Aloat, vice-president and foreign general sales manager, announced yesterday.

Doyle, who was awarded the Daffy Cup and a trip to Europe, was named as chief supervisor of the leading division, which was followed by Al Lowe's Latin American Division and Harry Novak's European division, he said.

Japan placed first in the over-all world standings, topping the Far Eastern division. Chile under manager Raoul Viancos, was runner-up globally and leader of Latin America. Fourth place, Sweden, headed by Karl Jungmark, paced the European division. Also coming in for a share of the prizes were Mexico, second; and India, third in the over-all standings and second in its division, and the Philippines which ended up fifth globally and sixth in its division.

The final week of the 18-week sales drive was climaxcd by a $1,500,000 gross in sales, almost double last year's drive by 15 per cent. Aboal said the total accumulative billings for the drive period set a new U-I record which topped the world quota by a wide margin, despite the fact that the goals set for the drive were 25 per cent above last year, it was said.

GPE (Continued from page 1)
sales amounted to $21,489,132 as compared to $16,162,857 for the same period last year.

General Precision also reported that it had acquired 95 per cent of the outstanding shares of Link Aviation Inc., in exchange for 32,000 shares of Common Stock and 26,500 shares of a non-voting $5 cumulative dividend voting series Preferred Stock. The transaction for Link, which showed a net profit for the first 13 weeks of 1955, $262,851, was completed on April 30.

Form New Law Firm

LOS ANGELES, May 5—Gordon E. Bissell, general counsel and general partner of the Bissell Law Firm and A. Fredric Leopold, Los Angeles attorney, have formed the law partnership of Youngman & Leopold with offices here. Youngman until recently had been with the firm of Bantzer, Grant, Youngman and Silverman.

V.C. Dinner for Norris

WASHINGTON, May 5—Glenn Norris, who was recently named Eastern sales manager for 20th Century-Fox, will be guest of honor at a testi monial dinner given in his honor by the Theatre Tent No. 11 on May 17 at the Shoreham Hotel here.

UA Birthday (Continued from page 1)

helped the company in its early days, as well as to the present management and independent producers now continuing the UA tradition.

The progress of the industry and UA itself throughout its 70 years of growth was recalled by Robert S. Benjamin, chairman of the board. Benjamin reviewed the company's record of tax-exempt gratitude for support received from theatremen, independent producers and financial institutions and demonstrated that UA was able to put to its best use in the interest of increasing the number of outstanding films to the exhibitors and the audience.

A highlight of the evening's entertainment was the presentation of a 19 United Artists hits of the past.

Father McCarthy delivered the invocation and Rabbi Wise performed the benediction.

Canadian Executives Present

Among executives and civic leaders who voiced tribute to the achievement of the United Artists and the field of independent film distribution were: Jack Benenson, past chief baker of Radio-Plaza Clubs International; Philadelphia City Councilman V. Blank, speaking for Mayor John Clark; George V. Link, general manager of the Odeon Circuit of Canada; Richard Goodden, president of American Broadcasting - Paramount Theatres; John J. Fitzgerald, president of Famous Players Canadian Corp.; George Hoover, chief baker of Variety Clubs Internationa!; Harry S. McCarthy, chief baker of the American Association of Television and Multicircuit Theatres, the ITOA, will make the presentation.

Pathe Plans Feature

Jay Bonfield, executive vice-president of RKO Pathe is in Madrid for conferences with author Robert Rouark concerning a full-length feature film which he has written for general sales manager Sid Kramer.

Jewish Film Awards

Producers of the outstanding film, fiction and documentary films and programs in the field of Jewish interest released in 1953 will be recipients of the third annual awards sponsored by the American Association for Jewish Education at a conference to be held tomorrow at the YWHA here. The honorees have been invited to attend the Annual Pathe, and the ITOA, will make the presentation.

Industry Eyes 'Scope Forum

(Continued from page 1)

been sent out by Skouras to independent exhibitors and circuit operators for the forum. The meeting is scheduled to begin at 10:30 a.m. and will continue until 4 p.m.

Skouras will be chairman of the meeting. He will be joined by Al Lichtman, director of distribution, and John Warner; Marlon Brandt, vice-president Charles Einfeld, general counsel Otto Koegel, treasurer H. William Weis, assistant general sales manager W. C. Gehring, research director Earl Sponable, and advertising director J. A. Kring.

A buffet luncheon will be served to the guests, following which the deliberations will be continued.

Those who have been invited to accept the 20th-Fox invitation are:

Louis Schine, Schine Theatres; Sam Goldwyn, Goldwyn Theatres; William Dipson, Bavaria, N. Y.: Robert Wolfe, Independent Theatre Owners of Ohio; Samuel Harner, Braving; Dollinger, N. Y.; Claude C. Ezell, Dallas; E. Ruffo, Montreal; F. Bernard, Los Angeles; Myron Blank, Des Moines; Alfred Starr, Nashville; Wilbur Snaper, New Jersey; Byron Linn, Scranton, Pa.; A. Olsen, Atlantic City; Harry Bachman, Circle, Washington and Frank Ricketson, Jr., Denver.

Among the others are Harley Davidson, manager Fort Worth; T. W. Burgh, Minneapolis; Seymour Florin, New York; Maury Miller, New Jersey; John Myer, Minneapolis; Anthony Trigiani, Ramsey Green, O. Myer Stanzler, Providence, Neil Helburn, Alhamb; Phil Smith, Boston; Harry Zeck, New Bedford, Mass.; Harry Hunt, Wildwood, N. J.; Phil and David Hirsh, Philadelphia; Ted Mano, St. Charles; and John and Dorothy Laurier Hubbard, Que. Bc.

Sol A. Schwartz, president of RKO Pictures, will be the vice-president, Loces, and Harry Brand, president of Brandt Theatres and head of the Independent Theatre Owners will also be in attendance at the meeting.

Cinerama Becomes Topic for Sermon

Now Cinerama is text material for church sermons. Dr. Norman Vincent Peale, pastor of the Cornwall College Church here, on Sunday took Cinerama for the topic of a sermon entitled "The Touch That Turns Failure into Success." Doctor Peale said that he went out of the theatre "with the old thrill in my heart that there are unlimited possibilities that exist, not only in this universe, but in human beings," adding that "people have at their disposal third dimensional powers, too."

Four Pictures Start; 25 in Production

HOLLYWOOD, May 5—Production maintained its level during the week, with four new pictures starting and three others going to editing departments. Twenty-five others are also in the works.

Beginners: "Cannibal Attack" (Col.); "Long John Silver," Kaufman (MMG); and "Dragnet," (Warner).

Finishers: "Wanted by F.B.I.\" (Columbia); "Raceway," "Case File F.B.I.\" (Eclipse,_IND.).

Film Council Backs Knight for Governor

HOLLYWOOD, May 5—The Hollywood AFL Film Council, which embraces a total membership estimated at 24,000 today, has endorsed and support Gov. Goodwin J. Knight to succeed himself. Knight, former Lieutenant Governor, succeeded Earl Warren when the latter was appointed Chief Justice of the U. S. Supreme Court.

UK Award to Brando

Marlon Brando has received the medallion of the British Film Academy for the best foreign performance of the year. The award was made for Brando's role in "Julius Caesar."

Standardizing

(Continued from page 1)

ban said Fox had not. He went on to say that standardization would come, and fairly soon.

Approximately 400 people attended the demonstration, held in Loew's California theatre. The demonstration made up the bulk of the audience, which also included government public information leaders as well as other representatives of government agencies.

The VistaVision demonstration here revealed the type of music film being shown. Speaking beforehand, Balaban emphasized the fact that VistaVision is economics, the exhibitor, demonstrating no additional equipment. All the exhibitor will need, Balaban said, is a large screen, preferably a cinema size, in a ratio not greater than 2 to 1.

At a press conference later, Loren L. Ryder, Paramount research head, estimated that 30 VistaVision cameras would be available by August. Earlier, Ryder had estimated that 12 pairs of VistaVision cameras would be ready by that date. At present, Ryder said, there are eight available. Other studios would start receiving VistaVision cameras in May, and he anticipated that Warner Brothers would get two and that several independent producers could get VistaVision.

VistaVision will be demonstrated soon in Atlanta, Toronto and Dallas.

Balaban said.

Thursday, May 6, 1954
What's a lily to a lady?

This particular lily may not "toll"—but it certainly does "spin" an important yarn for the processor.

Are the colors in balance? Are the flesh tints correct? How about gray scale values?

These together with many other questions, "the lily" answers quickly, authoritatively. For it is the test standard for tone values in release prints, a step wedge with color patches added.

In areas like this—how best to use various devices and tests, how to set up systems and controls, the Eastman Technical Service for Motion Picture Film is working with the industry—helping make today's motion picture production increasingly efficient—adding thus to the effectiveness of both black-and-white and color.

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ELECTRIFYING ANNOUNCEMENT FROM M-G-M!

"...IT WILL RELEASE ITS CINEMASCOPE PICTURES TO ALL THEATRES CAPABLE OF PRESENTING THEM ON WIDE SCREEN AND WITH ANAMORPHIC PROJECTION."

Tushinsky Brothers’ Anamorphic SuperScope Lens acclaimed by Leading Circuit and Independent Exhibitors as “BEST BUY” currently on the market...

Only $700 PER PAIR

ORDER NOW FROM NATIONAL SCREEN SERVICE

Lenses Delivered in order of Application
20th DROPS STEREO SOUND REQUIREMENT FOR C'SCOPE

SMPTE Sets Drive-in Study, Sound Plan

WASHINGTON, May 6.—The Society of Motion Picture and Television Engineers will conduct a limited survey of screen brightness conditions in drive-in theatres.

The survey will be conducted by the screen brightness committee, headed by Dr. Fred Kolb of Eastman Kodak. The survey was decided on by the committee as it met during the 75th semi-annual SMPTE meeting.

The committee already has data from eight or nine drive-ins, Dr. Kolb said, but intends to get material on 25 or 30 theatres all over the country. He added that he felt this many theatres would give the committee a clear indication of the problems. The committee will not make an all-out study, it was indicated, because it feels projection practices are changing and better lighting conditions are coming.

The magnetic sound committee reported it had completed recommended standards for single film, multiple track magnetic sound. It said the

(Continued on page 6)

C'SCOPE MEET ADOPTS OPTIONAL SOUND RESOLUTION UNANIMOUSLY

With over 500 exhibitors representing all types of operations and from all sections of the country in attendance at the CinemaScope policy forum at the 20th Century-Fox home office yesterday, company officials asked for an expression of the policy the exhibitors would prefer to see the company adopt. At the same time, Al Lichtman, director of 20th-Fox distribution, concurred with exhibitor views that such an expression, if adopted by the meeting, would not be binding on anyone.

"Each man will decide for himself what course he will follow in the future," Lichtman said. "That's what 20th Century-Fox is going to do. It will deal with each customer individually."

Charles Goldfine, drive-in operator of Philadelphia, thereupon offered the following resolution which, after considerable discussion and debate was adopted unanimously by the meeting.

"CinemaScope pictures will be made available to all theatres which are equipped with proper screens and anamorphic lenses, and the exhibitor will have the option of showing CinemaScope pictures with full stereophonic sound, single track magnetic sound or with a single optical track."

RKO Theatres Net Up in 1st Quarter; $485,358 Reported

WILMINGTON, Del., May 6—RKO Theatres yesterday reported estimated earnings for the first quarter of 1954, ended March 31, as $485,358 after taxes, as compared to $453,961 for the first 13 weeks of 1953. The increase, announced to stockholders at their annual meeting here, follows a loss on the disposal of capital assets of $86,660, as compared to a profit

(Continued on page 2)

Seeks Total End Of Ticket Tax
A further effort to win new ticket tax reductions was urged here yesterday by Sam Pinanski, co-chairman of the Council of Motion Picture Organizations.

Pinanski, addressing the 20th Century-Fox exhibitor forum, said "I for one" will not rest until there is "total abolition" of the ticket tax. The industry, he continued, should "pursue" for further reduction of the ticket tax.

National Exhibitor Forum Advocates Move To Help Theatres Unable to Afford Stereo; Company Believes Public Will Demand Best

By MURRAY HOROWITZ AND FRANK STARIN

The requirement that 20th Century-Fox's CinemaScope productions be exhibited only in theatres equipped with stereophonic sound will be abandoned by the company in response to exhibitor wishes and the company's continuing intention to use the wide screen anamorphic process for the benefit of the greatest number of theatres, particularly the smallest ones which otherwise would be deprived of the company's CinemaScope pictures because of being unable to afford the cost of stereophonic sound installation.

This was announced to a mass meeting of more than 500 exhibitors from all parts of the country at the 20th Century-Fox home office here yesterday. The meeting unanimously adopted a resolution in response to the invitation of company officials that an expression of exhibitor sentiment be given, that the use of stereophonic sound with 20th-Fox's CinemaScope releases be optional with the exhibitor.

With 20th-Fox top executives,

(Continued on page 4)

For Charitable Service

900 See German Receive N.Y. Tent’s Heart Award

(Continued on page 6)

It was Bill German Night at the Waldorf Astoria here last night when approximately 900 industry representatives gathered at a festive banquet to watch Adolph Zukor present the New York Variety Club’s first Heart Award to one of the industry’s outstanding leaders. Specifically, the award was made for German’s work as president of the Variety Club Foundation to Combat Epilepsy, but it was pointed out that this philanthropic activities cover a multitude of fields. A highlight of the evening was a

sort of “This Is Your Life” sketch covering the dramatic career of the president of William J. German, Inc., tracing his step-by-step advancements from the time he entered the employ of the Eastman Kodak Co. in Rochester in 1905 as a clerk to his present status as head of the organization that supplies most of the raw stock for the industry.

The sketch, written by Morton Sunshine and narrated by Fredric March, also featured Evelyn Brooks, Gen. Lyman Lemmon, Nina Foch, Jack Russell, Cornelia Otis Skinner and Martha Wright.

Russell V. Downing, managing di

(Continued on page 6)
ABC Has Air Rights To Marciano-Charles

Exclusive radio rights to the June 17 heavyweight title fight between Joe Louis and challenger Em- ber Charles have been acquired by the American Broadcasting Co. for an original evening which has announced this week by the network.

The Yankee Stadium show, which is being promoted by the International Boxing Club Inc., will be broadcast in all 50 states throughout the country and the Canadian Broadcasting Corp. under the sponsorship of Texico Corp.

The television rights for the fight were purchased from the IBC by WB for $20,000 a unit which will telecast the fight on a closed circuit television circuit.

On June 21, 11 drive-in theatres have already signed to carry the bout, using leased equipment. Tabhain Theatres in Albany, Troy, Richmond and Norfolk have not set any prices as yet for the title go.

TNT is understood, is offering a $2,000 bonus to each newspaper showing every $1.30 ticket that is purchased or a guarantee of 10 cents per ticket sold, whichever is higher.

Cincinnati Gets Cinerama June 21

Ninety weeks after opening on Broadway here, "This Is Cinerama" has retired on its last tour. It opens on June 21 when the new medium opens at the Capital Theatre in Cin- cinnati, Lester B. Isaac, director of Cincinnati exhibition for the Strick- ter Warner Corp., announced yesterday.

Unlike the previous openings, the Cincinnati premiere will have an invitation performance with tickets being sold on the first night to the public.

WEBB TO MAKE U.S. 'DRAGNET' TOUR

BURBANK, Calif., May 6.—Jack Webb, Warner Brothers director-star of "Dragnet," a Warnercolor product which will be available for August release, will make a 20-day personal appearance tour of 30 cities throughout the country in conjunction with "Dragnet" openings.

Ben Alexander, Webb's partner in both the television program and the feature-length film, and Richard L. Weeg, the "Dragnet" play director, will accompany Webb on the tour.

7 WEEKS FOR 'DESERT' PREVIEW

TORONTO, May 6.—Walt Dis- ney Corporation has leased the Roxy Theatre in Toronto for a period of 7 weeks, starting today.

The preview city is a departure from the previous practice of holding a national preview of a film in the theatre in which it will be released.

RETAINT UA LEAD

With only two weeks to go, United Artists' Dallas, New Orleans, and St. John exchanges retain the lead in the company's 35th anniversary sales drive, honoring President Arthur B. Krim.

SKOURAS' SCOPE PLAN DESCRIBED BY MYERS

KANSAS CITY, May 6.—The new policy of 20th Century-Fox with regard to CinemaScope was des- cribed here today by Abram E. My- ers, general counsel of the Allied States Association, at the convention of the Allied Independent Theatre Owners and Merchants. Myers stated that he had received the details of the plan from Syros P. Skouras, president of 20th-Fox.

The company is taking a different step in the direction of non-requirement of stereophonic sound with its CinemaScope pictures, estimated to save 50 theatres a year in operation and effect of Paramount's VistaVision.

MILLER PRESIDES

Beverley Miller, president of the unit, presiding, referred to the nu- merous types of new equipment being offered, and to the difficulty of exhibitors in arriving at decisions for expenditures and selection among the varieties, made a recommendation for extension of the installment plan which was stated as his individual opinion, was that the association buy sets of newer items such as lenses and rent them to members to be used for a few weeks, so that, at a relative small cost, many members might have personal experience helpful to them and to the whole group for conclusions as to worth.

The Macklin film plan was disc- used by three speakers, Hal Make- lim, Sam Nathanson and John Wolff, all of Universal, with the presentation of their attitudes toward the plan, em- phasizing their concern of the produc- tion shortage.

The installation visitors this morning attended a demonstration of the Goertz light at the Esquire Theatre.

OFFICERS REELECTED

The annual election resulted in the reelection of Miller as president, and John Kraus, as secretary, as director. Ronald Means was elected secretary-treasurer, succeeding his father, Jay Means, who was reelected, succeeding directors whose terms had expired or who had retired. They were won by Ronald Means; LeRoy Hastings, Osage City, Alex Shimerman, Concordia; C. Bratton, Council Grove, and Ta Richardson, Coffeyville. Three direc- tors were elected from Missouri: Ed Harris of Neosho, Ray Cook of Marysville, and Herbert J. Nelson.

The association voted Wednesday to send a telegram be expressing to Charles E. Reagor, then in New York, of the association for his offer of CinemaScope pictures by Metro without requirement of stereophonic sound.

SMITHE TO L. A.

WASHINGTON, May 6—The Society of Motion Picture Engineers decided to hold its fall meeting in Los Angeles at the Ambassador Hotel from Oct. 18 to 22.

RKO Theatres (Continued from page 1)

from the sale of capital assets of $13,754 during the first quarter of 1953.

Profits from operations after all charges and taxes, was $1,543,866, as compared to $1,000,000 for the same period a year ago. Estimated taxes more than doubled for the first quarter of 1954 as compared to the same period a year ago. RKO reported. Estimated taxes for the first 13 weeks of this year amounted to $96,000, compared to $200,000 for the like period of 1953.

Sol A. Schwartz, RKO president, addressing the stockholders, called the company's operations another theatre, the Capital, Cincinnati, for the presentation of CinemaScope pictures.

We were unable to contact the Washington representative of this latter theatre under our consent de- cree with the government," Schwartz added.

a. Directors were re-elected at the meeting.

Show 'Line' Pending Trial in Springfield

HARTFORD, May 6 — Judge Thomas J. O'Malley of Springfield, Mass., District Court today ruled that the Court Square Theatre, Springfield showing of RKO's "The French Line" could continue as long as the theatre in the hands of Springfield police for use as evidence.

He set May 21 as the date for trial against Burton Bosoff, theatre manager, and Samuel Wasserman Theatri- cal Enterprises, Inc., on police charges that the film had Massachusetts sets statutes dealing with immoral entertainment.

The police clamped the lid on the controversial film Wednesday afternoon. The Theatre reopened this evening without the film, sending a print rushed to the theatre today from Boston.
We have just concluded the most successful sales drive in the history of Universal-International.

Naturally we are very proud of our organization—all those people in production, distribution and promotion who made this record-shattering feat possible.

But we are especially proud of the exhibitor relationship which, more than anything else, contributed to this great success.

We thank you, Mr. Exhibitor, for your confidence and cooperation.

And the best way we know to say “thank you” is to keep on delivering the pictures that make big profits for all. To this we dedicate ourselves during the coming year.

Sincerely,

Charles J. Feldman
Vice President and General Sales Manager
FOX DROPS STEREO-SOUNDPOLICY
Exhibitors in Accord on 'Scope Change

(Continued from page 1)

headed by Spyros Skouras, president, presiding, it was underlined that the change in motion picture equipment is not without significant loss of confidence in the value and importance of stereophonic sound to the theatre business. It is, rather, a concession to those exhibitors only who otherwise would be unable to play the company's CinemaScope releases again during the meeting, which was opened at 10:45 A.M. and adjourned at 3:30 P.M. with an hour's respite for a buffet luncheon on the premises, that stereophonic sound is an important advance in industry techniques, that it is in its infancy now and that as improved use of it is made by producers, it is destined to become the public's choice.

Many exhibitors enthusiastically expressed themselves in agreement with 20th-Fox executives in that appraisal and said that the company could afford to make the concession agreed to because the contrast between stereophonic and optical sound recording would be all the more marked and would bring about the public decision that much sooner.

Thus, 20th-Fox became the third company to abandon the requirement that stereophonic sound be used for CinemaScope pictures. The company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president, Skouras, commenting on his company's $16,000,000 investment in order to facilitate the manufacturing of CinemaScope equipment, said the disclosor here yesterday by Spyros P. Skouras, president,Skouras, commenting on his company's $16,000,000 investme...
At 20th Century-Fox CinemaScope Forum

EXHIBITORS from Coast to Coast attended 20th Century-Fox's forum on CinemaScope and new techniques here yesterday. First panel: Darryl F. Zanuck, Sam Goodman and Fred Schwartz, Century Circuit, and Abe Dickstein, 20th-Fox N. Y. branch manager. Center photo: Spyros Skouras, president of 20th-Fox, and Al Lichtman, director of distribution, who addressed the meeting. Right photo: Fox West coast executives Ed Zabel, George Bowser and R. L. Garland.

Importance of Small House Is Stresses

(Continued from page 4)

a Scene, including stereophonic sound. The AB-PT president, referring to the objections over stereophonic sound voiced by many theatre owners, acknowledged that the drive-in situation represents a "separate problem." He went further, claiming that 20th-Fox policy on stereophonic sound has "hurt" the drive-ins, maintaining that stereophonic sound for drive-ins at this stage of development "doesn't mean a thing."

Skouras then stood up, seeking to clarify the situation. He said that 20th-Fox is confronted with appeals from exhibitor organizations to make stereophonic sound optional. Skouras emphasized that the CinemaScope medium was introduced to keep the small exhibitor in business, and said that as a distributor "you go broke fast" if you eliminate the five to 15 per cent of the revenues depending on the attractions that are derived from small theatres.

Skouras, his voice rising, went on to warn of the further dangers in new municipal taxes that would arise if the small exhibitor was driven out of business. At this point, the assembled gathering applauded.

Allied president Ben Marcus then took the floor and sought to table the Goldline motion, maintaining that a vote is "not binding or representative of the 18,000 theatres in the country. This gathering is not a club or organization, he declared.

"I was of the opinion," he opened his remarks, that 20th-Fox called this meeting to rectify some of these conditions imposed on us," Marcus went on to say that all of the exhibitors had praised CinemaScope and that everyone is in favor of a large-screen an anamorphic lens. As long as 20th-Fox makes the sound phase of CinemaScope optional, he went on, let's go home and play CinemaScope pictures.

Alfred Pickus, of Stratford, Conn., then rose to read a letter from Walter Reade, Jr., president of Theatre Owners of America. Reade, explaining his absence due to a prior speaking engagement commitment in Little Rock, Ark., asked 20th-Fox in his letter to make stereophonic sound optional.

Lichtman Urges Vote

Lichtman, objecting to Marcus' position that no vote be taken, said there is "nothing wrong" in getting an expression of sentiment.

Sam Rinzler, of New York, provided a few humorous notes, relating his experience with J-D. But he was strong in his support of CinemaScope, warning against any double-billing of two CinemaScope features.

Earl L. Sponable, 20th-Fox research director, in response to an exhibitor question on how much the medium would suffer from the lack of stereophonic sound, said flatly that "CinemaScope without stereophonic sound is going to be very bad. The public," he continued, "will recognize stereophonic sound and demand it."

Before the Goldline motion was passed by an acclamation of "yeas," Skouras told of the "untenable" position in which his company finds itself, with many of 20th-Fox's "exhibitor friends" hurling brick-bats at it on the stereophonic sound requirement. He said, "If honestly, we'll see it will help," if theatres initially install CinemaScope screen, the anamorphic lens and the magnetic sound head, and "eventually" the full stereophonic sound system. Many small theatres, he granted, are "up against it" financially. But as time goes on, he continued, the theatre with the best equipment will do the best business.

Following the buffet luncheon, Sam Piniaski, a member of the governing triumvirate of the Council of Motion Picture Exhibitor Organizations, was the first speaker recognized at the resumed (Continued on page 6)

Cautions Against 'Empty Victory' at 20th Meeting

Exhibition was warned of an "empty victory" here yesterday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres. It after winning the "optional" concession on sound from 20th Century Fox, it returns to "pre-stereophonic" days.

Goldenson's warning was one of the highlights of the 20th-Fox CinemaScope forum, attended by over 500 exhibitors from all over the country. The AB-PT president maintained that the potentialities of stereophonic sound have, as yet, not been touched by the initial CinemaScope productions. He told of his conversations while on the Coast with Darryl F. Zanuck, 20th-Fox vice-president in charge of product. Zanuck, agreed, Goldenson said, that producers have not yet learned to use stereophonic sound.

Saying that AB-PT as a company has spent over $6,000,000 in CinemaScope installations, Goldenson credited 20th-Fox for doing "more than any other company to alert the American people that the entertainment offered in motion pictures is different than that offered on television. In this connection, he mentioned his company's tie-up with American Broadcasting Co., a division of AB-PT.

He drew a parallel between the motion picture industry and the record industry in 1932 and 1933, which, he said, was a low for the record industry, with people maintaining that you could get "free" records on the radio. Now, he pointed out, the record industry is at its height, with "Hi-Fi" and other methods of "good sound."

Skouras Warns Exhibitors on 'Indifference'

By LESTER DINOFF

Exhibitors assembled at 20th Century-Fox's home office forum on CinemaScope and stereophonic sound were warned yesterday by Spyros P. Skouras not to lapse into indifference and allow another 25 years to pass without introduction of changes in motion picture presentation. Independents and circuit operators, all of whom were invited by the 20th-Fox president to attend the roundtable discussion on the medium, heard Skouras appeal for improvements, such as CinemaScope and stereophonic sound, each year to keep up with the demands of the market.

Called Answer to TV

The sole anxiety of 20th-Fox, Skouras told the theatremen, was to enable the exhibition branch of the industry to compete with the coming of free home television. The company's wholehearted effort in introducing the medium enabled theatres throughout the world to present better entertainment, he said.

No matter what may be said in heat of controversy or discussions, it is simply a fact that a producing and distributing company would not be serving its best interests if it did not try to serve the best interests of its customers, the 20th-Fox head stated. "Make your decisions in the light of the facts and the impact of CinemaScope as a complete system composed of anamorphic lenses, improved reflective screens and stereophonic sound," he told the audience.

CinemaScope, while still in its infancy, has revolutionized this industry, not only by expanding the area of a screen for better exhibition, but also by expanding the area covered by the camera, he said. Therefore, in the era of large screen and more comprehensive production techniques, the industry is no longer standing still and awaiting its own destruction, the film executive stated.

Friday, May 7, 1954
MOTION PICTURE DAILY

5
At William German Testimonial Dinner

German

(Continued from page 1)

rector of Radio City Music Hall, was chairman of the dinner committee and a principal speaker. Others were Edward L. Fabian, chief banker of Tent No. 35, and Rev. Edwin B. Broderick, who delivered the invocation. Maria Di Gerlando sang the national anthem.

Dais List Impressive


Many Players Included


SMPTE

(Continued from page 1)

standards had been worked out in cooperation with the Motion Picture Industry Council and still must be approved by the American Standards Association.

Twentieth Century-Fox, it was announced, will make a test film using those standards and this film will be made available to all CinemaScope installations for check purposes.

Exhibitors' Views Vary

(Continued from page 1)

session, Fimanski praised 20th-Fox for its "pioneering" efforts, but called for an improvement in sound. Nate Yannis, of Fall River, Mass., warned against the "isolated" impact of CinemaScope if the medium is confined only to theatres fully equipped for stereophonic sound. He forecast that once CinemaScope pictures are released without restrictions, exhibitors not now fully equipped will make enough money to become so. Yannis further urged that CinemaScope pictures be made available in 2-D for drive-ins.

51 Schine House Equipped

Louis Schine, of the Schine Circuit, of Gloversville, N. Y., said that 51 of the Schine houses are fully equipped for CinemaScope and he praised the grossing power of the medium. In an aside, he called for a more orderly releasing pattern. Harry Seitz, of New England, lining up with those who want to keep the medium as is, said that CinemaScope business is "great."

Drive-in operators Meyer Ribbs of New Orleans, and Jack Barker of Chicago, took opposite stands on the value of multiple-speaker stereophonic sound in drive-ins. Ribbs against it and Barker in support.

305 Music

Dr. Herb Gehring, of Ocala, who also manufactures drive-in speakers, speaking as a drive-in operator, called for one-track magnetic sound.

Objects to 'Stampeding'

Ethel Miles, of Columbus, O., expressed her opposition to being "stampeded" on the moment, saying that the public has been sold on stereophonic sound. The concern of 20th-Fox she maintained, should be with trying to bring down equipment costs rather than modifying the system.

Louise Rosenbaum, Muscle Shoals, Alabama exhibitor, was one who wanted to know what protection or advantage would be offered to those who initially accepted CinemaScope and made the large necessary investments. Sydney Link of Washington, emphasized the advantage of CinemaScope but said he had been uncertain about putting it in his drive-ins. Ben Marcus, Allied president, suggested that stereophonic sound is so good it wouldn't hurt to play the same film in 2-D day-and-date.

Brown Quotes Letter

Herb Brown, a Greenfield, Mass., exhibitor, read a letter he had written to a trade paper in which he disclaimed the claim made for CinemaScope by making a personal comparison between a wide screen picture and an academy award winner. He further asserted that stereophonic sound "should be optional at the exhibitor's discretion." Gehring remarked that regardless of what decision might be made at the forum 20th Century-Fox's policy will be to continue to make all big productions with stereophonic sound.

Jack Farr of Texas Drive-In Assn., offered, 305 telegrams and letters in opposition to the present Fox policy, while Charles Wieneburg of the same organization, asserted his approval of CinemaScope without stereophonic sound.

Charlie Goldfine, a Philadelphia drive-in exhibitor asserted that the drive-in problem was Fox's and that the distributors and exhibitors should look out for themselves.

Skouras said 20th's plans for the immediate future include investment of $50,000,000 for 16 productions to be released from May to December.

I. J. Hoffman, head of a Massachusetts-Connecticut circuit, again brought up the question of special consideration for pioneering CinemaScope exhibitors.

The final speaker of the morning session was Harry Brandt, president of Independent Theatre Owners Association of New York. Brandt, praising CinemaScope, said that he could only afford full CinemaScope installations in 34 out of 144 theatres which his circuit operates. He suggested that the stereophonic sound policy be extended to all theatres, if the medium were not already equipped.

Scope pictures in the remaining 110 Brandt theatres. Brandt also mentioned the product shortage facing theatres.

Gehring in response said 18 to 22 CinemaScope productions from 20th per year, in addition to some conventional films. It was also disclosed at the meeting, that there are about 3,000 theatres in the U.S. now fully equipped for CinemaScope, with a remaining 200 orders yet to be filled, representing about 4,200 theatres equipped or in the process of equipping.
Tradewise...

By SHERWIN KANE

It was only natural that with more than 500 exhibitors of varying backgrounds and interests gathered at the 20th Century-Fox home office last Thursday for the open forum on CinemaScope policy that subjects other than stereophonic sound and anamorphic processes would be discussed. Louis Schine of the Schine Circuit, Gloversville, was one of those who diverged and expressed a viewpoint that struck many, this department among them, as decidedly worthwhile.

Probably with both the impending spring product shortage and the opportunity presented by the new processes the reawakened public interest in things cinematic to re-win millions of new customers to the theatres in mind, Schine suggested that the leading producing-distributing companies arrange their release schedules so as to provide an uninterrupted flow of the "fewer but bigger and better" pictures for which the companies forsokk volume production.

Schine pointed out that 30,000,000 new customers cannot be won for the nation's theatres by providing their screens with one good picture in one week and nothing outstanding for the next three weeks. It can hardly be argued that such a schedule would prove to be an accurate representation of the industry's release schedules for the coming months, there is little chance of re-winning large numbers of new patrons or of holding those who may be attracted.

If it is legally possible to do so, it would appear that distributors, if only by looking over their shoulders at what the other fellow is doing, could come up with release schedules fairly approximating the Schine recommendation, if not actually realizing it.

The experiment obviously holds as much significance for distribution as it does for exhibition.

The fifth annual campaign by United Cerebral Palsy Association is being conducted during the

(Continued on page 2)

Extend RKO Stock Deadline to June 30

Holders of stock in RKO Pictures have been given until June 30 to tender their shares for redemption by the company at the rate of $5 per share, in accordance with a letter mailed Friday, which extended the deadline for redemption, which was formerly May 17.

Stockholders who desire the privilege of having their stock redeemed were advised to surrender their certificates to the redemption agent of Irving Trust Co., at One Wall Street, New York.

3 Reach Accord in Kansas City Suit

KANSAS CITY, Kan., May 9—A stipulation enabling the Electric Theatre here to utilize pictures on a first-run basis at the same time as theatres in downtown Kansas City was entered in the U. S. District Court here.

The stipulation, entered by Judge Albert A. Ridge, was agreed to by 20th Century-Fox, Fox Midwest, Inc., and Universal-Demoe Change, Inc. The three defendants and others had sued for $1,500,000 in an action by W. D. Fulton, owner of the Electric, filed in July, 1952. Fulton also, according to terms of a covenant in the contract not to see, is to be paid $1,000,000 by the three defendants in the case.

Other defendants, against whom the action is still pending, include: National Theatres Corp., Loew's, Inc., Paramount Film Distributing Corp., Loew's, Inc., Paramount Film Distributing Corp., United Artists Corp., and Columbia Pictures Corp.

Six to Start at MGM in June, July, August

HOLLYWOOD, May 9—M-G-M will put into production six additional colour films during June, July and August. Five pictures are being made at this time and one more will start later this month. The five films scheduled for June, July and August are "Love Me or Leave Me" (Continued on page 3)

20th Conducting Tests on 'Composite' 'Scope Print

Tests on the feasibility of making composite CinemaScope prints capable of servicing the three alternate-sound systems are now being conducted by 20th Century-Fox, it was disclosed here at the weekend by Earl L. Sponable, research director.

Sponable said the composite CinemaScope print, which would serve the three systems of four-track magnetic stereophonic sound, one-track magnetic sound and one-track optical sound, is "technically possible." But, he quickly added, at this stage it is not known whether such a system would be "commercially feasible."

Meanwhile, it was disclosed by distribution director Al Lichtman that 20th-Fox will make available three separate prints for its

(Continued on page 3)

Youngstein Abroad

On U.A. Production

Max Youngstein, United Artists vice-president, is scheduled to leave here next Saturday for Europe, where he will establish a base in Rome and will spend most of the summer on United Artists' production and Continental promotion activities for the company's forthcoming product.

Youngstein, who is in line with a gradual switch over an extended period of Youngstein's duties to production matters, which he estimates, now comprise about 90 per cent of his activities, will also interested in Rome by "The Barefoot Contessa" in production in Italy for U. A. release and Youngstein will be in contact with this and other productions for U. A. to be of help where he can.

In addition, the U. A. executive will visit other European capitals on distribution and promotional activities.

The Continental publicity organization.

(Continued on page 3)

Exhibitor to Have Choice Of Print, According to His Sound Installation

Starting July 1, 20th-Century Fox will make three types of prints available for each CinemaScope picture, it was disclosed here at the weekend by Al Lichtman, distribution director of the company.

Lichtman, setting in motion the unanimous action taken at last Thursday's 20th-Fox CinemaScope forum, announced that CinemaScope pictures will be made available with single-track magnetic sound, single track optical sound, in addition to four-track magnetic stereophonic sound.

Lichtman, making the announcement at a specially convened meeting of domestic and Canadian division and branch managers here, declared that the company's new policy of not requiring stereophonic sound will bring CinemaScope to the widest possible audiences of conventional and drive-ins during the strong summer exhibition season.

In reviewing the results of the forum, Lichtman said that exhibition appreciation of stereophonic sound

(Continued on page 3)

Schwartz Rejects 'Pre-Stereo' Sound

A strong assist for the utilization and development of stereophonic sound came at the weekend from Sol Schwartz, president of RKO Theatres.

Schwartz, unable to attend the CinemaScope forum conducted by 20th Century-Fox last Thursday because of his company's stockholders meeting, warned against any step backward. The RKO Theatres' president lined himself up with the sentiments voiced by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, in warning

(Continued on page 3)

Kans.-Mo. Reaction Encourages Makelmin

KANSAS CITY, May 9—The dominating activity at the close of the annual convention of the Allied Independent Theatre Owners of Kansas and Missouri, which was concluded Friday, was concerned with the signing of contracts for the Makelmin-Borzage film plan. A substantial pro-

(Continued on page 3)
Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and FRANK REILLY, studio executive, returned to Hollywood from here over the weekend.

WILLIAM KAPLAN, M-G-M unit manager, and AURORA AMES, studio researcher, will leave New York today for Washington on the way back to the Coast.

P. T. DANA, Universal Pictures Eastern sales manager, left here at the weekend to update New York and the Midwest.

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Atlanta.

IRVING SOCHEN, Universal Pictures short subjects sales manager, will leave today for Chicago and other cities of the Midwest.

CERIC GIBSON, M-G-M studio artist, will arrive in New York today from the Coast.

CHARLES LAUGHTON and PAUL GREGORY, producer, will arrive here today from the Coast.

JAMES A. JOHNSON, of Walt Disney's executive staff in California, is enroute to Europe from New York.

WALTER READ, Jr., president of Theatre Owners of America, left here yesterday for Atlanta.

Host Albert Trueman

Dr. Albert W. Trueman, commissioner of the National Film Board of Canada, was guest of honor last week at a Motion Picture Association luncheon attended by film company executives.

Walter E. Kline, 61

HOLLYWOOD, May 9.—Funeral services for Walter E. Kline, 61, veteran merchandisers' representative who died at home Thursday, were held here Saturday. Kline's 30 years in the film promotion business from 1918, Kline is survived by his wife and two children. Interment was at the Holy Cross Cemetery in Inglewood.

Max Levin Buried

Max Levin, brother of Jack Levin, head of Jack H. Levin Associates, and a former officer of the Commercial Federation, was buried at Riverside Cemetery yesterday following funeral services at Park West Chapel. Levin, who was 50 years old, died on Friday following a brief illness.

Nellie Sumner Rites

BOSTON, May 9.—Funeral services for Nellie Sumner, mother of Stanley Sumner, owner-manager of the University Theatre, Cambridge.

Justice Dept. Know Of Sound Protests

WASHINGTON, May 9.—The problem raised by the previous insistence of Loew's and 20th Century-Fox that CinemaScope films be shown only on temporary “sounding stage” in occasional shows” has been discussed by the Senate Small Business Committee with the Justice Department. The latest revelation came in the weekly committee staff report to committee members. The report noted that during the first half of 1955, the firms had agreed to license CinemaScope pictures to small exhibitors without stipulating any limitation on film usage.

As early as March 1, Motion Picture Daily reported a complaint by Allied States to the Senate Small Business Committee that the producers were retaining the option of refusing to license the development of promotional plans on the June through September releases from Paramount, Warner, Loew's, Allied, and Columbia.

The “Black Shield of Falworth,” the re-release of “The Egg and I,” and “Vengeance in the Dark,” Francis Joins the Vale and “Tanganyika,” have been released.

Members of the executive staff of the eastern promotion department who work at the 20th Century-Fox office, headed by Clark Ramsay, have received electric cables from Franklin G. Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising executive; and Harry Garnett, United States sales promotion manager. Robert Gillham, vice-president of Cunningham & Walsh, Universal's advertising agency, will also deliver addresses at the meetings.

Attesting from Home and Field

Field and home office exploitation representatives who will participate in the home office exploitation representatives who will participate in the 1955 summer campaign are: Ben Katz, Richard E. Loew's, Chicago; John Mcgraff, Paramount, New York; Bob Mcquaid, United Artists, Washington; Ben Hill, Atlanta; Duke Hickey, Cleveland; John Lovitt, San Francisco; Al Vogel, San Francisco; and Robert Ungerfeld, Maurice “Hicks” Harris, Will- son, New York.

Highlighting the event is the development of promotional plans on the June through September releases from Paramount, Warner, Loew's, Allied, and Columbia.

Field and home office exploitation representatives who will participate in the home office exploitation representatives who will participate in the 1955 summer campaign are: Ben Katz, Richard E. Loew's, Chicago; John Mcgraff, Paramount, New York; Bob Mcquaid, United Artists, Washington; Ben Hill, Atlanta; Duke Hickey, Cleveland; John Lovitt, San Francisco; Al Vogel, San Francisco; and Robert Ungerfeld, Maurice “Hicks” Harris, Will- son, New York.

U-J Troupe in Hub

Joseph Penney, director, and Phil Ben, talent aid, left here for Boston Wednesday to select locations for the forthcoming “Five Bridges to Cross,” Universal-International’s adaptation of Joseph Dincen’s “Collery’s” and “Young in Heart” opposite Doris Day, the studio has said, will be released. The romance with music will be produced by Henry Blanke and directed by Gordon Douglas in CinemaScope and WarnerColor.

Paramount Dwindle

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share, payable June 14 to stockholders of record June 1.

Tradewise...

(Continued from page 1)

month of May in an effort to raise $8,500,000 throughout the nation with which to establish and equip training centers for the 550,000 Americans, most of them young- ers, who are afflicted with cerebral palsy.

Until a few years ago many doctors considered C.P. victims beyond help. Now it has been shown that the cerebral palsy sufferer can be trained to become useful citizens and to live normal lives. The aim of U.C.P.A., to aid the afflicted and families otherwise would find it beyond their means.

In each of the preceding annual U.C.P. campaigns the industry has been of vital help both in conducting audience collections and in showing the campaign trailer. This year's trailer is titled "The Road to Happy Valley," and will run to great advantage in any theatre, before any audience.

Run the Cerebral Palsy appeal trailer during May!

COMPO Ad Features Films ‘New Look’

The 11th COMPO ad published in “Editor and Publisher” Saturday highlighted “The New Look in Movies,” which is due to new inventions and processes which have been developed over the past years.

In the most recent newspaper story which said: “The movie industry has proven, not alone that there are new inventions and processes, but that we still have pioners with the guts and initiative to conquer them.”

J.B. Casts Sinatra For ‘Young in Heart”

HOLLYWOOD, May 9.—Frank Sinatra will make, for him, the first film under the Warner Brothers trademark in “The Young in Heart” opposite Doris Day, the studio has said, will be released. The romance with music will be produced by Henry Blanke and directed by Gordon Douglas in CinemaScope and WarnerColor.
Europe to See VistaVision Next Month

Loren L. Ryder, head of research for Paramount Studios, flew to London last month and made preparations for VistaVision demonstrations in major European cities this June. Ryder indicated London would be the first European city in which VistaVision would be demonstrated.

From London, Ryder will fly to Paris, Frankfurt and Rome. He will select a theatre in each city for the demonstrations. The European demonstration will include those conducted for exhibitors and newsmen at Radio City Music Hall, Washington's Capitol Theatre and one scheduled for Loew's Grand Theatre, Atlanta, on Monday.

20th Tests
(Continued from page 1)

CinemaScope productions, encompassing the alternate sound systems. Reasonable, explaining his views regarding the composite print, said he is not sure that it would be advantageous, indicating that it may result in "compromising" the width of the CinemaScope picture. Technically, he continued, it could be with the aid of one of the four magnetic sound tracks for the single-track magnetic system and adding a separate optical sound track.

Sporadic, when asked the screen aspect ratio of the upcoming optical CinemaScope productions, predicted Rey. 2.55 to 1 CinemaScope aspect ratio would be changed somewhat. The optical sound prints, he explained, will result in a picture nine per cent less in width, 4.5 per cent on each side, having a ratio of about 2.4 to 1.

Six at M-G-M
(Continued from page 1)


Coast Patriotic Unit
Again Elects Brewer

HOLLYWOOD, May 9.—The Motion Picture Alliance for the Preservation of American Ideals, quasi-in- dustry organization, re-elected Rey M. Brewer president at the annual membership meeting Thursday night.

Charles Coburn, Cedric Gibbons and Mabel Walker Willebrandt are vice-presidents; Ward Bond secretary; Fred J. Richmond treasurer; Charles Kane assistant treasurer.

Landau, U-I Counsel, Resigning on May 14

Cyril Landau has resigned from Universal-International here, effective the first of next month. Landau has been attorney and secretary of United World, U-I subsidiary, prior to which he was trial counsel for KKO Pic- tures and represented Mayfair Pro- ductions, Jules Levey and others.

C'Sprint Prints in 3 Styles
(Continued from page 1)

Schwartz Rejects
(Continued from page 1)

has greatly increased in recent months and the company will continue to encourage the trade to present the possible entertainment. Merchandising plans for the company's spring and summer releases, both CinemaScope and standard, were also formulated.

Meanwhile, hundreds of wires congratulating Spyros F. Skouras, president, on the modification of company policy was received at the home office, it was stated.

Theatre sales representatives, Charles Einfield, vice-president of 20th-Fox in charge of advertising, publicity and exploitation, introduced the new official for "Demetrius and the Gladiators," in CinemaScope. The picture, he said, will be given the same promotional backing as "The Robe," with campaigns planned in national magazines, newspapers, TV and radio.

Effective with the release later this month of "Three Coins in the Fountain," Einfield continued, the company will utilize specifically prepared trailers available to exhibitors on forthcoming CinemaScope pictures.

Helen Keller to Ala. For Film Preview

Helen Keller's homecoming to her birthplace in Alabama, which she visited Friday and Saturday, will be highlighted by a single-page preview of her new motion picture, "The Unconquered." It is her first visit to the state in 36 years.

After a brief stay in Tuscaloosa, at the house in which she was born, now owned by her, Keller will proceed to Birmingham where preparations have been made for a series of events to honor her. The final event will be the showing of "The Unconquered" at the Temple Theatre.

Film Activity in Italy Is on Increase: IFF

A continued upward trend in Italian film production and distribution was revealed by latest industry figures released by Italian Films Export, Ltd., the Italian producers' publication.

According to the publication's figures, film production during the first quarter of this year increased 17 per cent. A total of 40 films were produced or are in production at this time compared to 34 pictures of 1953.

Gross Up 12%

Box-office receipts for March, 1954, as compared to last year, jumped 12 per cent and is attributed to more Italian films produced during that month. Total receipts for March for first-run films were $2,413,000, an increase of $351,666 over the amount recorded for March of 1953.

An increase of $833,333 in gross-box-office returns for the six-month period ending Feb. 28, a comparable last year period, brought in a total gross of $12,500,000. During this same period, receipts were accounted for 30 per cent of the total box-office income in Italy, as compared to 25 per cent in the 1952-53 period, IFF reported.

SMPTE Ends Meet: 720 at Sessions

WASHINGTON, May 9.—Morning and afternoon sessions on television wound up on Friday the five-day meeting here of the Society of Motion Picture and Television Engineers.

When the meeting, the 75th semiannual convention was over, SMPTE officials were elated to find they had had a very satisfactory registration of 720. The next meetings will be held in Los Angeles in October.

said that the final sessions covered such topics as television sound, recording and staging and lighting practices, set lighting for color television film production, color kinescope recording, and new television cameras and projectors.

Makelim Encouraged
(Continued from page 1)

portion of exhibitors at the convention signed contracts with Cyril Landau, Sam Nathanson and John Wolfberg interviewed the exhibitors who wanted information on the film plan. The convention closed with a banquet at which Mike Simmons, consumer relations director of C.I.C. M, spoke encouraging exhibitors to pursue the understanding interest of other business men to the value of the theatre to the community. M, Mr. Simmons spoke optimistically of the future of the industry, citing the changing atmosphere and the encouraging developments of the past few weeks.

After the banquet Makelim said that the response to the presentation of the film plan was gratifying, and that details of plans as to organization and production would be made known at the end of the present tour of himself and others in its behalf.
20th CENTURY CINEMASCOPE pictures are being made with genuine 4-track high-directional stereo...

(For this the exhibitor requires proper screen, a "button-on" soundheads, and three speakers bel...)

1-TRACK HIGH-FIDELITY...

(For this the exhibitor requires projection attachments, and "penthous"...)

1-TRACK OPTIMAL...

(For this the exhibitor requires proper screen...)

We express our most sincere appreciation to those exhibitors who attended our forum and whose advice and guidance have aided our decisions.

We thank exhibitors of the world who have installed CINEMASCOPE complete with stereophonic sound, and who have so whole-heartedly supported its presentation in the manner in which it was conceived for exhibition.

As the company which pioneered and developed CINEMASCOPE, we wish to make it clear that we will continue to advocate that all...
CinemaScope productions be presented as originally designed with genuine 4-track, high-fidelity magnetic directional-stereophonic sound, which we believe vital to the best interests of the exhibitor for the finest presentation and fullest audience enjoyment of CinemaScope.

We now extend a warm welcome to the many more exhibitors who will equip for CinemaScope with proper screen and anamorphic projection attachments, and show it—in accordance with their own desires, resources and public demand—either in 4-track magnetic stereophonic sound, one-track magnetic sound, or one-track optical sound.
Hitch your bandwagon to a brighter star with National CARBONS.

WITH THE LATEST impressive developments in wide-screen, 3-D and stereophonic sound, with the flurry of new stars and really better movies, exhibitors have more to work for—and more to work with—than ever before. In your efforts to capitalize on the new projection techniques, don't overlook these important facts:

THE PICTURE IS LIGHT — This is a fact exhibitors should know and remember. Every tone of light and shadow, every hue and shade of color on the screen are contained in the light behind the film. The film itself cannot add to the picture. It creates the screen-image only by filtering or holding back certain elements of the projection light.

LOW-COST IMPROVEMENT — Your "National" carbons deliver maximum screen-light at, or near, maximum recommended operating currents. Only by operating at peak current can you get all the screen light your present equipment is capable of delivering. So, while you're figuring new lamps or awaiting delivery, don't miss this inexpensive means of improving your position in a highly competitive market. Light is box office, too!
New Policy

Seen Building U.K. Interest In C'Scope

By PETER BURNUP

LONDON, May 10.—First reaction here to the news that 20th Century Fox and Loew's no longer will require stereoscopic sound for the presentation of their CinemaScope production was definite indication that the change of policy will result in appreciably boosting the number of CinemaScope installations in Britain. The powerful ABC Circuit, for example, which has always refused to accept stereoscopic sound, has embarked on an immense re-equipment operation with CinemaScope lenses and screens. As previously reported, (Continued on page 3)

Kingsberg Named Treasurer of Magna

Malcolm Kingsberg, former president of RKO Theatres and associated with the RKO organization since 1933, has been named treasurer of Magna Theatre Corp., the distributing organization of Todd-AO, which will produce "Old Acquaintance". Kingsberg has been a consultant for RKO Theatres since 1950. Another appointee to the Magna board of directors is Frederick Warburg, a partner in Kuhn, Loeb & Co. Magna corporation officers, as completed, are as follows; Joseph M. M. Kingsberg (Continued on page 6)

“Magnificent Obsession”

WHEN Universal produced its first version of this Lloyd C. Douglas novel in 1935, Motion Picture Daily, in its review on Dec. 31 of that year, said: “In this tender story of faith and hope and charity, the old assertion that the greatest of these is charity is repeated with delicate shadings of emphasis, with accelerating and retarding of tempo, and with an emotion-stirring refrain that suggests a symphony developed from a folksong. It’s one of the important pictures of the year, beautifully presented and directed by a master director, John M. Stahl.”

That description pretty well summarizes the re-make version of "Mag-

At Allied Meeting

Distributors Getting Unfair Share of Tax Cut: Marcus

MINNEAPOLIS, May 10.—Film distributors are getting an unfair share of the recent Federal admissions tax reduction—up to 80 per cent in some cases, Ben Marcus, president of Allied States Association, told members of Allied’s board of directors at their meeting here yesterday.

Marcus said that he and Abram F. Myers, Allied chairman and general counsel, had received complaints from exhibitors from Connecticut to Texas that under the terms of sliding scale rental contracts the 10 per cent reduction in the Federal tax had pushed some situations into higher percentage brackets, shifting off from 50 to as high as 80 per cent of the tax saving.

Marcus said that “all foreign troubles are equally guilty” for what he termed an injustice to exhibition, pointing out that the tax repeal took effect in 1953 and again this year had been a "grass roots" campaign, at least half of which had been financed by the small exhibitors.

The national Allied board also planned a protest to film distributors against a print shortage reported from eight exchange districts, Minneapolis, Milwaukee, Denver, New Orleans, Baltimore, Kansas City, Pittsburgh and New Jersey.

The major companies were using the shortage of prints for an excuse for non-service of pictures on available dates.

(Continued on page 6)

Lipton Stresses Long Range Ad Planning

Detailed long-range planning, backed up by intensive national pre-selling, are the answer to today’s selling problems, David A. Lipton, Universal Pictures vice-president, told the company’s advertisers, publicists and promotion representatives at the opening of their three-day meeting here yesterday.

Citing the success of “The Glenn Miller Story” as a case in point, Lipton declared that the box-office potential is as high as predicted if it ever was, if all the selling tools are properly and diligently applied.

But to reach this maximum audience, Lipton emphasized, it is vital that every step in the selling and promotion program (Continued on page 3)
Personal Mention

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, and his wife, Althea, arrived in Hollywood yesterday from New York.

THOMAS J. SULLIVAN, vice-president and treasurer of Quigley Publishing Co., became a grandfather on Sunday, Mother’s Day. The junior Sullivan and his children reside in Cleveland, where he is associated with the Nielsen organization.

NICK KOUNAMIS, partner in the Kounamis and Toufis Theatres circuit, sailed yesterday for Athens, Greece, to catch the latter part of this month from Clearwater, Fla.

WILLIAM Z. PORTER, Allied Artists home office field representative, has left here for Oklahoma City and Dallas.

HOWARD G. MINSKY, Paramount Pictures Mid-East division manager, was in Detroit yesterday from Philadelphia.

GERARD R. LUSSEN, projectionist and member of Local 453, has been elected president of the Pinemakers (Conn.) Central Labor Union.

H. NEAL EATON, Paramount Pictures Western division manager, has returned to Los Angeles following a tour of West Coast cities.

LEO PILLOT, 20th Century-Fox special events director, will return to New York today from Indianapolis.

GEORGE A. SMITH, Paramount Pictures Western division manager, is in Salt Lake City the last week of this month.

DICK HARMEL, executive of the Schlesinger circuit of South Carolina, is in Hollywood from Johannesburg.

WILLIAM REILLY, of “The American Weekly,” will be here today for the Coast.

MIE SKOSS, M-G-M exhibitor relations head, will return to New York tomorrow from Minneapolis.

LANA TURNER has returned to the Coast from here.

Perakos Host At Drive-In Premiere

HARTFORD, May 10.—Peter Perakos, head of the Perakos Theatre Associates, and family hostled film industry representatives at last night’s Colorado drive-in premiere of CinemaScope. The Perakos $200,000, 1,000-car capacity Plainville Drive-In Theatre.

On the theatre’s 114-foot wide screen, largest of its kind in the U. S., was Warner Brothers’ “The Comancheros.” Stereoscopic sound is not being used, although Sperko Perakos, general manager of the Connecticut drive-ins, said such equipment would be installed “at a later date.”

MOTION PICTURE DAILY

Tuesday, May 11, 1954

700 Attend Georgia, Alabama Convention

 ATLANTA, May 10.—An estimated 700 exhibitors are in attendance at the joint convention of MPTO and the Atlanta Chapter of the Alliance of Theatrical Employees, which opened at the Atlanta Biltmore Hotel yesterday and will continue today. New equipment and occupancy are expected on the center of the stage at the convention.

Speakers at today’s sessions included C. J. D. Seaton, Communications Liaison Officer, Columbus, Ga.; Harry Curn, Birmingham; Emil Bernstein, Willy-Kinex, Atlanta; E. L. Whitaker, vice-president and operating manager of Georgia Theatres; John Stembler and W. M. Woodring, co-chairmen of the afternoon session.

Welcomed by Governor

Gov. Herman Talmadge and Mayor William B. Harbort made welcoming addresses at the convention luncheon today, presided over by J. H. Thompson, president of the Georgia Theatre Owners. The Roxy Co. of New Orleans was host at a cocktail party closing today’s sessions.

1,500 See VistaVision

In Atlanta Theatre

 ATLANTA, May 10.—An audience of 1,500 exhibitors and salesmen saw rollicking new papernapkin scenes from Atlanta, New Orleans, Jacksonville, Charlotte and other Southern communities at a demonstration yesterday of VistaVision, Paramount’s new production and screen presentation process, at the Grand Theatre.

A. W. Schwaberg, president of Paramount Film Distributing Corp., and Frank Nelson, production head of the studio’s technical expert, delivered addresses explaining VistaVision and its advantages.

Officers Reelected For RKO Theatres

Sol A. Schwartz was reelected president of RKO Theatres at the first board of directors meeting after the annual meeting of stockholders yesterday.

Other officers reelected were: Arthur A. List, chairman of the board; William W. Howard, vice-president of George; Thomas M. James, president and treasurer; William F. Whitman, general counsel and secretary; H. E. Newcomb, comptroller; Louis Joffe and Milton Maier, assistant secretaries; Arthur E. Bell, assistant treasurer.

Touroff Forming New Production Company

HOLLYWOOD, May 10.—Director Nicholas Touroff has announced plans for the formation of his own production company, to be known as Touroff Productions.

Touroff plans to go into production on comedy or comedy-drama type films and, at the same time, plans for several larger dance films have not been set as yet.

Touroff will make one picture for Paramount during the remainder of the year.

To Hike Panatar Output 200%

The production of Super Panatar anamorphic lenses will be increased 200 per cent for the coming year by Panatar, it was announced by a joint meeting of representatives of the manufacturers, Panatar, and the distributor, Radian Corp. of Chicago. It was also announced by Harry E. Eiler, president of Radian, that the Army and Air Force Motion Picture Service had ordered a substantial increase in the production of the Super Panatar lenses.

Serkowich Dies; Was Veteran Publicist

Funeral services for Benjamin H. Serkowich, 64, well-known publicist, were held yesterday at Mount Hope, Pottsville, Pa., and are being conducted by Jules Mortuary, Pottsville, Pa. Serkowich died Saturday in the Veterans Administration Hospital, Pottsville.

From 1936 to 1946 Serkowich was director of advertising and publicity for the Capitol Theatre Company. In 1946 to 1959 he was a promotion executive with Paramount Public Relations, and at the present time he is with the West Coast branch of the company.

Serkowich leaves three brothers, Jules, David and Hyman, and two sisters, Mrs. Laura Hannah and Mrs. Helen L. Hannah, all residents of Pottsville.

Nationale Tour of Brewer to Bring Him To N. Y. in IA Study

MOTION PICTURE DAIL

HOLLYWOOD, May 10.—Roy M. Brewer, former international representative of the IAFFE, and now being urged to challenge IAFFE president Richard F. Walsh for the presidency in the coming IAFFE convention, will tomorrow leave on the first leg of a three-week tour of the country for the purpose of determining the general feeling of the locals in the Middle West and East. If the demand justifies his candidacy, he told the press, he will make a formal announcement of his intention to run.

The tour will carry him to New York.

Brewer released to the press the full details of his one-man campaign for the IAFFE presidency in March, 1953, at Las Vegas, in which he sought to obtain more autonomous status for IAFFE’s Hollywood locals among other things, and which recommendations, ultimately rejected by President Walsh, led finally to Brewer’s resignation as international representative and his acceptance of business employment at the Allied Artists studio.

He is taking leave from AM to make the present tour.

O’Keefe to Toronto

AL O’Keefe, vice-president in charge of distribution for Pola-Lite Co., will leave here today for Toronto to confer with members of the General Theatre Supply organization, Canadian distributors of Pola-Lite glasses and new single-track Pola-Lite 3-D projection system.

Solomon Joins Waller


NEW YORK THEATRES

NEW YORK CITY MUSIC HALL

Rockefeller Center

EXECUTIVE SUITE

SUPERBITONIC

CREATURE FROM THE BLACK LAGOON

RADIO CITY MUSIC HALL

MARCH 15

WILLIAM HOLDEN — RAY MILLAND — BETHLEHEM STEAMSHIP MILTON TERRY — HARRIET WELDON — STEVE MILLER

"EXECUTIVE SUITE" M-G-M-Move of 1954

THE CREATURE FROM THE BLACK LAGOON M-G-M—Milio of 1954

M-G-M’s “Executive Suite” at the Radio City Music Hall set a new record for a single-theatre engagement when the film grossed $110,000 during its first four days, Russell V. Downing, president and managing director, said yesterday.

A record $124,000 was grossed by the film during the Easter holiday with five shows per day, Downing said. The previous titleholder at the Radio City Hall was “Ivanhoe” for four days.

Col. Reports ‘Wife’ Set Mark in Boston

INDICATION OF AN AMERICAN WIFE” is reported by Columbia Pictures to have grossed $95,000 the first weekend of the week at Loew’s State and Orpheum theatres in Boston, setting a new two-day Columbia mark for this year.

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On New York Times

For Rent—At 630 9th Ave.

Beautiful large office space and private office. Cutting room, available, if needed, full telephone service.

Ct. 6-4660

—From the Black Lagoon

RICHARD CARLSON-JULIA ADAMS

PARAMOUNT

—From the Black Lagoon

RICHARD CARLSON-JULIA ADAMS

PARAMOUNT

—From the Black Lagoon
**Scope in U.K.**

(Continued from page 1)

19 of the circuit's key houses have already been equipped. The circuit estimates that 250 of its theatres are adaptable. Total installation by the end of this year 160 definitely will be equipped; if not more.

A circuit spokesman declares that the governing factor is the human element. ABC's engineering staff is working already to the highest degree.

The enthusiastic reception given the private screening of British Movietone's 'CinemaScope' picture of the Queen's coronation, The Story of the White Heron—will be another spur for the process. Adverse comment here on the entertainment quality of a number of the CinemaScope pictures has lately increased and was epitomized in the printed remarks of respected national critic that "Hollywood technicians were becoming immersed with the wonder of their new tools and forgetting the magic of the story."

'Screen Came Afire'

Following the "White Heron" screening the same authority wrote, 'CinemaScope might have been made for this district. The story came afire with majesty and loveliness.' Another commentator wrote: This will open the whole country to CinemaScope."

The whole 20th-Fox force has been mobilized to develop the White Heron and CinemaScope. The picture will have a simultaneous release throughout the CinemaScope circuit of the country during the White Heron weekend. Approximately versions are being prepared for the whole of the overseas market including the Middle East. Officials confidently declare that "White Heron" will prove to be the year's biggest grosser here and abroad.

Although comment is currently withheld by the Rank Organization it is generally believed that the 20th-Fox sound-track declaration will lead to a rapprochement between Fox and the organization.

All the sudden CinemaScope ferment sets the stage suitably for M-G-M's demonstration of Perspecta Sound due on Wednesday. The demonstration precedes the opening of "The Knights of the Round Table," which has been advertised to every corner of the country. Metro has also summoned to the demonstration 15 of the company's European chiefs. The delegation is headed by Dave Lewis, M-G-M chief of Continental Europe, and Ed Lapine, publicity chief for Continental Europe. The party will be accompanied by leading suppliers and manufacturers from the continent.

**District Sales Heads Appointed By IFE**

John Jarvis, formerly with Selznick International and Columbia Pictures, has been named Southeast district manager, and David Williams, previously with Eagle Lion and MGM, has been appointed Southeast sales manager, Bernard Jacom, I.F.E. Releasing Corp., general in charge of sales, announced.

Jarvis and Williams will locate in their respective areas for the New Orleans, Memphis, Atlanta, Jacksonville and Charlotte exchange areas. They replace Albert E. Rook, who was resigned was announced earlier.

**Cinerama to Dallas; Premiere Set July 1**

"This Is Cinerama" will premiere at the Melba Theatre in Dallas on July 1, it was disclosed yesterday by Lester B. Isaac, director of Cinerama exhibition. The Southwest premiere will follow closely the June 21 opening of Cinerama in Cincinnati.

The new policy of public promissories, as opposed to invitational opening night performances, will be continued, said Isaac.

The picture has a wide range of material and is generally believed that the 20th-Fox sound-track declaration will lead to a rapprochement between Fox and the organization.

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**Lipton Advertising Plans**

(Continued from page 1)

nostalgic campaign may be blue-printed and co-ordinated in advance. Close integration is demanded for this among such groups as distribution and promotion and the company's own phase of this over-all operation, he added.

He said, it must start with the acquisition of an important story property and, if must continue unflaggingly through the local or point-of-sale level.

The company's continuing prosperity, highlighted by an all-time record which could top the Charles J. Feldman Annual Sales Drive," has been paced by a corresponding increase, year after year in its budget for publicity advertising and promotion, Lipton asserted.

This year, Lipton disclosed, the budget for advertising in national magazines alone will be double that of the preceding year. A good deal of this extra will go for such properties as "Maggie's Millions, Obsession, The Black Shield of Falworth" and "Sign of the Pagan."

The company, he said, has always believed in the value of such national-pre-selling and now is in the forefront among the majors in the use of national magazines to focus the attention of the widest possible audience on its product.

Local Sit Not Ignored

At the same time, Lipton said, the appropriations for the equally important task of local selling have been correspondingly increased and the operations of the publicity and promotion staffs broadened and intensified.

More than 200 training representatives, Charles Simonelli, Eastern advertising and publicity department head, is presiding at the meetings. Others who addressed the meeting were Charles Ramsay, executive assistant to Lipton; Philip Geratz, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and Henry A. Linet, sales promotion manager.

**Moss Eyes Vice-Presidency**

(Continued from page 1)

present IATSE administration which is headed by international president Richard W. Ramsay.

The H-63 vice-president declared that he will run for office as an independent, unaffiliated at present with any local or departmental officer, holder, namely Roy Brewer, who is being boomed by West Coast IATSE members for the presidency. Moss said that Walsh opposes his candidacy as he "sees no reason for not running the present executive slate of IATSE 'as a team' for reelection at the August convention.

The present ninth vice-president of IATSE is Miss Louise Wright of Dallas, who represents the special department locals on the general executive board of IATSE. The term of office is for two years.

**Cites Support of Locals**

"The belief exists among union members and officers of H-63 that a more vigorous and progressive attitude can be taken by the representatives of the special department to improve the bargaining status and contracts of these locals," Moss said. "That is why we are seeking office. At present there are 35 special department locals in the IATSE, Moss stated, adding that "H-63 and other locals are contributing to the campaign for my election," he said.

Moss also expects to receive support from a number of "A" locals in the IATSE. The union officer declared that H-63 has been given serious consideration to an application for an "A" charter which will give the home office employees more autonomy. At present H-63, as a special department local, has the right to negotiate and conclude contracts, but has to have all requests for strike authorization signed by the IATSE international representative. As an "A" local, the per capita tax per member per quarter would be $3 as compared to the 73 cents which is now being paid. "At present we will not ask for an 'A' charter even though Walsh has evidenced a willingness to grant such a charter," Moss said. "The union's present status entitles us to two votes at the annual convention, but if we had an 'A' charter, our 3,000 membership, the largest in the IATSE, would give us 30 votes."

The white collarites union is still negotiating with Paramount Pictures for a contract for the publicists at that company, Moss said.

**Abe Fisher Aide to Herbert Greenblatt**

CHICAGO, May 10.—Abe Fisher, former branch manager of Republic Pictures here, has been named assistant to Herbert Greenblatt, Central division sales manager of RKO Pictures.

Edward Walton, special assistant to the RKO president, James R. Grainger, was in town over the weekend conferring with Greenblatt and RKO branch manager Sam Gorceck.

**NOTICE TO ALL EXHIBITORS:**

We plan shortly to put into production a new feature-length black & white motion picture, "Private Hell '36," starring Ida Lupino, Steve Cochran, Dean Jagger and Howard Duff. It will be directed by Don Siegel and it has been written for the screen by Collier Young and Ida Lupino. It is a gripping story which concerns two honest police officers who are caught in the moment of temptation to steal.

At this time we are soliciting offers from theatres to play this picture.

Upon telegraphic request, we will air-mail the synopsis of this story. We plan to release this picture on or about September 15, 1954.

Any theatre operator who is interested in playing this picture should write us prior to Thursday, May 20, 1954, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity, and state the terms he offers for playing the picture in such theatre.

If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating the terms of such offer, within the period of ten (10) days.

FILMMAKERS RELEASING ORGANIZATION

233 SOUTH BEVERLY DRIVE

Beverly Hills, Calif.
Universal's Summer Releases

RECOGNIZING the varied requirements of the nation's exhibitors for all types of pictures, for all types of theatres, for all types of screens all through the year—to secure one kind of result—top box-office returns, Universal-International has set eight films for release during June, July, August and September, Charles J. Feldman, vice-president and general sales manager, declares.

A ninth release in the four-month period will be the national re-release of "The Egg and I," the biggest domestic grossing film in the history of Universal Pictures. It was the forerunner of the successful "Ma and Pa Kettle" series.

FIRST CINEMASCOPe

The period will also mark the release of U-I's first CinemaScope production, "The Black Shield of Falworth," and the new production based on the Lloyd C. Douglas novel, "Magnificent Obsession." The latter film, in Technicolor starring Jane Wyman, Rock Hudson and Barbara Rush, is currently receiving the same advance promotional build-up as U-I's successful "The Glenn Miller Story."

Each of the nine pictures to be released during the four-month period is to receive a specially adapted promotional campaign designed to take advantage of the season of the year and to provide the greatest possible impact on the local level where the public makes its final entertainment selections, Universal asserts. The growing use of television and national magazine advertising which has been so successful in nationally launching U-I pictures will be stepped up. The re-release of "The Egg and I" will be marked by the same type of national promotional campaign which sparked the original release of the picture in 1947.

Detailing the month to month releasing plans of the company, Feldman disclosed that the June pictures will be "Drums Across the River," a color by Technicolor Western starring Audie Murphy, Lisa Gaye, Lyle Bettger and Walter Brennan, and "Black Horse Canyon," a second action film in color by Technicolor starring Joel McCrea and Mari Blanchard.

"The Egg and I" is set for national release in July following several territorial saturation openings in late May.

"Johnny Dark," in color by Technicolor starring Tony Curtis, Piper Laurie and Don Taylor, will be released in July. With a sports racing car background this film is designed to provide both romance and thrills for the Curtis-Laurie fans. "Tanganyika," an adventure drama in color by Technicolor starring Van Heflin, Ruth Roman and Howard Duff, with a background of the African veldt, is the third July release.

August releases will be "Magnificent Obsession," a love story based on the novel by Lloyd C. Douglas, author of "The Robe"; and "Francis Joins the WACS," starring Donald O'Connor, Julia Adams, Chill Wills and Mamie Van Doren.

FOR SEPTEMBER

"The Black Shield of Falworth," in CinemaScope and color, starring Tony Curtis, Janet Leigh, David Farrar, Barbara Rush, Herbert Marshall, Torin Thatcher, Daniel O'Hara and Rhys Williams is set for September release. It has been designed to provide exhibitors with a type of picture which best lends itself to the CinemaScope medium yet encompasses that general audience appeal, which has come to be characteristic of Universal product. "Dawn at Socorro," in color by Technicolor, starring Rory Calhoun, Piper Laurie, David Brian and Kathleen Hughes, also is set for September release.

All of U-I's pictures announced for release during the four-month period with the exception of "The Black Shield of Falworth" which is in CinemaScope, can be shown in all aspect ratios from normal to as high as two-to-one, Feldman noted.

"Magnificent Obsession" will be one of Universal's major releases of the summer. Second photo from top shows Jane Wyman and Rock Hudson in a scene from the film, which is in color by Technicolor. Next photo: A scene from "Tanganyika," starring Van Heflin, Ruth Roman and Howard Duff, also in Technicolor. Ninth below: A scene from the popular "The Egg and I," slated for re-release in July. Bottom photo: "Dawn at Socorro," color by Technicolor, starring Rory Calhoun, Piper Laurie, David Brian.
Experimental Tests
Of Phonevision Set
To Start on May 31

The first private, experimental tests
of Zenith’s Phonevision system of sub-
scriber television using the new Gordon
Cable System, manager for WOR-TV, New
York, announced yesterday. The tests, beginning at
5 A.M. and running to 4:30 P.M., will
employ WOR’s television transmitter, to
be loaned to Zenith for the experi-
ment, and will be continued to the New
York Metropolitan area.

The Federal Communications Com-
mission recently granted WOR-TV
permission to make a 90-day test of the new system beginning May 15.

Dr. Alexander Ellet, Zenith’s vice-
president in charge of research, will
supervise the operation, Gray said. It
will consist of seven field camera
tests operating simultaneously through
Phonevision “decoders.” The experi-
ment will determine what distances
the system will project, and how it
will react to heavy rain and other
television problems peculiar to the New
York area, according to Gray.

No telephone lines will be used and
the images will be received only on
receiver equipped with a special receiver.
Snare material will consist of test patterns,
films and some live pick-ups.

Sam Bischoff Buys
Jean Harlow Story
HOLLYWOOD, May 10.—The
Jean Harlow story is finally slated for
production as a result of a $100,000 deal in which producer Sam Bischoff
yesterday acquired full and exclusive
rights.

Under terms of the agreement, Mrs.
Jean Bello, Miss Harlow’s mother,
reports to Bischoff July 1 in the role of consultant and advisor in prepara-
tion of the screenplay. Bischoff has set a $200,000 budget for the pro-
duction.

Smith-Horwitz Dissolved
HOLLYWOOD, May 10.— Lou
Smith and Al Horwitz, partners in
Smith-Horwitz, public relations firm,
today announced the dissolution of
their partnership on June 1, with
Smith continuing the present business
and Horwitz setting up his own office
elsewhere.

‘Susan’ July 14

RKO Radio’s “Susan Slept Here”
will have its world premiere on July 14
at the Golden Gate Theatre, San
Francisco. The Technicolor comedy
with music is scheduled for general release on July 24.

‘Iron Glove’ May 12

“The Iron Glove,” Columbia Pic-
tures’ Technicolor drama starring
Robert Stack and Ursula Thiess, will
have its local premiere at the Para-
mount Theatre, Brooklyn, tomorrow.

Rita Hayworth Film
Brings Coast Court
Suit for $4,000,000

LOS ANGELES, May 10.— The
last-minute cancellation of the world
premiere of the feature documentary
record of Rita Hayworth’s honeymoon
with Aly Khan formed the basis of a
$4,000,000 suit filed in Superior Court here today, attorney
Charles J. Katz. The picture is
“Champagne Safari,” which was pro-
duced by Jackson Leightier, formerly
Miss Hayworth’s personal manager.

Defense Film Corp., which owns world rights to the film, and Jackson
Leightier Associates, Inc., asked $4,-
000,000 damages and a restraining
order against Columbia Pictures and its
president, Harry Cohn.

The plaintiffs charge that Columbia
and Cohn used coercion and threats to
induce the Fox West Coast Thea-
tres to cancel an agreement whereby
the film’s world premiere was to be
held last April in the circuit’s Cinerama Theatre, San Francisco.

The complaint is signed by Herbert
Bregstein, president of Defense Film
Corp., which charges that the defend-
ants have publicly served notice to
exhibitors across the nation that re-
ports would follow if any of them
exhibited “Champagne Safari.”

Because of the defendant’s influence
among exhibitors, it is charged, the
“lessening in value to-date of the prop-
erty rights of the plaintiff occasion-
ed by the said wrongful acts of said
defendants” amounts to $2,000,000.

The additional $2,000,000 is sought as
punitive damages because the defendants
allegedly acted in malice.

Every week-end is
walt FRAMER
“Top-rating ‘day’!

Rita Hayworth Film
Brings Coast Court
Suit for $4,000,000

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Marcus in Warning to NCA

On Plenty of Scarcity

MINNEAPOLIS, May 10.—More than 300 exhibitors were present at the opening session of North-Central Allied's two-day convention this afternoon to hear Allied President Charles Landis analyze the current situation, cryptically titled “The Economy of Plenty of Scarcity.”

He criticized Columbia for high percentage terms on its product, pointing out that only 9,000 of the nation's 18,000 theatres have been permitted to play the pictures. Discussing the recent big developments, Marcus said “we have won a marvelous victory” in the fight for the Federal admission tax. Touching on the outcome of the Fox forum on CinemaScope, Marcus said “we had an armistice, but I'm afraid that we still don't have peace.”

Marcus did, however, urge the independent exhibitors with conventional theatres to take advantage of technological developments. “I know that the drive-ins have their own problems,” he said, “but the conventional theatres should equip themselves with the four-track optical lens and the proper lenses so that they can show CinemaScope, VistaVision or any of the other new processes. Put your theatres in first-class shape. Go out and borrow the money if you have to.”

Willbur Snaper, speaking on new techniques and equipments, cheerfully pointed out that he was not competent to discuss recent developments. As a member of national Allied's watchdog committee he said that he has seen and investigated most of the new methods and still was confused.

Snaper said that Allied was setting up an information bureau for members on a national basis which would obtain specific answers to specific questions from film producers and equipment members.

Allied must tackle not only the supply of pictures, but the releasing and terms of product. Nathan Yamins, president of New England Allied, said. Other speakers included Mike Sivertson, regional manager for the Northern regions; M. G. M., Col. H. A. Cole of Texas Allied, and Al Sindlinger, of Sindlinger and Co., Ridley Park, Pa., statistical organization.

Allied Holding Proxy Plan in 'Abeyance'

MINNEAPOLIS, May 10.—Allied States Association's plan to obtain stock proxies in a producing company is being “held in abeyance” until the Haskell production project has been tested, a member of the Allied board said here today, following the directors meeting. There were no further discussions of the stock proxy plan, he said.

Both Ben Marcus, Allied president, and general counsel Abram F. Myers said that the Makelain plan was “enthusiastically received” by independent exhibitors in Denver. However, where it was introduced initially, the big job ahead, Myers said, is to line up first-runs for the product.

"Magnificent Obsession"

MINNEAPOLIS, May 10.—“Magnificent Obsession,” which retains the quality of the original with additional assets including color by Technicolor, is the new one, however, was by Robert Brees. Jane Wyman and Rock Hudson carry the top roles commendably, ably assisted by Barbara Rush, Agnes Moorehead, Otto Kruger and the other carefully selected playmates.

As was descriptively pointed out in the original review, the “magnificent obsession” is the theory that a man who lives a life of service achieves an exalted happiness for himself and remolds the lives of those whom he serves, and only save a man from such a pursuit is a resuscitator belonging to a doctor who dies of a heart attack because the pithy metaphor is being used for Hudson, Hudson, a money-spooled role that leads to a marriage when Miss Wyman, the doctor's bride and Miss Rush, the doctor's daughter by another marriage. In trying to evade Hudson, Miss Wyman is struck by a car and is blinded. Hudson then devotes his life to her service, eventually resuming his medical studies, and in a clausiticsequence, adds the Wyman Hudson equation.

Basically, "Magnificent Obsession" might be called a woman's picture. Its strongest appeal is to women and, therefore, should have strong box-office appeal from those "working" ingredients are properly spaced and it never becomes over-emotional.

Others in the cast are Gregor Palmar, Sara Shane, Paul Cavanagh, Judy Nugent, George Lynn, Richard Cutting, Robert Williams, Will White and Helen Koch.

Running time, 118 minutes. General classification. For August release.

Tax Cut Share

(Continued from page 1)

ability or for shifting first run pictures out of the regular playing slot and resubmitting it until later dates, Allied charged. The complaint has already been filed by North Central Allied. Minneapolis which warned local film exchanges several weeks ago that it would take further legal action if a request for the film was not answered.

Reminder by Wire

National Allied's action was less forceful and took the shape of a legal threat which the local office sales ex-ecutives advising them that the distributors were just as much bound by their contracts to deliver prints on availability as the exhibitors were to comply with the contractual obliga- tions as to rentals and playing time.

Marcus also announced the creation of a special "Col. Cole Fund" to be used as a reserve fund for legis- lative purposes. The fund will be created by asking Allied members to contribute a sum equal to the amount they would have paid the government for April 1, 2, and 3 of this year, under the old 20 per cent Federal ad-valorem tax rate. It will be established as a trust fund which will be administered by Allied's president, treasurer assisted by McNamara, at the present time Marcus, Ruben Shor of West Virginia, and Myers, respectively.

20th Follow-Ups

(Continued from page 1)

ing in July with four-track magnetic stereophonic sound, one-track magnetic sound and one-track optical sound. The installation of CinemaScope by drive-ins and small town and small theatre accounts can be patterned after the servicing of them with prints will be taken up at these branch meetings.

Promotion Planned

Openings of CinemaScope pictures in these new situations will be given strong promotional support, the company announced.

The 20th Century-Fox's field sales force will visit theatres equipping for CinemaScope presenta-tions, and will hold talks with theatre managers and projectionist on remedied pro-

"Coins" May 20

"Three Coins in the Fountain," filmed in CinemaScope on location in Rome, Venice and Meranio by 20th Century-Fox will open at the Roxy Theatre here on May 20.

Allied Holds Firm On Arbitration

MINNEAPOLIS, May 10.—Allied's board of directors, at its weekend meetings here, de-cided to stand firm and to take no part in the industry-wide arbitration conference to be held Tuesday, May 24, nor in any future meetings, unless, undoing, until, production discussions agree to include film rental policies as subjects for arbitration.
DEFIERS OF SELF-REGULATION INVITE CENSORSHIP: JOHNSTON

Mincing no words, Eric Johnston, Motion Picture Association president, states without qualification in his annual report that “The few (producers) who ignore self-restraint (as defined by the industry's Production Code) invite governmental censorship and incite public condemnation.”

He adds: “It is an easy mistake to regard those who press for unbridled license as champions of originality and creativity. But there is nothing romantic or artistic about those who reject self-regulation in favor of open warfare against public morality. They are delirious in their obligations to the public.”

“I think it is reassuring to note that the overwhelming num-
(Continued on page 4)

Bright Outlook Is Seen by Johnston in MPAA Report

A brighter economic outlook for the forecast by Eric Johnston, president

Australian Theatre Business at High Level, Rydge Reports

Reflecting excellent business conditions prevailing generally in Australia, indications are that Greater Union Theatres' financial report for 1953, due to be completed in the near future, will be the best in the history of the company, Norman B. Rydge, G.U.T. board chairman and managing director, who is in New York for a two-weeks visit, said yesterday.

Austrailian theatre business recorded substantial improvement recently following abolition last October of the (Continued on page 6)

Eight Groups Active In UJA’s Campaign

Eight committees now are active in the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, which will culminate on May 20 in a luncheon at the Hotel Pierre which will honor Spyros P. Skouras and at which the principal speaker will be Reuven Dali, Israel consul in New York.

The committees and their chairmen are: Laboratories, William German; Foreign Producers and Distributors, Jacob Grimko and Harold Klein; Recordings, Leonard Schneider; Talent, Nat Lefkowitz and Robert Weitman; Exchanges, Abe Dickstein and (Continued on page 4)

Uniform Plan Ended

FOX POLICY IS NOW ‘ABILITY-TO-PAY’

Makelim Tells More Details Of Film Plan

MINNEAPOLIS, May 11.—Additional details regarding the film plan of Hal B. Makelim were outlined by the sponsor at this morning's session of the convention of North Central Allied.

Describing himself as “a small man... being shot at by the majors,” Makelim said that he could guarantee delivery of 12 pictures, two of which would be mediocre, nine “nice” or “top features” and one a hit. He once again described the financial arrangements for production and said that he estimated that each picture would bring in an additional $400,000 in domestic rentals from non-contract sign-
(Continued on page 5)

Officers Reelected by Two Georgia Groups

ATLANTA, May 11.—All officers of the Motion Picture Owners of Georgia were reelected today at the convention which closed this evening. President is J. H. Thompson; treasurer, E. D. Martin; secretary, John Thompson.

The Alabama Theatre Association reelected R. L. Kennedy as its president, A. C. Cobb and Rufus Davis as vice-presidents and T. E. Watson as secretary-treasurer.

‘Three Coins in the Fountain’

(20th Century-Fox) (CinemaScope)

Set against a background of present-day Rome and Venice and utilizing the full advantages of CinemaScope, “Three Coins in the Fountain” is a bright romantic production fortified with a big-name cast and in color by DeLuxe. Dorothy McGuire, Jean Peters and Maggie McNamara are believable as a romantically entangled trio of American misfits in Rome, while their love interests, Clifton Webb, Rossano Brazzi and Louis Jourdan, respectively, give outstanding performances. The title song, written by Jule Styne and Sammy Cahn, and sung off-screen by Frank Sinatra as the film opens, is worth noting and may be a tune which will catch on.

The story involves the love affairs of the Misses McGuire, Peters and (Continued on page 6)

New Decca Stock in Exchange for ‘U’

WASHINGTON, May 11—Decca Records has filed with the Securities and Exchange Commission a registration statement covering the issuance of additional shares of its 50-cent par capital stock. The new stock is to be offered in exchange for additional stock of Universal Pictures at an exchange ratio to be supplied later.

As of May 1, Decca said, it owned (Continued on page 4)
LEY TO DISTRIBUTORS: DO NOT DISTRACT EXHIBITION POLICIES

ATLANTA, May 11—Distributors must not attempt to dictate to exhibitors how they shall run their theatres, and exhibitors must realize that distributors who are strength creators, intelligent and affirmative action, gross injustices can be prevented.

False two points were the policies that were learned during the last year in the controversy over stereophonic sound, Herman Levy, general counsel of the Theatre Owners of America, said here today.

Speaking at the joint convention of the Atlanta Theatre Owners and Operators of Georgia, Levy said that May 3 and May 6 were history.

He said that those days, M-G-M and 20th-Century-Fox abandoned their stereophonic picture, and for the first time, in using it for the first time.

"Major Credit to Exhibitors"

"The major credit, however," Levy said, "must be given to exhibitors everywhere because they recognized the un-economic position of these two distributors and because they saw their view to the attention of the companies involved as forcefully as possible.

Exhibition's approach was well received, he said, because it was an immediate, genuine patient, because the exhibitors felt sincerely that these two distributors and any others who might make a similar demand, would eventually recognize the error of their ways even if too late to have had the largest possible number of theatres available for their CinemaScope pictures.

Admitting that CinemaScope had its faults, Levy said, "It is true that many exhibitors felt that stereophonic sound contributed in great measure to loud audience reaction, but the distributors, Levy said, that it was the stereo requirement that made exhibitors feel that it was an attempted invasion by distribution into the right of theatre owners to operate their theatres to their best judgment.

Lamp of controversy," Levy stated, "has highlighted a major problem which confronts this industry and which can be solved only by a change in philosophy and policy on the part of distribution; distributors must abandon their attempts to invade the providers of exhibition by dictating to exhibition how exhibitors shall run their theatres.

Repeating assertions made in previous policies, Levy called on the distributors to reserve authority on the part of branch managers, contending that some top sales managers have little or no idea of the operations or understanding of the problems of today's theatre operations.

Urges Power for Sales Heads

Levy asked that the alleged practice of some company presidents of usurping power of their managers be stopped immediately, adding that if branch managers "are not to be given the authority to make decisions effectively, then, let us at least let that authority be centered in management as distinguished from sales."

In conclusion, president of Dixie Drive-in Theatres of Atlanta, and Jimmy Caylard of Alabama, co-chairman of Southern Drive-in Exhibitors, and the outdoor theatre situation, said, Claude Ezell Drive-in Theatres of Dallas, explained and demonstrated the Ezell-designed stereophonic sound speakers for drive-ins.

Walter Reade a Speaker

Other industry figures to address the show included: B'nai B'rith Film Reac, Jr., president of TOA; A.B. Padgett of Willys Theatres; Jack Braunegel of Commonwealth Theatres; Kansas City; Ed Martin, Martin Theatres, and Mack Jackson of Alexander City, Ala.

American Pictures Popular in Germany

BONN, W. Germany, May 11—Official figures released here today indicate that uniform popularity of motion pictures in general and American productions in particular, is maintained in German homes in the western zone as compared with 4,025 in 1951. Most recently popular were "Gone With the Wind," "From Here to Eternity" and "Roman Holiday," all played with German subtitles.

Cinema Lodge Golf Tourney June 10

The third annual film industry golf tourney, sponsored by the American Ad Association of New York's Cinema Lodge of Book Brith, will be held at the Vernon Hills Country Club here June 8-9.

The tournament was announced yesterday by Burton E. Robbins, president of Cinema Lodge.

The appointment of Martin Levine, Cinema Lodge past president, as chairman of this year's committee, was announced at the same time. Entrants must be members of the Cinema Lodge office and 20th Century-Fox's New York exchange.

Film Writer Admits He Was Communist

WASHINGTON, May 11— Allan E. Sloan, author of the film biography of Martin Luther, producer by Louis de Rochemont, has told House of Representatives' investigatory committee yesterday that he was a member of the Communist party between March 1943, and July 1944, having joined as a "fuzzy-wuzzy,"

Howard Bay, stage and screen scenic designer, told the Committee he has not been a member of the party since January 1, 1952, but refused to answer questions about activities and acquaintances beyond that date, pleading the Fifth Amendment.

'Obsession' Campaign Slanted to Women

A national magazine advertising campaign designed to provide extensive coverage of women's publications will highlight the Universal national promotional campaign for "Magnificent Obsession," David A. Lipton, vice-president, yesterday told the company's sales and promotional representatives during the second day of a three-day meeting here.

Scheduled to break during July and August, the U-I national magazine advertising campaign will cover every type of woman's publication, including national magazines circulated through the country's major food chains, general women's "continuation" and teen-age groups and fan magazines.

Betty Hutton to TV

Betty Hutton will make her TV debut on Max Liebman's "Your Show of Shows," opening the fall series of color shows on Sept. 12. The 90-minute fall series will originate from the Brooklyn studios which formerly housed Warner Brothers' Eastern activities.

Fire Damages Studio

HOLLYWOOD, May 11—A fire in a section of the General Service Building today caused an estimated $200,000 damage. The studio, which has been given over almost exclusively to television film production.

Serkovich Biles

A memorial service for the late Benjamin Serkovich, motion picture publicist who died Saturday, will be held at the chapel of the Jewish The- raud Guild, Palace Theatre Bldg., here at 1:30 p.m. on Friday.
"Hooray!"

You should have seen our Sales Execs doing hoop-la's in the projection room last week when we screened an advance print of the sensational "SEVEN BRIDES FOR SEVEN BROTHERS" in CinemaScope—color, too. It stars Jane Powell, Howard Keel and a screen full of young talents all-out for love-making. Some folks call me King of the Musicals. All right, so it's true!

The Broadway scene is very Lion-ish (that's me, pals). For instance:

RADIO CITY MUSIC HALL: Sensational "EXECUTIVE SUITE" (starring Academy Award winner William Holden and June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch)—acclaimed by the critics and applauded by the public, successor to another Music Hall record-breaker, "ROSE MARIE" (CinemaScope—color; Ann Blyth, Howard Keel, Fernando Lamas)—to be followed by "THE STUDENT PRINCE" (CinemaScope—color; Ann Blyth, Edmund Purdom and the singing voice of Mario Lanza).

STATE: Box-office music as fans applaud lovely Lana Turner, even more exciting as a brunette (with Pier Angeli, Carlos Thompson) in the fiery romance, "FLAME AND THE FLESH" (Technicolor).


GLOBE: Thrilling drama of Navy's jet pilots bombs Broadway—"MEN OF THE FIGHTING LADY" (Color; Van Johnson, Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy).

TRANS-LUX 52nd St.: That phenom of show business, "LILI," continues to pack them in, in its 2nd year. (Incidentally, it's a clean-up in repeat bookings everywhere since it won so much praise, not to mention the Academy Award for music. Inquire!)

Random Thought: A lot of those gloomy folk who predicted the rout of movies by TV are now confessing they don't turn on their sets nearly as much as formerly. The movie-going habit is getting to be a habit again. Nothing to equal a good movie. Where else can you see great color musicals like "The Student Prince" or big, star-studded attractions like "Executive Suite." Only in the movie theatres, natch!

When the tip-off comes from as experienced a movie judge as publisher Billy Wilkerson of Hollywood Reporter, lend an ear! In a front page editorial of his April 13 issue Mr. W. reports a group of M-G-M screenings in Hollywood, advance prints of "THE STUDENT PRINCE" and "SEVEN BRIDES FOR SEVEN BROTHERS," also "BRIGADOON" and "BEAU BRUMMELL" (all in CinemaScope and Color) in stages of completion. He wrote: "We sat in on 'Brigadoon' and can report high enthusiasm, not only for this picture but for the others. There's no better way of impressing anyone than by showing them the goods and that's what M-G-M did." When you see for yourself, you'll join Mr. W. in his "high enthusiasm."

"P.S. Watch for more of "My Intimate Diary" — Leo"
MPAA Report
(Continued from page 1)
“leads me to believe the American film industry has greater achievements ahead.” Johnston emphasized that the great technological advances last year “did not mark the close of the period of transition through which the American motion picture industry is moving.”

“Substantial investments,” he commented, “are still being poured into research in the laboratory and experiment on the set.”

“Heartening progress continues to be made before the camera and on the scene a growing Holstey of dollars of advance and achievement is keeping pace with the dynamic expansion of modern society.”

The forward-looking spirit which motivates the motion picture industry makes certain further dramatic changes and even better film presentations in the future.

Reporting in his capacity, also, as president of Motion Picture Export Association, Johnston noted that American films had made further gains in foreign markets with the result that Hollywood was one of the best years distribution companies have experienced abroad.

While the increase in business volume and revenue were achieved despite numerous commercial and monetary restrictions, Johnston noted that the American film industry may face even tougher trading obstacles in the ensuing months.

Contributing factors, he explained, were a growing Holstey of dollars of advance and foreign exchange in a number of important overseas film markets; cutbacks in the U.S. government’s foreign aid program; and an increase in nationalistic pressures to protect local film industries.

The report points out that the ability of the American film industry to maintain and develop its export business is closely linked to the direction of U.S. international trade policies.

“A backward step in U.S. trade policy, or even a failure to continue the liberalization of past years,” the report adds, “would adversely affect the motion picture industry whose foreign markets now account for over 40 per cent of its total revenue.”

Among the barriers to the free flow of U.S. motion pictures to foreign countries, the report lists “exchange controls, artificial currency valuations, bilateralism, import quotas, licensing requirements, as well as a multitude of direct prohibitions and internal restrictions.” On the other hand, “there are no trade restrictions on the importation of foreign films into this country. In recent years the playing time and gross business of foreign films in U.S. theatres have been markedly increasing.”

“The growing competition from foreign films,” the report adds, “is a healthy development. It serves as a further spur to Hollywood to continue to provide the type of films which have enabled it to achieve a position of world leadership.”

Johnston expressed confidence that “the American film industry can meet the challenges it faces overseas in 1954 and go forward in even greater accomplishments in the months ahead.”

Other highlights of Johnston’s annual report:

PRODUCT: There were 354 feature releases last year compared with 369 in 1952 and 342 in 1951. Of the 1953 total, 203 or 57.3 per cent, were in black and white and 151, or 42.7 per cent, in color. The color picture percentage of the total has nearly doubled since 1951.

Short subjects are reported in increasing demand due in part to the “theatres per picture supplied in the past year” and in part to exhibitor desire to offer “balanced program.”

PRODUCTION CODE ADMINISTRATION: Approved 354 features and 415 shorts in 1953, slightly fewer than in the preceding year. Of the total, 64 were foreign features, the largest number to receive a Code seal in any year. Twelve of the imports were produced abroad by MPAA member companies who also distributed an additional 20 foreign features.

ADVERTISING CODE ADMINISTRATION: M-G-M President on 120,000 advertising, publicity and exploitation items in 1953, of which 2.25 per cent were disapproved or revisions were requested.

TITLE REGISTRATION BUREAU: Recorded 3,794 new titles out of 4,101 submitted in 1953.

UJA Committees
(Continued from page 1)
Leonard Gruenberg; Publicity; Maurice Bergman and Max Youngstein; Music Publishers; Julius Collins and Abe Olman; Publicists; Jack Al- ianco, Charles Alicoane, Chester Bahn, Abel Green, Sherrill Kane, Martin Quigley, Martin Quigley, Jr., and Sumner Smith.

MGM and Exhibitors Map ‘Caesar’ Drive
More than 50 independent and circuit theatre managers in the Greater New York area met Monday at the M-G-M home office projection room and heard Arthur Canton, eastern divisional press representative for the company, explain various phases of the promotion in connection with “Julius Caesar,” which begins engagements May 15 in local theatres, the playdates to extend through June.

M-G-M is offering a $100 bond for the best all-around advertising, exploitation and publicity campaign on the picture. Loew’s will not be eligible in the contest.

Details of talks and contest for the subsequent runs were outlined in the first meeting of its kind conducted by M-G-M.

Walders Leaves IFE To Join Columbia
CHICAGO, May 11—Harry Walders, Chicago manager for I.F.E. Releasing Corp., has resigned to join Columbia Pictures here, taking over the position of sales manager held by the late Oscar Bloom. Charles Wiener of the I.F.E. Minneapolis exchange is taking over the local exchange until a replacement for Walders is appointed.

VistaVision in Dallas
A demonstration of Paramount’s VistaVision will be held in Dallas on May 14 at the Majestic Theatre. Expository talks will be delivered by Y. Frank Freeman, vice-president in charge of the Paramount studio, and Loren Ryder, director of research.
New 20th-Fox Rental Policy

Berger Heads NCA
For the 11th Year

MINNEAPOLIS, May 11 — Benjamin N. Berger was elected president of North Central Allied for the 11th year, at the closing session of the convention here today. Elected to succeed Berger were his longtime aides, Peaslee, Stillwater, Minn., vice-president; Al Leet, Minneapolis, secretary; and Ed Price, Minneapolis, treasurer.  

David Risch, veteran Wisconsin exhibitor, was elected honorary vice-president. An expanded board of directors, totaling 29, also was chosen.


two-point policy set

Two-point policies were set up as the basis of future dealings:

1. In the case of old accounts 20th-Century-Fox will live up to its earlier agreements to guarantee the exhibitors a profit.

2. All new deals are to be made on the basis of what our experience with experience with the previous accounts and with protection afforded both exhibitor and ourselves.

3. Closing, Lichtman commented that he agreed with Marcus in his statement that it was basic that "we Association may well be the basis of future dealings."

4. There was no reference in either Skouras or Lichtman's statement to the Allied message of Saturday concerning the Fox promise to supply future Cine- scope pictures to exhibitors in a single-track form.

Makelin (Continued from page 1)

...and from $200,000 to $400,000 from foreign distribution. This additional $600,000, he explained, would be divided equally between himself and the original 2,000 signers.

He listed his product, describing 35mm CinemaScope prints as "a back-lotter on its prints," to provide future CinemaScope pictures in more formats, including conventional 1.37-to-1 aspect ratio, by top officials of Allied States and wire service.

The accusation was made at the morning session of the convention of the Allied's receipt of the executive, announced the revision of the Fox policy on film rentals.

Members of the national board who were present at the 20th-Fox forum in New York last week agreed that there was not their understanding of 20th-Fox's policy, not only on the question of stereophonic sound, but had agreed to service its successful 35mm D prints.

The difference in the national Allied board's understanding of the picture's scheduled run, which was to commence May 14, at the Hyde Park Theatre, as prime mover in the cancellation of the picture's scheduled run, which was to commence May 14, at the Hyde Park Theatre, as prime mover in the cancellation of the picture's scheduled run.

Appealing to the theatre-owners of Chicago to make their theatres available for a new cinema, he pointed out that it has opened in other cities despite pressure to prevent it from doing so and has done good business.

The executive board of the American Civil Liberties Union has asked for an interview the film of the slated release. The board has asked for a meeting with the producers union and to the Hyde Park, urging that the picture be shown here.

'Miami' Premiere May 14

"The Miami Story," Columbia Pictures' expose of crime and corruption in the Florida vacationland, will have its New York premiere at the Paramount Theatre on May 14.

Yamins Critical

There has been some back-tracking somewhere along the line, that Yamin, Allied director, of Fall River, Mass., said. "I was there in the front row and heard the entire discussion. It was a definite understanding that the 2-D version was included.

Allied president Ben Marcus said he had discussed the matter with officials and had understood that the 2-D version had been included in the Fox plan, partly to afford relief to exhibitors who could not show the necessary alterations in their physical plant this season.

Yamin, general counsel, said that he had convinced of the Allied "watchdog committee" immediately after the Fox meeting and that they also believed that 20th had agreed to service the fourth, or conventional, version.

"We will continue to experiment in adapting CinemaScope pictures to conventional projection," the executive said, "but we cannot stop the other conversions at this time."

The executive said that 20th-Fox was abiding by the resolution passed on the floor of the forum last Thursday which called for the release of prints, four-track and single-track magnetic and single-track optical.

Phone calls and from $200,000 to $400,000 from foreign distribution. This additional $600,000, he explained, would be divided equally between himself and the original 2,000 signers.

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'Miami' Premiere May 14

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McNamara, employed as secretaries in the U.S. Distribution Agency, Room 202, the executive offices in the Italian capital, falls in love with Jourdan, a boyish-prince. When Edwin becomes aware of some of the feminine wiles employed to attract him, he disappears, temporarily, at least.

Miss McGurie, secretary to a world-renowned novelist, Webb, fully entices the playwright from his too strict a life for her. Too bad she doesn't learn he has only a year to live. The third couple, Brazi and Miss Peters, meet frustration when their hoped-for marriage is prevented by financial stress.

The central symbol of the story, Rome's Fountain di Trevi, where a coin and a wish are supposed to insure another year in the city, brings the couples together at the film's conclusion. Miss McGurie, her romance patched-up, calls her roommates to the fountain the afternoon of their departure for the fairly long journey turned. Jourdan and Brazi turn up and marriage for all is insured. Some amusing sequences involving Brazi's Italian relatives on an excursion to the countryside surrounding Rome, round out the picture.

Sol C. Siegel produced and Jean Negulesco directed from the screenplay by John Patrick. The story is based on the John H. Secondari novel. Victor Young provided a colorful score. Sophisticated dialogue and frank love scenes are handled with the same lightness and almost casual informality that characterizes American slapstick comedy.

Running time, 102 minutes. Adult classification. For release, May 20.

FRANCIS BACKILMAN

“Silver Lode” (RKO Radio)

REALISTIC mob sequences, sufficient action and suspense, plus enhancing Technicolor photography, overcome a complicated plot to rate “Silver Lode” a better than average item for houses specializing in period Westerns. John Wayne, Elizabeth Scott, Joel McCrea and Burgess Meredith are the key players.

“Parachute,” “Knock on Any Door,” and “Knute Rockne” are among the recent successes which illustrate this formula for the screen and give it the romance interest. The local citizens listen to Duryea, and letting their feelings rule their heads, grab for their guns, despite the protests of Robert Warwick, the local judge.

When Payne arms himself in self-defense, things get completely out of hand as the townsfolk turn into a mob bent on murder. With the help of Miss Moran, the local dance hall girl and Payne’s old flame, information is received at the right moment from the scene of the former shooting. The town is saved, a false accusation is cleared up, and Miss Moran’s love for Payne is renewed.

A charming, lovable picture, and Miss Scott return to their interrupted wedding.

Running time, 80 minutes. General classification. For release, June 19.

F. B. ROSENTHAL

“Drums Across the River” (Universal-International)

THERE is often-used Western theme of Indians attempting to keep the peace in the face of war-provoking white men in search of silver, the climax of an honest, two-fisted settler to aid his Ute friends and the usual amount of well-meaning townswomen misled by the culprits, add up to a solid action film in color by Technicolor. Audie Murphy as the settler who fights and keeps the peace; Walter Brennan as his father, Massimo, who is the head of the Indian tribe, and Lyle Bettger as leader of the band of cutthroat that consider silver of more importance than peace, lead the cast. Mara Corday and Lisa Gaye supply the romantic interest. In addition, Hugh O’Brien delivers a good portrayal of a gun-happy killer.

Bettger and his mob provoke a skirmish with the Utes when a party of prospectors crosses the river bound for the mines. Murphy succeeds in seeing the chief, Jay Silverheels, who promises peace if the white men will not steal. A Bettger-led stagecoach robbery arouses the settlers, however, when they assume the Indians are at fault. With the U.S. Cavalry on the way to remove the redmen to a reservation, and held captive by the Indians, Murphy escapes and succeeds in leading the villains into a trap and exposing their plot. The Army arrives at the right moment to arrange a treaty with the Utes. Melville Tucker produced and Norman Jarvis directed. John K. Butler and Lawrence Roman wrote the screenplay from John K. Butler’s story.

Running time, 78 minutes. General classification. For release, June 19.

“Lagoon’’ Grosses $1,100

Universal-International’s “Creature from the Black Lagoon,” in Pola-Lite Technicolor, has grossed $1,100 at the Warner Theatre in Hawthorne, Cal., at the end of its seven-day engagement, the film company reports.

“Blade’’ Here May 14


National Pre-Selling

“J HONNY GUITAR” will be represented by a full page four-color ad in the June 23 issue of “This Week.”

“Indiscretion of an American Wife” and “Beat the Devil” are among the new releases to be handled by Phillip Hartung in the May issue of “Woman’s Home Companion.” A feature story on Duryea was also published.

“Carnival Story” and “Night People” both pictures made in Germany, are reviewed in the current issue of “Life.”

Each month Louella Parsons selects current releases for her Movie Citations department of “Cosmopolitan.” For May she chose “Rose Marie” as the best production; “Knute Rockne” as the best comedy; Anne Baxter was picked for giving the best performance in “Carnival Story” and Lee Tracy was cited as the best children’s movie.

The front cover of the issue is devoted to Jerry Moore, star of “Parachute Sisters.” Miss Parsons has written an interesting cover story of “Parachute Story,” illustrated by a full-page portrait in color.

To illustrate the trend in current releases of the one- and two-week-run-inflower-type films, Ed Miller of “Seven cent” has collected photographs taken on the production sets of this sort of film for the May issue.

Elizabeth Taylor, star of “Elephant Walk,” has been chosen by the editors of “Look” as their “American Beauty Girl” for the current issue.

“The Black Shield of Falworth” will show the benefit of a major autumn fashion promotion section which will appear in the October issue of “Photoplay” magazine, according to Lillian Lang, McCadden’s fashion promotion director. A fashion show will be staged showing the costumes from the film and modern versions of these gowns. A news

resulted in the making of the show and release in the Universal

International weekly of Sept. 4th to 600 theatres.

“Parachute” will also inaugurate the Gold Star Fashion Awards in the September issue. Awards will be made to magazines, radio stations and others who are under way to exhibit the winning costumes in key city theatres throughout the nation.

The concluding installment of Mary Pickford’s story “This Is My Life,” will appear in the June issue of “McCall’s.”

WALTER HAAS

Australian

Federal government admissions tax, estimated to amount to approximately 20 per cent, Rydges reported. Some state governments followed the Federal action by imposing a tax of their own on admissions. Average admission prices continue steady in Australia at the equivalent of 70 to 85 cents.

Guest of MPEA

Rydge, on his first trip here in four years, was guest of the Motion Picture Export Association at a luncheon at the Harvard Club here yesterday. He attended the 22nd M.P.E.A. conference in Singapore and visited in Singapore and Italy before going to London for conferences with Rank. He met with Capt. Harold Auten, his American representative before going to Hollywood en route home.

His views have not been equipped for new processes yet and Rydges observed that he feels he arrived here “at the right moment in time” which to observe the new techniques with a view to helping decide his future policy.

TV No Present Threat

With an Australian government commitment favorably on introduction of both state and privately operated television for Australia, Rydges estimated that it would be at least five years before state stations are in operation there and “five years before it attains its zenith and becomes worthy of the consideration of motion picture theatres.”

Eric Johnston, M.P.E.A. president, was present at the luncheon for Rydges yesterday. Mr. E. H. Johnson, 20th Century-Fox president, introduced Rydges as “one of the ablest and best ambassadors of good will among the English-speaking nations of the world.” About 40 American film executives are in Rydges’ charge, urging the U.S. industry for “courage, vision and enterprise” in introducing the new processes. “It shows,” he said, “that the United States is planning for even greater and newer horizons. I believe it can only mean a more glorious future for the motion picture everywhere in the world.”

Whole Industry in Tribute

Present at the luncheon were: Capt. Auten; Morten Ritchie, Edward Morey and William Satori, of Alfred Artists; Joseph McComb, LeRoy Braun, Lacy Kantner and Bernard Zeeman of Columbia; Sam Burger and Morton Spring of Loew’s; George Welner, J. William Piper and Al Deane of Paramount; Richard Altschuler, Douglas Yates and Theodore Reuss of M.P.E.A.; C. W. Clark, Walter Branson and K. N. Hawkins of RKO.


MPAA Officials Present

From MPAA, in addition to Johnston, were: Joseph I. Bren, Ralph Hetzel, Fred DuValt, Sheldon Scher-}

July 12, 1954
Aim at Tourists

N.Y. Theatres May Join in 'Festival' Here

'Package Ticket' Plan Under Consideration

Members of the industry in New York City may join with leaders in the publishing field, radio, and TV, and major retailers to sponsor a project known as the New York Summer Festival of 1954. The aim of the organization will be to promote New York as "the greatest vacation bargain on earth" and thus minimize a possible summer slump at the box office.

It is expected that local exhibitors will participate in a "package ticket" plan whereby special passes to their houses will be grouped with tickets to other mid-weeks of amusement and (Continued on page 5)

Tax Plan Provision

Eases Bookkeeping

WASHINGTON, May 12—The Senate Finance Committee tentatively approved a provision in the House-passed technical relief bill which would make it easier for many theatre firms which keep books on a weekly basis.

At present, a corporation's tax year (Continued on page 4)

Text of 20th-Fox Wire on New C'Scope Sales Policy

Widespread exhibitor interest in 20th Century-Fox's new sales policy based on the principle of ability to pay resulted in the release by the company yesterday of the full text of the telegram revealing the policy sent to Ben Marcus, Allied States president, and Abram F. Myers, chairman and general counsel, at the Allied board meeting in Minneapolis this week by Al Lichtman, 20th-Fox director of distribution.

As reported from Minneapolis in Motion Picture Daily yesterday, under the new policy 20th-Fox will no longer review and adjust contracts on the C'Scope releases but will negotiate deals on the basis of experience with individual accounts while stipulating safeguards to protect both the company and the account.

The full text of the Lichtman wire (Continued on page 4)

Durwood Awarded Million in K.C. Suit

KANSAS CITY, May 12. — Circuit operator Edward Durwood has been awarded almost $1,000,000 in an eight-year-old legal battle with his brothers. Durwood was awarded at court three theatres and their profits which were acquired by his brothers, Dwain and H. W. Dubinsky, while they were in Durwood's employ from 1946 to 1949. The judgment upheld a previous ruling that Durwood was the intended victim of a "conspiracy to defraud." Under a contract, the two brothers were prohibited from engaging in any other theatre business while in Durwood's employ.

Ontario Notes Rise

In Product Imports

TORONTO, May 12—Chairman O. J. Silverthorne of the Ontario Board of Movietone Censors reported that 591 features from 10 countries had been examined for the 575 theatres in this province during the past fiscal year, of which 495 had received approval without change for unrestricted showing.

The board chairman announced that the number of foreign-language features had jumped from 59 to 109 in the two latest 12-month periods, compared with 34 such pictures in 1951-52. The foreign-language product had come chiefly from France, Italy and West Germany.

Of the total releases, 401 features (Continued on page 4)

See National Issue

To Push For Lower Terms

On Delayed Print Dates

A move to demand lower film rentals and percentage terms on pictures for which there is a scarcity of prints at the time of availability is being quietly organized by exhibitor groups. This action is reported to have been discussed at recent exhibitor association meetings, and, although the plan will be pushed initially by individual exhibitors, the campaign may branch out into a national issue.

The print shortage, exhibitors charge, is as acute as the product shortage and if a theatre is ready to play a picture on availability and there is no print with which the exchange can serve it, then the terms should drop a lower figure, based on the later date on which the print is obtainable.

If a picture is worth more on national release, it is argued, then the reverse should be held, if the engagement has to be pushed back because of the unavailability of a print. These points were brought out at closed meetings of exhibitor groups, it was learned, and definite, drastic action was blueprinted to either force distributors to make more prints available or reduce the rental terms on delayed product due to print shortages.

New 4-Band Stereo Is Set

A new low-cost, four-channel stereophonic sound system for theatres of 1,000 seats or less has been developed by Photograph, Inc., of Chicago, it was disclosed in a letter sent this week by Fred C. Matthews, vice-president of the equipment company. With the use of the new small-theatre system, said Matthews, "there is absolutely nothing more to buy in the way of sound equipment."

Components of the new system, according to Matthews, are two penthouse reproducers; four preamplifiers w/tubes and cabinet; four 20-watt power amplifiers 3/tubes and cabinet; one suppressor amplifier; one equalizer and changerover switch; one system selector switch; one horn switching panel; one ganged fader; one power unit; one monitor amplifier; six auditorium speakers, and three Altec Lansing speaker systems plus cables and cordage.

Description and prices governing the new system are now being sent to exhibitor organizations throughout the country.

Mayer Says Japan Likes Perspecta

Reaction to the trade and press demonstration of Perspecta stereophonic sound recently held in Tokyo was that it was the "finest sound ever heard in Japan," it was reported by Seymour Mayer, regional director of the Far and Middle East for Loew's International, who has just returned to New York.

The Tokyo demonstration was held (Continued on page 4)

Joseph Unger

Funeral services will be conducted tomorrow at the Riverside Memorial Chapel, at 2:15 P.M. for Joseph J. Unger, industry executive, who was found dead in his Riverside Drive apartment yesterday. Unger died apparently from a cerebral hemorrhage.

With 34 years in the motion picture industry, Unger entered the field as a booker for the General Film Co., in 1929. Up to his death he was a partner in Rogers and Unger Associates, which was formed in 1949.

In 1921 he joined First National (Continued on page 4)
Personal Mention

FRIDAY, May 12 — The Argentine government was scheduled to put into effect in Buenos Aires next week a law which makes live vaudeville acts compulsory in motion picture theatres.

Columbia Named in Hayworth Action

Rita Hayworth and the Beckworth Corp., in which she is a partner and owner of 450 shares, yesterday filed suit here against Columbia Pictures, seeking an accounting on the distribution of four pictures produced by Beckworth and released by Columbia as part of a lease agreement that the presentation contract be declared null and void.

The suit claims that Columbia violated its duties in handling the product and that certain liabilities were charged to Beckworth. It is charged that Columbia failed to account, among other things, on the domestic and foreign distribution of "The Loves of Carmen," "Guadalupe," "Romeo," and "Sadie Thompson," but that no accounting had been made to Beckworth.

The Beckworth Corp., which was formed in 1947 to produce pictures for Columbia, was dissolved in 1949.

Must' Vaudeville Faces Argentina

WASHINGTON, May 12 — The Argentine government was scheduled to put into effect in Buenos Aires next week a law which makes live vaudeville acts compulsory in motion picture theatres.

The decision comes as a result of a lease agreement, which was signed by Columbia and the Commerce Department film chief Nathan D. Golden. He said that the law would gradually be extended later to other parts of the country. The law was passed last September to provide work for some 50,000 stage performers.

Withdraw 'She Wolf' For Eng. Dubbing

Independent distributor Jules Levy announced yesterday that although he had accepted dates for "The She Wolf" from the RKO, Fox West Coast and Selznick Warner Bros. circuits, he has decided to withdraw the picture from distribution in order to dub it with English dialogue. The dubbed version will be ready for release in late July or early August.

Levy said that the circuit executives to whom he has cabled were unanimous in suggesting that "The She Wolf," not be restricted in its international release and should be made available for all theatres. This policy was proved successful by the success of Levy's "Madoka," which scored record engagements throughout the country, he said.

"The She Wolf" has been assured advanced bookings by circuit officers in independent situations after the film has been re-dubbed, Levy said. It has completed a 10-week run at the Worlder.

Credit Group Elects New Co-Chairmen

The Motion Picture Industry Credit Group, which is composed of 29 film companies, distributors and service and financial organizations in New York and Washington, elected William J. Davis of Associated Press Laboratories and Samuel Shapiro of DeLuxe Laboratories as co-chairmen of the Group's second year.

Also elected to office were: Joseph A. Tannay, S.O.S. Cinema Supply Co., vice-chairman; J. Fellers, Del-A-Vine Labs, Film-series and engineering; J. C. Carpenter, Peerless Film Processing Co., and Anthony Termine, Termini Editorial Service, committee members.

To Re-Release 'Hans' Nationally on July 1

Plans have been completed for the general re-release of Samuel Goldwyn's "Hans Christian Andersen" on Thursday, July 1. It was released last month.

RKO Reissues Two

"Every Girl Should Be Married" and "The Window" will be re-released this month. "Every Girl," which was announced yesterday by Charles Boasberg, RKO general sales manager.

Skouras, Lichtman to Attend D. C. Dinner For Glenn Norris

WASHINGTON, May 12 — Sygros Skouras, 20th Century-Fox president, will be present tonight attending a testimonial dinner to be given here Monday night for C. Glenn Norris, formerly Fox zone manager here, who has been elected president of the company's Eastern sales manager, with headquarters in New York.

The Washington Club is giving the dinner for Norris at the Shoreham Hotel. At Lichtman, Fox vice president in charge of distribution, will also attend, as will many other industry leaders.

Laurie to Canadian UA Publicity Post

Archie Laurie, Canadian industry veteran, has been appointed as individual publicist representative for United Artists in Canada. It was announced by Francis M. Winknis, national director of advertising, publicity and promotions. Laurie, who will work under the supervision of exploitation manager Joe Fellers, will take over duties in the company's Toronto exchange.

Laurie has been associated in the past with M-G-M, Republic Pictures, Esquire Films, Odeon Theatres, Eagle Lion Films and the J. Arthur Rank Organization in Canada.

To Withdraw 'Luther' In U.S. After July 31

Louis de Rochemont's production of "Martin Luther" will be withdrawn from distribution in the U.S. on July 31, it was announced yesterday by Robert Mace, president of Louis de Rochemont Associates.

"Martin Luther," which has played 2,500 engagements, will be re-released, is expected to reach a total of almost 3,500 dates by the termination date, it was announced by Mace. On the basis of billings to date, he added, the picture's U.S. and Canadian gross is expected to reach $3,500,000.

Robinson on Tour For "Gladator"

To promote 20th-Century-Fox's new CinemaScope production, "Demetrius and the Gladiators," actor Jay Robinson, who portrays a Roman emperor in the picture, is making a cross country personal appearance tour. Robinson will do scenes from the picture in key cities in all sections of the country.

Motion Picture Daily, Thursday, May 13, 1954
His name's Friday, he's the Top!

IN THE LATEST SURVEY OF TV VIEWING THE PROGRAM WITH THE BIGGEST AUDIENCE OF ALL IS JACK WEBB IN "DRAGNET" AND THIS SUMMER WARNER BROS. DRAWS THIS TREMENDOUS AUDIENCE TO MOTION PICTURE THEATRES WITH THE FEATURE-LENGTH 'DRAGNET' IN WARNERCOLOR

Starring and Directed by JACK WEBB, with his famous detective partner BEN ALEXANDER A MARK VII LTD. PROD. Produced by STANLEY MEYER
Disney Plans
Biggest Drive
For C'Scope

Walt Disney Productions will launch the biggest motion picture publicity drive in its history beginning in August with a proposed budget of $650,000 to be spent in promoting its first CinemaScope production, "Twenty Thousand Leagues Under the Sea," a spokesman said here yesterday. This is $150,000 more than the previous high. The campaign will utilize national magazines, newspapers, radio and TV as the principal media and will last until January, 1955.

Plans have been made to follow this campaign with an equally impressive budget for Disney's first CinemaScope feature cartoon "Lady and the Tramp," it was said. Promotion on this picture will continue until its release around Easter.

Both of these presentations are more than $4,000,000 productions.

'Salt' Anti-American Says Labor Council

HOLLYWOOD, May 12.—The AFL Central Labor Council chairman, W. J. Bassett, disclosed that the council has condemned as non-union, anti-American and produced by persons variously reputed to be Communists or Communist-con-

nected. The picture has been screened semi-privately around Hollywood rep-resentatives and is expected to be exhibited in the Hollywood Boulevard Theatre has been planned.

'Seal Island' Cited

Walt Disney's True Life Adventure "Seal Island," now in non-theatrical release, has been awarded one of "School Teacher Magazine"'s 1953 awards for outstanding merit as a distinguished film for school use. Presentation of the award took place at the Hollywood Junior Four-H Club Hall here. Carl Nater, director of the Disney non-theatrical film division, accepted the award.

2 Ohio Houses Close

CLEVELAND, May 3—Local ex-
changes have been notified that the Liberty Theatre, Lovellville, and the Lincoln, Lisbon, have closed.

Imports Rising in Ontario

(Continued from page 1)

were of U. S. origin while 81 were
made in the United Kingdom. Alter-
ations or special adult classifications were required in 48 feature-length pictures from the States, 16 from Brit-

ain and 32 from Continental Europe. Only eight pictures had been placed in the so-called "Restricted Audience," two each from the U. S., Britain, Italy and France. The policy of the Ontario Department is to require such subjects for adults only "to a small number annually," Silverthorne declared.

The trend indicating the tendency to over-
emphasize sex, Silverthorne announced that a satisfaction agreement had been reached with distributors and exhib-
itors for the examination of advertis-

mg material. Out of 31,592 pieces of advertising, 220 were rejected and 34 approved after treatment by the dis-

 tributors.

Licenses had been issued to 575 theatres, for a net increase of 11. During the year, seven theatres had closed operation and six were volun-
tarily closed temporarily. Licenses were issued to 1,084 projectionists, the increase being slightly more than in the previous year.

Only two theatres had been pros-
cuted and 10 projectionists were sus-

pended. The Seamen's Union voted to let the theatre owner faced prosecution for ob-
structed exits and the other case was for admitting to the theatre unaccom-
panied juveniles.

Boston Local Elects
Caplan President

BOSTON, May 12.—Joseph Caplan, chairman of the regional president at the annual election of officers of Local 182, IATSE, projectionists union.

Other officials elected were Frank Futter, second vice-president; Benjamin Bearman, financial secretary; James Gibbons, recording secretary; Jack Stach, treasurer; and Raphael Frazer, li-

er representative.

Lehman Adds Holdings

WASHINGTON, May 12—Robert Lehman has purchased 10,000 shares of Capital Centre stock, increasing his holdings to 30,000 shares, according to a report filed with the Securities and Exchange Commit-

20th-Fox Wire to Allied on C'Scope Policy

(Continued from page 1)

sent to Marcus and Myers follows:

"Mr. Scolaros referred to me your letter of December 16 which states May

8, his reply, and asked me to clarify to you our present sales policy.

"Originally, as an inducement to exhibitors to purchase adequate neces-
sary for equipment to enable them to show CinemaScope with stereo-

donics, we have agreed to any existing exhibi-

tion system and played our CinemaScope pictures.

Cites 'Robe' Guarantee

"However, since this policy has been altered in the manner now well-known to you, we also had to revise our sales policy to some extent—that is, origi-

ally the first picture "The Robe" was sold seventy-thirty with a guarantee of 10% of the gross as profit to each exhibitor. This was self adjusting and worked out very satisfactorily.

"Feeling our way with a new pro-

cess, we have made some all subsequent pictures in most instances fifty-fifty with condi-

tion we would review results and if the 50% of the gross was not justifi-

ed same would be adjusted down to

point where exhibitor would have control. Many adjustments have been made on this basis.

"Last Friday I had a meeting with many of the major representatives. They instructed them we do not see our way clear to have a uniform agreement. We are still based on exhibitor's ability to pay and I would prefer to do away with reviewing every agreement with every exhibitor. If you would agree to the engagement, this entails tremendous amount of accounting and physical work.

"Therefore, I have instructed my men as follows:

"Our promise to all those who have been sold on old basis of a profit and to readjust such con-

tracts where present terms did not re-

ult in a profit. Exhibitors or ourselves could control if exhibitor's ability to pay was more than exhibition guaranteed us a profit on every picture regardless of success or failure.

"I also wish you to the many years of fine relationship we have en-

joyed with thousands of exhibitors throughout the nation and I do not see that it will be any difference in future.

"In this business we have to give and take and help one another. Some-
times we are in trouble and we ask for help and I know that many exhibitors are in trouble and we must try to help them. Kindest regards.

(Signed) AL. LICHTMAN

Futter Reduces Price
Of CinemaScope Lenses

HOLLYWOOD, May 12.—Walter Futter has announced a reduction in the price of Videoscope anamorphic CinemaScope lenses to $865 per pair. Currently the lenses had been be had at local supply dealers, and that attaching changes to ratios of 2.35:1 to any other practical ratio will be made available shortly.

Perspecta

(Continued from page 1)

in the Tokyo Gekijo Theatre in Tokyo. The audience of 1,500 was made up of representatives of all

Japanese producing companies, all cir-

cuits equipment manufacturers, trade

press and magazines.

The day following the demonstra-

tion "Knights of the Round Table," in CinemaScope with Perspecta sound track, opened in the Tokyo Gekijo Theatre and in Shouski Za Theatre in Osaka. The first three days set a new record in attendance for both the-

 Theatres, Mayer said.

Immediately following the demonstra-

tion "The Day of the Locust," Company signed a licensing agreement with Perspecta, Inc., to manufacture Perspecta stereophonic sound integ-

rator units.

J. J. Unger

(Continued from page 1)

Pictures as branch manager, then
transferred to Paramount three years later in a similar capacity. Unger was named district manager in 1928, Eastern division sales manager in 1932, and Eastern and Canadian sales manager in 1939. He later became executive vice-president and general agent for United Artists before becoming general sales manager in 1946. He resigned in 1948 to join the Frank Rogers.

The industry veteran is survived by three brothers and three sisters.

"Guitar" Sets Rep.
Record for L.A. Area

HOLLYWOOD, May 12—A gross of $15,000 was reported for the opening day of Capitol-Republic's "Johnny Guitar" in Los Angeles. The studio reported that this was the best finan-

cial showing that Republic has ever made in its initial screening in this area. Fourteen theatres and drive-ins featured "Johnny Guitar" during the period.
**Review**

"The Yellow Tomahawk"

(Scheck-Koch-UA)

FAIR yarn about Indians vs. the U. S. Cavalry in color by Color Corp. of America. "The Yellow Tomahawk" stars Rory Calhoun and Peggy Castle. Calhoun plays a handsome, adventurous, courageous and capable Indian warrior. The film, a suspenseful, action-filled, romantic drama, is set in the days when the Indians had a courageous and capable leader in the person of the Yellow Tomahawk. Also featured are Noah Beery, Warner Anderson, Peter Graves and Lee Van Cleef.

Calhoun, a Wyoming Indian scout, vainly attempts to dissuade Anderson (Vivien as the Wild Wrecker) and Amy Magee (Kathleen Ware) in the journey through the Indian country to a nearby fort. Calhoun's desire is to bring Anderson before a military court of justice and expose his past injustices to the Indians. Along the line of march, the pursuing Cheyennes kill Graves, but Calhoun escapes and manages to find and close the conflict with Calhoun and Van Cleef, the chief. During the trip, too, Calhoun and Miss Castle fall in love.

Kenneth Tobey and Leslie Stefani directed "The Yellow Tomahawk" from a screenplay by Richard Alan Simmons. The screenplay was based on a story by Harold Jack Bloom. Running time, 82 minutes. Adult classification. For release, in May.

FRANCIS BACKILMAN

**Festival**

(Continued from page 1)

transportation to the city to be offered to commuters at a reduced rate. Reactions of Cinefans have made outbursts to the committee and will probably be included in the "package plan."

All those initially appointed to the steering committee were G. S. Eysselt, president of Rockefeller Center, Inc.; John C. Johnson, general manager of the N. Y. Times, and F. M. Flynn, president and general manager of the Daily News. The Volunteer Citizens Committee consists of at present of more than 100 members, including Joseph P. Loew, Robert Dowling of City Investing, Abel Green, of "Variety," and Mayor Robert F. Wagner, but since this group is still in the organizing stage its membership will perceptibly increase.

Corporate publicity advisor Paul Hollister announced that the "Festival will open June 21 with the official opening ceremonies and will remain in effect until Labor Day.

**Legion Looks at 16; Calls 4 'B'; 12 'A'


**Four New Films Start; 29 in Work**

HOLLYWOOD, May 12—Four pictures were placed before cinemagoers, and three others taken to editing departments, leaving the over-all shoot- ing list at 29 features as of the weekend.


Starting Dates for 4 VistaVision Features

HOLLYWOOD, May 12—Starting dates for VistaVision productions by Paramount Pictures were set to- day. "Run for Cover" starts May 24; "Ruby Virgin" June 1; "Blue Hor- zon" July 6; "Court Jester" August 1.

**In the THEATRE Equipment & Refreshment World . . . with RAY GALLO**

THERE'S no doubt about it. Los Angeles, the city that breeds young talent and lures established personalities to its film-brightened landscape, is now a major producer of in-car heaters. Distinguished by its unique ability to make use of automotive industry standards, the Thermolator Corporation, a subsidiary of Glendale-based Thermolator Corporation, also of Glendale. Having previously been active in the home appliance manufacturing business, the new distributors of the in-car heater plan to incorporate a number of improvements into its construction. The corporation is headed by Robert W. Jenkins, presi-
dent; E. L. Farr, chief of engineer-
ing; and C. C. Chatham, director of

**To Set Trial Date in Belmont-FWC Suit**

HOLLYWOOD, May 12—Federal Judge Harold C. Westover has added the Belmont Theatre-Fox West Coast Theatres damage-and-conspiracy suit to the calendar on which he will set trial dates in September, announcing he will try the case on two separate trials. The suit is brought by Louis and Rachel Maryena, owners of the Belmont Theatre, Los Angeles, against FWC, Natah国家, and other companies, the suit asserts FWC closed the theatre in consequence of the consent decree and never paid for its closing. The suit also seeks to have the circuit closed among the three theatres to close and close the Belmont.

**WB Rushes War Film**

HOLLYWOOD, May 12—"Jump into Hell," film concerning the de-

cision of Dien Bien Phu and the war in French Indo-China, is being rushed into production with "every possible cooperation" from the French Gov-

iment. Jack L. Warner, vice-presi-
dent in charge of production for War-
nier Brothers, announced. It was indi-
cated that David Butler will direct and David Weisbart will produce the screenplay written by Irving Wallace and that the picture would have top priority on all studio facilities.

M.P. Salesmen Outing

ALBANY, May 12—The local leg-

of the Colosseum of Motion Picture Salesmen has scheduled a picnic for its members and their families and trade as-

sociates at Thatcher Park Saturday. Fred G. Shiter, 25th Century Fox, who is president of the league, announced that W. Gordon Busic of Paramount and Herbert Schwartz of Columbia would be co-chairs.

**Lode' Release June 19**

RKO Radio has scheduled "Silver Lode" for release on June 19. The Benedit Boger production stars John Payne, Elizabeth Scott and Dan Duryea.

**Greatest Show to Be Reissued July 1**

 Cecil B. DeMille's "The Greatest Show on Earth," will be re-released and distributed by Paramount, president of Paramount Film Distributing Corp., announced yesterday.

In many of the previous runs, the results have been but some screens were not available. "The Greatest Show on Earth" is a new and bigger picture in a wide and high and few thousands of the the-

ates are now equipped," he said.

Re-releasing of the produc-

tion's remarkable popularity, and an additional program basis, including payoff pat-

terns, provision for co-operative ad-

vertising and utilization of radio and television promotion. Saturation book-

ings also are included in the program.

**Chicago Box-Office Totals Exceed 1953**

CHICAGO, May 12—Theatre re-
cords set and new records achieved ahead of last year, according to fig-

ures released here today by the City of Chicago tax collector's office, which reveal that the three per cent tax col-

lections for April, on March receipts, were $88,743 compared with $83,760 for the same month last year.

The total collections on theatre receipts for this year are $347,260, against $351,445 for the corresponding period in 1953. The raising of net admittance prices through the reduction of the Federal admissions taxes, along with holding the line on prices by exhibitors, is expected to bring about a further increase in city admissions tax collections.

**Mike and Screen’ Day**

New York City Mayor Robert F. Wagner will proclaim June 4 as Mike and Screen Press Day with Douglas Fairbanks Jr. framing the proclamation from the mayor on Monday in behalf of the Radio, Newspapers, Television Writing and Producers Association. Highlight of the day will be a din-

ner at the Hotel Waldorf Astoria with the net proceeds going to the Damon P. Kellogg Memorial Hospital.
"I could marry 'Doc'... who doesn't care what I've been! But when I'm in Harry's arms... I know I'll never leave him... never... never..."

Filmed in the actual locale of Peru's ancient secret city of the Sun God...

SECRET OF THE INCAS

starring
CHARLTON HESTON • ROBERT YOUNG
NICOLE MAUREY • THOMAS MITCHELL

and presenting
YMA SUMAC

Produced by Mel Epstein • Directed by Jerry Hopper • Screenplay by Ranald MacDougall and Sydney Boehm • Story by Sydney Boehm"
ATLAS CORP. ADDED 561,000 RKO SHARES DURING FIRST QUARTER

That Floyd B. Odlum's Atlas Corp. was a large purchaser of RKO Pictures Co. stock in recent months was confirmed yesterday by the New York Stock Exchange.

It was disclosed that Atlas Corp. owned 637,880 shares of RKO Pictures Co. as of March 31 last, compared with 76,000 shares owned as of Dec. 31, 1953. During the three-month period the stock ranged in price from 3 1/2 to 5 per share, indicating Atlas invested more than $2,000,000 in the RKO stock.

Since March 31 heavy trading in RKO Pictures stock continued, with Atlas identified as one of the leading purchasers. Accordingly, its present holdings are believed to represent an investment of close to $5,000,000. The stock has sold at 6 and 6 3/4% during the latter period, to date.

Various theories, none official, have been advanced by way of explanation of Atlas' interest in acquiring control of the inactive parent RKO company from which Howard Hughes recently purchased the entire assets and became sole owner of RKO Radio Pictures.

CHAPTER 9

Para.'s First Quarter Net in Slight Rise; $1,404,000 Reported

Paramount Pictures Corp. estimates the earnings of the corporation and its domestic and Canadian subsidiaries for the first quarter ended April 3 at $1,404,000 after provision for income taxes. This compares with earnings for the quarter ended April 4, 1953, reported by the company at $1,374,400.

The consolidated earnings for the second quarter of 1954 represent 63 cents per share on the 2,217,044 shares outstanding, as against 59 cents per share for the quarter ended April 4, 1953, on 2,339,471 shares then outstanding.

RKO's Houser West; Grimm Liaison Here

Merrin Houser, Eastern director of advertising, publicity and exploitation for RKO Radio for the past year and a half, will leave over the weekend for Hollywood to assume his new position as executive assistant to Perry Lieber, national director of advertising, publicity and exploitation for RKO studios.

Under the new setup, headquarters for the three departments will be at the studio in Hollywood under Perry Lieber's direction.

In the New York office Mr. Grimm, veteran RKO employee, will act as liaison between the East and West as well as advertising manager; Dave Cantor will head exploitation and Al Stern the publicity department.

Army, Industry Leaders Talk Documentary Film

WASHINGTON, May 13—Possibility of popular release of a 90-minute color army documentary film was discussed by industry leaders and army officials at a meeting which was held in Unger Rites Set For 12:15 Today

Funeral rites for J. J. Unger, industry executive, who died in his sleep Tuesday night, will be held at 12:15 here today at the Riverside Mortuary chapel. A typographical error in yesterday's "Motion Picture Daily" had listed the funeral services for Unger as being scheduled for 2:15.

Denver Trust Suit

Claims Para. Case Decrees Apply to Private Actions

WASHINGTON, May 13.—The question of whether the consent decrees in the U. S. vs. Paramount case are applicable in private anti-trust suits again came up today when Cinema Amusements, Inc., owner of the Denver Theatre, pressed that the lower courts were right in upholding its anti-trust action against major distributors.

Loew's, 20th Century-Fox and RKO have appealed to the high court in an effort to overturn the Federal Circuit Court of Appeals upholding a $200,000 damage award against them and in favor of Cinema Amusements.

Cinema charged a conspiracy to deprive it of first-run films. In appealing the case, Loew's and Fox centered their argument on a contention that the consent decree in the Paramount case should not be admitted as evidence against the distributors in private anti-trust suits, such as this one.

They claimed the Paramount decree involved a general conspiracy, had nothing to do with a specific conspiracy in Denver and should not have been admitted as evidence in this case.

Cinema's reply brief, filed by former government anti-trust chief Thurman Arnold, said the Paramount decree was admitted in the Denver case only after the plaintiff "had first established by a mass of competent and admissible evidence that the petitioners (Loew's, Fox and (Continued on page 9)"
Buffalo Defeats Move Urging Regents OK Of 'French Line'

BUFFALO, May 13.—After a debate, the Common Council today defeated a resolution calling on the Board of Regents to revoke its licensing of the "French Line." Voting deadlocked at 7-7 with council president Elmer F. Lux tendering merely a "present" vote because of his association with the motion picture business.

Prior to roll call the council was advised by corporation counsel William B. Lasless Jr. that the state board had exclusive jurisdiction in this kind of matter and could effectively prevent the showing of the film.

'Vanishing Prairie' To Bow at Fine Arts

Walt Disney's "The Vanishing Prairie" will have its world premiere at the Fine Arts Theatre here in mid-July. Richard Davis, owner and operator of the house, and his other creditors having seen the picture or read a synopsis, Leo Sannuck, sales head of Buena Vista Film Distributors, was here yesterday to arrange the release of the picture.

Davis, it was said, bid on the picture on the basis of the business grossed by the Sutton Theatre with "The Living Desert," the previous Disney True-Life Adventure release. "Prairie" will be released as part of a package which includes "Wille, the Operatic Whale," an animated 15-minute subject.

Dallas VistaVision Demonstration Today

DALLAS, May 13.—Southwestern area exhibitors and representatives from press, radio and television will view the special, invitation demonstration of Paramount's VistaVision process at Dallas' Majestic Theatre, tomorrow morning. Paramount announced.

Y. Frank Freeman, vice-president in charge of Paramount Studios, and Dr. Carl R. Studle, studio technical expert, will explain the process in conjunction with the presentation of special films.

Start 'Years' Runs

RKO Radio, distributor of "The Best Years of Our Lives," yesterday announced the film will begin simultaneous engagements in all houses throughout the New York Metropolitan area on Monday.

MATTY FOX TO MARRY MISS AMERICA OF '51

The engagement of Yolande Bebebe—Miss America of 1951—to Matthew Fox, industry executive, was announced here yesterday. The wedding will take place in July at the home of N. J. Blumberg in Los Angeles.

Miss Betbehe, a graduate of the University of Alabama, is in New York at the present time on a musical scholarship.

Duane Heads Detroit Paramount Branch

Thomas F. Duane, branch manager for Republic Pictures in Pittsburgh, has been named manager of the Paramount Pictures Detroit branch, succeeding Mike Simon, resigned. Duane, whose appointment was disclosed yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp., will take over his new duties on Monday.

Duane is a former employee of Paramount, having served in booking and selling from 1924 to 1946, with time out for service in World War II, where he held the rank of major. More recently he was a division manager for Selznick Releasing Organization.

Metropolitan Circuit Reports $1,748 Loss

Metropolitan Playhouses, Inc., reported a gross income of $3,224,063 for the year ended Jan. 31, but reported a net loss of $1,748.

Expenses and other deductions listed in the Metropolitan annual report amounted to $2,180,892 of the total $3,275,813 as rent. Among the income was $43,691, the profit on sale of theatre property.

A net income of $177,324 was reported in the annual report of United Artists Theatre Circuit, Inc., for the year ended Aug. 31, 1931. Included in the report was notice that $238,937 was the proportion of undistributed net profits less net losses, of companies less than 100 per cent owned.

ANA-TA-HAN TO PLAZA

Jozef von Sterbnberg's "Ana-Ta-Han" will open at the Plaza Theatre May 13. A story of six Japanese sailors and a woman marooned on a small Pacific island for seven years, it is being released in the United States by the newly-formed Aria Quality Pictures.

Harry Reiner Dies in Miami, Was Publicist

MIAMI, May 13.—Harry Reiner, veteran industry publicist, died suddenly here today. He was in Miami from New York working on the local campaign for Columbia's "The Mama Story" when stricken.

Funeral services will be held on Monday at Riverside Memorial Chapel in New York. He is survived by his wife.
Universal-International is the company that makes **ALL** types of Pictures for **ALL** types of Theatres...for **ALL** types of Screens...**ALL** through the Year!

And for all those big months of June, July, August and September... here's the top quality line-up of...

"Pictures with that Universal Appeal"
JUNE
AUDIE MURPHY · LISA GAYE
LYLE BETTGER · WALTER BRENNAN
DRUMS ACROSS THE RIVER
COLOR BY TECHNICOLOR

JULY
CLAUDETTE COLBERT · MACMURRAY
FRED
THE EGG AND I
CO-STARRING
MARJORIE MAIN · PERCY KILBRIDE
as "MA KETTLE" as "PA KETTLE"
WITH RICHARD LONG · LOUISE ALLBRITTON

AUG.
DONALD O'CONNOR · JULIA ADAMS
CHILL WILLS · MAMIE VAN DOREN
WITH LYNN BARI · ZASU PITTS AND FRANCIS THE TALKING MULE
From the great Love Story by the author of "The Robe" comes one of the most unforgettable motion pictures of all time!

Universal International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'
Magnificent Obsession
COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER
Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter
STARRING

TONY CURTIS

JANET LEIGH

DAVID FARRAR • BARBARA RUSH • HERBERT MARSHALL

with Torin Thatcher • Daniel O’Herlihy • Rhys Williams • Craig Hill

Directed by RUDOLPH MATÉ • Screenplay by OSCAR BRODNEY • Produced by ROBERT ARTHUR and MELVILLE TUCKER • A UNIVERSAL INTERNATIONAL PICTURE

THE STORY OF Myles of Falworth, England’s Outlaw Knight, storms from the pages of Howard Pyle’s great novel!

ALL THE VAST PAGEANTRY • THE TOWERING EXCITEMENT • THE THUNDERING THRILLS OF KNIGHTHOOD’S EPIC AGE!

SWEEP THE GIANT SCREEN OF CINEMASCOPE

COLOR BY Technicolor

FOR SEPTEMBER RELEASE

HOWARD PYLE: MEN OF IRON
Army Film

(Continued from page 1)

the film, according to the army spokes-
m en, but said there were problems in-
volved in popular regime, reportedly pro-
duced to study the prob-
l ess further and "the army expects to be notified shortly of their deci-
sions," the army said.

Prior to the luncheon, Army Chief of Staff General Matthew Ridgway and other Army officials briefed the industry leaders on the current world situation.

Major Companies Represented

Among those attending the session were 20th Century-Fox President Spyros Skouras; Edward J. Breck, RKO Movietone News producer and pro-
ducer of "This Is Your Army"; Joseph Vogel, Loew's; Abe Montague, Columbia; William Gettig, Fox; Harry Mandel, RKO; Al Schwalberg, Paramount; Richard Altschuler, re-
public; Bea Kalmenson and Norman Moray, Warners; Morey Goldberg, Allied Artists; Mitchell Wolfson, WOMET; J. F. Keane, Elmar F. Mote, Al-
amed States Association; Elmer T. Rhoden, Fox Midwest Theatres; Harris St. Louis; Frank Kieck-
ety, Eastern News; Richard W. Clark, Motion Picture Association, and Washington representatives for studios and newsreel companies.

Plan 120-ft. Screen

For Conn. Drive-In

HARTFORD, May 10.—A new $125,000 drive-in theatre, with capacity for 815 cars, now being built at Meriden, is the largest and one of the largest in the state, measuring 120 feet wide, believed to be largest of its type in the country. The screen is 50 feet wide and 100 feet tall, and is being installed by partners in the Komanis and Tolls Theatres in Connecticut, are building the outdoor project, in the rear of their first-run Meriden Theatre, Meriden, Conn. A July completion date is planned.

20th Denies 'Back-Tracking'

(Continued from page 1)

Star Problem Delays

Completion of Pilot

Film for Television

Completion of the industry pilot film for television which American Broad-
casting Corporation is making in cooperation with the studio, was re-
ported yesterday.

ABC is trying to secure film clips on a variety of programs and in order to finish the pilot film, which was started over a year ago, CinemaScope films pose a problem for sponsors to be used in the ABC pro-
duction. It was noted, however.

20th Century-Fox has worked out a method to make advertising spots for television use, it was reported.

Helen Hayes Heads

Keller Film Group

Helen Hayes has accepted the chair-
manship of the special committee which will launch the new film of "The Unconquered," of Helen Keller, film at the Guild Thea-
tre on a date to be set soon.

The ad states that a typical motion picture can be produced for ex-
hibition, requires the arts and crafts of some 300 specialists. It continues to explain how the studios, film lab-
oratories and allied concerns serve the local picture house which is "the nerve center of this vast and continuing ac-
complishment that is called 'production.'"

Space Ship Visits

To Aid 'Rocket Man'

A huge "space ship," 50 feet in length and weighing five tons, will visit more than 100 cities of Ohio, Ken-
sington, Kentucky and West Virginia during the period from May 15 to June 13 as part of 20th Century-Fox's occasional campaign launching "The Rocket Man." The ship is designed to visit both children and adults, to familiarize them with the story, with the theme and atmosphere of the picture.

New Prismatic-Type

Lens Soon Available

Adjustable anamorphic lenses of the prismatic type, which have been de-
v eloped by the Projection Optics Co., Rochester, N. Y., will be available shortly through the Raytheon Screen Corp., Brooklyn. The lenses are said to be adjustable to various aspect ratios, from 2.35 to 3.39. They are also working now to reduce CinemaScope prints to 2-D, and they are also working on extensive recordings of the different sound tracks as described.

7 DAYS IN HAWAII $466

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

Fly United DC-6 air tourist service all the way, with stop-

over privileges. See paradise the way you like it. Only United features 2-

abreast seating and wide cent-

ters. Compare the fare and you'll go by air

7 DAYS IN HAWAII $466
Australia's Censors Praise U.S. Product In Report for 1953

WASHINGTON, May 13.—Australian film censors have complimented American film producers on the high quality of their films.

Commerce Department film chief Nathan D. Golden said the 1953 report of the Australian censors points out that only one feature film was rejected last year out of 402 imported from the U. S., Great Britain and other countries. Of the remaining 401, the censors classified 292 as suitable for general exhibition and 109 as suitable only for persons 16 or over. "The report states," Golden added, "that considering that films are produced primarily for adult entertainment, one must pay tribute to producers and directors in the United Kingdom and the United States on their choice of subject, theme, and suitable casts, to enable the Australian censors to apply the General Exhibition classification to such a large percentage of their films over the past five years."

U. S. producers supplied 267 features or about 72 per cent of the total last year, compared with 250 or about 74 per cent in 1952, according to the Commerce Department report.

'Hobson's Choice' Is Acquired by UA

"Hobson's Choice," starring Charles Laughton and John Mills, has been acquired for release by United Artists, president Arthur B. Krim announced.

Produced and directed by David Lean, "Hobson's Choice" is a London Films presentation.

Review

"The Saracen Blade" (Columbia)

BASED on the best seller by Frank Yerby, this tale of knighthood and adventure set in 13th century Italy and filmed in color by Technicolor, offers enough action and love interest to satisfy most audiences. Ricardo Montalban is starred, with Beata St. John and Alyson Jones in supporting roles.

Montalban is excellent as the commoner who devotes his life to avenging the death of his father. His adversaries include the members of a noble Italian family, responsible for the enslavement and eventual death of Montalban's father. Miss St. John is a nobleman's daughter who falls in love with the commoner, but is forced into a politically expedient marriage with Rick Jason, a young nobleman. Montalban gains the power he has been seeking after befriending Whitfield Crow, who portrays Frederick II, the Emperor. His first move is to force a marriage with Miss St. John, but when he is knighted by his friend on the battlefield, when he accompanies him on the Crusades.

With his additional power, Montalban sacks Michael Ansara's castle, after the latter has killed Miss Jones in a fit of jealousy. Jason is also slain in the battle, leaving Miss St. John and Montalban to be married. At the conclusion, the Emperor strips him of his titles and orders for waging a private war, and the couple leave for Venice.

Sam Katzman produced and William Castle directed "The Saracen Blade" from the screenplay by DeVallion Scott and George Wortlieb Yates. Director of photography Henry Freundich rounds out the picture with some exciting medieval battle scenes and generally handsome cinematography.

Running time, 76 minutes. General classification. For release in June.

FRANCIS BACKMAN

Calif. Circuit Signs RCA Service Pact

CAMDEN, N.J., May 13—The RCA Service Co. will service the optical and stereophonic sound equipment in the entire United California Theatres circuit. Walter Jones, RCA vice-president of the technical products service division, announced today. E. Topham signed the contract for the theatre circuit and H. M. Madison, west coast district manager, represented RCA in the negotiations.

Reade's St. James To Carry Title Bout

Among the theatres to carry the closed circuit theatre telecast of the June 17 heavyweight title fight between Rocky Marciano and Ezzard Charles in the Yankee Stadium will be the St. James Theatre, the Walter Reade Theatre in Asbury Park, N. J.

The fight, which has been blocked out for home television, will be pipped into the theatre by Theatre Network Television.

Exhibitors of Mexico Expect No Boosting Of Admission Ceiling

MEXICO CITY, May 13.—Exhibitors have apparently abandoned their attempt to raise the ceiling on admission prices following the rejection of their petition by Gilberto Loy, chief of the Ministry of National Economy. With his rejection Loy ordered Ministry of National Economy to hold an inquiry to determine if exhibitors are in any way responsible for the present economic situation, and said that prices would be raised only when the economic situation improves.

The provincial exhibitors had asked to raise their prices because of the following an increase in the cost of living and the falling of the value of the peso. A foreign distributors had supported the petition before the revenue had decreased 45 per cent when the peso was dropped from 11.6 cents to 8 cents.

The general attitude of the exhibitors is reflected in this statement made, the head of one of the larger circuits, "Well, this is not the time to raise prices. We must all cooperate with the government in its efforts to straighten out the monetary-economic situation.

To Shoot 'Marty' Here

The Hecht-Lancaster production "Marty" for United Artists will be filmed entirely in New York City on locations to be unprinted by producer Harold Hecht, author Paddy Chayefsky and director Delbert Mann.

'Victory' Account Set

Albert Margolies & Co. has been named to handle advertising and publicity for the forthcoming theatrical version of "Victory at Sea."
Tradewise...
By SHERWIN KANE

FLOYD B. ODLUM'S statement of last Friday concerning his Atlas Corp.'s interest in the inactive RKO Pictures Corp. ended months' long conjecture and considerable puzzlement in the financial and motion picture worlds over Atlas's objective.

It has been known for long that the trading in RKO Pictures stock which made it the most active issue on the Exchange for several months running was traceable to Atlas Corp. But just why Odlum was willing to put millions into the stock of a company with no assets other than cash and which Howard Hughes had marked for dissolution as soon as the cash had been disbursed for stock tendered provided a solid basis for a huge volume of not so solid speculation.

Odlum's idea, according to his Friday explanation, is simply to put RKO Pictures Corp. back to work in a new field instead of permitting it to go out of existence, as Hughes planned. He would put the $23,000,000 cash into operating a going company for profit, instead of using that cash to redeem outstanding RKO stock at $6 per share and thereafter dissolving the company.

To this end Atlas is prepared to pay Hughes more than $7,000,000 for his own RKO stockholdings, in addition to an estimated expenditure of more than $5,000,000 for stock already purchased on the open market. Odlum's statement said that he has discussed the proposals with Hughes without having concluded anything definite as yet. Meanwhile, he suggests that RKO stockholders do not turn in their shares for cash until it has been determined whether RKO Pictures Corp. will engage in a new business life or be dissolved.

In any event, the Odlum statement makes it clear that Atlas has no intention of keeping RKO Pictures in the film business, which dispels rumors to the effect that...

(Continued on page 2)

Filmakers Guarantee Playdate Plan May Set a New Pattern

Filmmakers Releasing Organization's experiment in licensing product before it is made apparently is proving successful and may set a pattern for other independent producers, industry observers said at the weekend. In effect, the FRO plan parallels that of Hal Malkin's tie-up with Allied States Association, inasmuch as both producers seek guaranteed playdates beforehand.

Filmmakers' trade paper advertisements last week invited exhibitors to make offers for its first picture under the plan, "Private Hell-36," which will start production on June 1, with Ida Lupino, Steve Cochran, Dean Jagger and Howard Duff co-starred. The (Continued on page 4)

Name Meeting Delegates See No 'Pre-Conceived' Notions on Arbitration

Exhibitor organization representatives to the industry arbitration conference here next Monday have been appointed by their respective associations and, according to weekend reports, they have no "pre-conceived notions" about the manner in which the problem should be approached. However, it was understood that the delegates from each association will come to the meeting prepared with recommendations based on the two previous drafts of arbitration proposals which were prepared by both distribution and exhibitor groups in the two previous sessions, to be held at the Hotel Astor with Eric Johnston, Motion Picture Association of America president, presiding, are expected to last throughout the day.

Theatre Owners of America will be represented at the meeting by president Walter Reade, general counsel Herman Levy, Mitchell Wolfson of MCA and Si Fabian. Representing the Independent Theatre Owners Association will be Harry Brandt, president; Julius Sanders, Abe Leif and Ray Rhone.

The Metropolitan Motion Picture Theatres Association has named Emanuel Firsich, president, and Leo Brecher and Sol Schwartz as its delegates to the sessions. The Southern California Theatre Owners Association will be represented by Harry Arthur, Jr., and Albert Hanson. The International Drive-In Theatres Association will have Claude Essel and Robert J. O'Donnell as its spokesman. The O'Donnell appointment, however, is tentative and the association may send an alternate in the event that O'Donnell cannot attend the meeting.

ATLAS CORP. WOULD REACTIVATE RKO PICTURES, BUY OUT HUGHES

In addition to the estimated million or more shares of RKO Pictures Corp. stock which has been acquired by Atlas Corp. in recent months, the latter stands ready to purchase Howard Hughes' 1,262,120 shares and to reactivate the company for business other than motion pictures, a statement issued here on Friday by Floyd B. Odlum, president of Atlas, disclosed.

Odlum said that he had discussed the proposals with Hughes and that a decision has been reached yet, although Hughes "has indicated that he has no objection whatever to the continuation of RKO Pictures Corp. in business provided he is not burdened with the responsibility for its management and is given the same right as he has arranged for others to receive $8 per share for all of his stockholders' or, if any, as he does not wish to hold." Pending a final decision, Odlum's statement suggested that RKO stockholders who wish to do so refrain from turning in their stock for cash. An estimated 590,000 shares of RKO Pictures stock has been turned in for the $8 per share tender price made by Hughes, which recently was continued in effect until June 30. That would leave approximately 900,000 shares still outstanding.

(Continued on page 4)
Personal Mention

ST. FABIAN, president of Stanley Warner Theaters and Cinemart, is scheduled to return here tomorrow from an extended European trip.

OSCAR A. MORGAN, Paramount Pictures' top subject and newsreel sales manager, returned today on a trip through the South.

E. O. WILSCHER, operating manager of Abet Service Corp., has returned to New York from Chicago and Denver.

SAM G. ROSE, president of Victor Animatograph Corp., Davenport, Ia., and friends, have returned from Europe.

CARYL HIRSCHFIELD, of the United Artists advertising department, has announced her engagement to Dr. LEON A. WHITMAN of New York.

MRS. KAY CHASE has been named office secretary at the Hartford Theatres, Hartford. She replaces MRS. MARCY H. COHEN, who has resigned.

LOREN L. NYYER, head of research for Paramount Pictures, will return to New York this week from Europe.

ARE GOODMAN, 20th Century-Fox advertising manager, left here for Hollywood at the weekend.

AL O'KEEFE, vice-president of Pola Line Corp. has arrived in Los Angeles from New York.

JOHN P. BYRNE, M-G-M's Eastern sales manager, returned here at the weekend from Philadelphia.

MIKE SIMONS, M-G-M exhibitor relations head, left here yesterday for Lake of the Ozarks, Mo.

SID REAMS, sales representative for Republic Pictures in Atlanta, has recovered from several weeks' illness.

EMERY AUSTIN, M-G-M exploitation manager, will leave here today for Atlanta.

MABLENE CARROLL and JACQUELINE LAPPER and two friends have arrived in London via B.O.A.C. Monarch.

GEORGE NICHOLS, of the M-G-M studio publicity staff, has returned to Hollywood from New York.

MRS. GUS EDWARDS, widow of the composer, has arrived in New York from Hollywood.

CEBEC GIBBONS, M-G-M studio art director, will arrive in New York today from the Coast.

Mickey ALPERIN, Sothund and Windsor Licks, Conn., theatre owner, has returned here from Florida.

JACK GORTZ, of Republic Consolidated, will leave here today for the Coast.


Goldwyn Re-Releases
To 14 State Rightsholders

Fourteen state rightsholders have contracted to handle a select group of Samuel Goldwyn productions and, ultimately, the pictures will be available through independent companies or exchanges. According to JAMES A. MULVEY, president of Samuel Goldwyn Productions, "The pictures will be handled by Gary Cooper, and 'Danton's Eve,' starring Sylvia Sydney, Joel McCrea and Humphrey Bogart, are the first two selected for national release this month. Others, to be released in intervals of 30 days, are 'Rooster Cogburn,' 'Ladies of the Loop,' 'The Adventures of Marco Polo,' 'Nana' and "The Cowboy and the Lady.'"

Appointed by Mochrie

Franchise holders already appointed by Robert Mochrie, vice-president and head of Goldwyn's sales department, are: Wheeler Film Co., Washington; Favorite Films of California, Inc., San Francisco; George Waldman, New York City; Kraus-Levic Pictures, Inc., Philadelphia; Film Classics, Inc., Albany; Dimension Pictures, Ltd., Salt Lake City; Allied Film Exchange, Detroit; Kay Eyler, Screen Guild Productions of Oklahoma, Inc., Oklahoma City; Lipstick Pictures of Long Beach, Orleans Releasing Co. of Iowa and Nebraska, Des Moines; Screen Guild Productions of the Carolinas and the Carolinas, Bemersdorf Distributing Co., Dallas and Federal Film Co., Boston.

Promotional Support Planned

An entire new promotional campaign for each of these pictures has been prepared, it was said, this includes a full line of accessories, new theatre trailers, specialty items and pressbooks containing new ads.

Famous Players Sign Para. 'Yard' Series

Famous Players Canadian Circuit has booked Paramount's series of half-hour "Calling Scotland Yard" productions, it was announced by A. AIRS, president of Famous Players, and Robert B. Wilson, Paramount Film Distributing Corp., all theatres in the circuit will play the mystery-drama either half-hour double bills or as added attractions on single bill programs.


Plan New Drive-in

LIBBY, Mont., May 16.—A new drive-in theatre is now under construction adjacent to the Bagley, a large suburban area which will accommodate 250 cars, according to manager W. E. KLEINZ, Mont. The theatre will be equipped to furnish and install the equipment.

Plan Annual Visit
To Rogers Hospital

Officers and directors of the Will Rogers Memorial Hospital will make their annual visit to the hospital, N.Y., institution the week of June 10-13. A. B.oit, president, announced at the weekend. As in previous years, trade press representatives will be invited to attend and the entire staff of the hospital will greet Herman Robbins at the family's Evergreen Hotel on nearby Schroon Lake.

The annual luncheon will be held in Robert W. Harper's home on June 12, followed by dedication of the Chick Lewis Memorial Wing and unveiling of a commemorative plaque. The delegation will leave for the Edgewater Hotel that afternoon, where the annual meeting of hospital officers will be held at 11 a.m. The group will return to New York Sunday afternoon, June 13.

Paramount to Keep
Its N. Y. Building

The New York District Court has entered an order permitting Paramount Theatres to remain in their building on 10th Street and 2nd Avenue, New York City. Originally, the company was required to vacate the building under an original Paramount consent decree.

The order has conditions designed to prevent any restraining of operations of the theatre in the building. It provides that if there is a new lease or modification of the lease on the theatre portion of the building, the lease or modification must be negotiated by an outstanding New York City realtor acting as an agent of the court. It also provides that if the Justice Department ever finds the company continued control over the building is unreasonably restraining competition in the distribution or exhibition of pictures, it can notify the company and the company must then either sell the building within two years or agree to sell the building to the court.

Hecht-Lancaster Post
To O'Neill in N. Y.

James O'Neill has been appointed Eastern publicist representative for Hecth-Lancaster Productions, it was announced by Francis M. Wilkins, Hecth-Lancaster's national director of advertising, publicity and exploitation for United Artists in behalf of the Hecth-Lancaster organization.

O'Neill will work under the supervision of Walter Seltzer, vice-president and manager of the City service, and also with the publicity for Hecth-Lancaster Productions, which has its headquarters in Hollywood.

March Film Dividend Totalled $3,482,000

WASHINGTON, May 16.—Publicly reported cash dividends of film companies in March amounted to $3,482,000. In March, 1953, the Commerce Department reported. Commerce officials will handle a special dividend by 20th Century-Fox and a larger Universal payment.

Tradewye...

(Continued from page 1) such plans entered into his current negotiations with Hughes.

It is believed that Atlas' purchase of Hughes' RKO Pictures shares, with those now held by Atlas, would give the latter more than 2,000,000 shares or at least 60 per cent of the outstanding stock, an estimated 500,000 shares, to add to its already 25 per cent of the point for cash under Hughes' offer, extended recently to June 30.

Exhibitor Invents
New Screen Process

NEW ORLEANS, May 16.—A new screen process known as Cyclorama has been introduced here by J. V. O'Quinn, which, he claims, will permit the exhibitor to use his regular screen and lenses, requiring only a converter box to colorize the projection to cost $200. According to O'Quinn, it permits a greater range of aspect ratios, from 1.66:1 to 2.35:1.

O'Quinn claims that with this system this film may be produced in either of two ways. For greater clarity of reproduction, a special film would be used with an aperture measurement of 1.71 x 89 and the negative reduced to fit 35mm; or to shoot directly on 35mm stock, the reducing aperture measurement in itself is half cheaper, said O'Quinn, but that in addition an inexpensive colorizing process would be made to permit intermittent movement.

Official of Joy-Oke

O'Quinn is secretary-treasurer of Joy-Oke Theatres operating conventional and drive-in theatres, with headquarters at Kaplan, La.

Skouras Host at 12th Americanism Dinner

HOLLYWOOD, May 16.—The twelfth annual Americanism Dinner co-sponsored by Charles P. Skouras was held Friday evening at the Ambassador Hotel, with 200 reserve officers and training corps cadets from the Los Angeles Institute of Honor, and with 400 military, naval, civic, business and film leaders attending.

Ray Gifford, 63

CLEVELAND, May 16.—Ray H. Gifford, 63, projectionist and member for 30 years of local 160, IAATE, died in a Cleveland hospital and funeral services will be held tomorrow in St. Vincent De Paul's Church, 2015 E. 28th St., St. Marys Cemetery, Grafton, O.

Stockholders to Meet

Stockholders of 20th Century-Fox and National-Theatres-Parkway Theatres will meet here tomorrow. The 20th-Fox meeting will be held Monday at 10 a.m. and the ABPT meeting set for the Hotel Astor at 11 a.m.
Australia Scooped By 'Scope on Queen

SYDNEY (By Air Mail), May 9. The American (20th Century-Fox) Kovacs and Stevens announce that the Australian Government on the biggest newreel documentary of the year, the Royal Tour of Queen Elizabeth in Australia. Titled "The Royal Tour of Our Queen," the film will be released in Cinemascope and color by Technicolor. It will open May 13 at the Sydney Regent and three suburban theaters. In addition, it will be released by Hoy's to all theaters equipped with Cinemascope.

The official film of the Queen's tour will not be released for several weeks yet. It is to be distributed by Universal and will be released by Greater United. Some of the stars who shot the official film are reported astonished and plied at the Movietone sound studio in Los Angeles, where the men from England were just making routine newreel shots. London release of the film is not until June 7.

Ga. Exhibitors Elect Chairmen, Directors

ATLANTA, May 16.—The Motion Picture Theatre Owners of Georgia has elected the following regional chairmen and directors: L. A. Stein, Atlanta, chairman; R. P. Riggins, Macon, secretary; J. E. Hancock, Columbus, treasurer; Carl Napier, Savannah, western chairman; James P. Thompson, Valdosta, eastern chairman; Henry Forrest, Rome, director; J. W. Bartlett, Macon, director; John Preston, Middle Georgia.

Selections for State at Large

The state at large selections for state at large were Roy E. Martin, Jr., as chairman; R. W. Wilby, A. L. Shepard, and D. M. Wood, as directors; and John Stephen O. Nash, as executive secretary.

Capano Heads S.O.S. Film Sales Dept.

Dominick J. Capano has been elected vice-president of S.O.S. Cinema Supply Corp., in charge of television studio work, and president of Capano, which has been with the organization since 1936, assumes his new duties immediately.

Broyd Asks Conference With TOA

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Broyd. "The timing is just right. The present conditions call for action. Two fronts are involved. One is serious and important. What's more, the industry, in nearly all its phases of operation, should be the gainer if the proper approach is made to resolve the problems that the theatre owners say are in their way of going right now."

Some at Allied Artists want to make our own kind of contribution to the hoped-for success of the exhibitor meeting here. We think it can prove to be of definite value to the board. We would like to sit down with the TOA people and talk over the whole matter of so-called film shortage.

"We at Allied would like to go further and deeper into the exhibitors' plea for more pictures. There is a lot to be said, and more to be done, in the proposal of the TOA that the studios make a little more money and give more of them so that the demands of the theatre operators throughout the nation can be met," said Broyd.

The Allied Artists' president feels that it is necessary for the studios to make some immediate sacrifices to see that the board meeting here and the issues to be dealt with and resolved play themselves out to the satisfaction of the embattled industry. "That when Reade and his 40-man board leave Hollywood June 19th, at the end of the session, they will have agreed to make some kind of a deal, is the only hope possible from the studios," Broyd explained.

Has 'Some of the Answers'

Broyd said that he and his studio associates can supply some of the answers the exhibitors are searching for as they allegedly face a product-shortage dilemma. "We want to call in all the top producers and have discussions with them. We'll send for our distribution personnel to join us at the studio. If there is a solution to this problem coming up here in Hollywood of the TOA board, we want to do everything possible to help bring that about. That is why I'm inviting all the exhibitors here at the studio," Broyd said.

"If we in production, and the men running the theatres can face each other eye to eye and talk, it might help tell what he wants, expressing his thoughts in terms that won't confuse the other person. Distribution can get some place. If so-called shortages exist elsewhere, we don't make it, we don't see it, and we can keep a release schedule that should find the exhibitor in need of product able to fill his needs.* We are making enough releases available to the screens of the nation," Broyd said.

Plans More Big Films

Broyd explained that his blueprint for production presses like Paramount this year. He said there will be a lot more money put into the making of these big pictures. But the question will always arise—just how big is a big picture?"

Steve Brody

'Scope Increases Exhibitor Interest, Orders

Interest and orders in CinemaScope and the Tushinsky SuperScope lenses since 20th Century-Fox announced its new stereophonic sound policy.

Prior to the 20th-Fox round table discussion and during that time, an equipment spokesman said that orders and information requests for the lenses and screens almost had already stopped with the 20th-Fox policy announcement, orders "poured in" for the CinemaScope equipment from exhibitors, but now have not reached the form he was promised. It was understood that 6,000 anamorphic lenses have been sold and with 3,000 installations on the drawing board, the company since 20th-Fox introduced the medium.

Brenneman, president of National Screen Service, said that there was "stimulating activity" in orders and requests for SuperScope lenses which exhibitors are purchasing from National Screen Service.

Twentieth-Fox depositor of distribution, A. J. Lichtman, has been receiving wires from domestic and Canadian distributors and branch theatre representatives. He announced that the company has been in the making of CinemaScope prints available with four-track magnetic sound and single optical sound that immediate preparations have been made to equip complete theatres and Cutting Laboratories not only equipped partially to date, reports disclose.

Fiesta's First

The first film to be made by Fiesta Production, headed by Sidney Lumet, New York television director, will be "Bullfight." The picture is based on the play by Leslie Stevens.

Asks Standardizing Of 'Scope Apertures

CHARLOTTE, May 16—Production companies employing the CinemaScope anamorphic process are urged by R. C. Broidy, general sales manager of the Drive-In Theatre Owners Association, to agree on a standard aperture size and shape for their CinemaScope prints to be supplied with single optical track sound. Jeffress pointed out that failure to standardize in this respect could make it necessary for many exhibitors who could afford the cost to obtain an extra set of aperture sizes for each new aperture size used if he is to properly present the varying CinemaScope pictures. Jeffress expressed his belief that such set of extra lenses would cost from $250 to $500, he said.

A letter urging the standardization was sent to 20th Century-Fox, M-G-M, Warners and Paramount.

First-Week Grosses Strong for 'Carnival'

First-week grosses for King Brothers "Carnival Story" were outstanding, according to figures released Friday by Charles Broderick, general sales manager of RKO Radio. The picture now is in its second week at the Palms Theatre, Detroit, and in the Century Theatre, Chicago. It has just completed its one-week stand at the Palace, in Albany, N. Y.

The picture has already grossed $18,468 for the week in Buffalo, $21,857 in Detroit and $12,654 in Albany.

Caesar Leases Space

Shellcorp., of which television star Sid Caesar is president, has leased the 6th floor and entire 7th floor of 6 West 57 Street, New York City, from the Carmel Holding Corp. Caesar will convert the 6,000 square feet of space into executive offices and rehearsal rooms for television shows.
company reported that response to the advertisement was "immediate and spontaneous, with telegraphic requests for the film coming from American Broadcasting-Paramount Theatres, Stanwyker, Skouras Theatres and others. Interest further was expressed, according to the company, by Walter Reade, Jr., Sol Schwartz, president; Fred Schwartz, head of the Century circuit; Harold Rinzler of the Randorf circuit, and Bernie Brooks of fabulous Theatres.

This week, Filmmakers will announce another picture for pre-production licensing, "Mail at the World." This will be followed by another for "Cage Out," Irving H. Levin, president of Filmmakers, announced that the company plans to gear itself to deliver a picture per month.

**UA's Anniversary Sales Drive Ended**

United Artists' 35th anniversary sales drive honoring president Arthur B. Krim was completed over the week-end, winding up six months of competition among the company's exchanges in the United States and Canada.

Results of the drive, which began on Nov. 15, 1933, and ended on Saturday will be announced following a final computation of sales figures.

At the conclusion of the 25th week of the drive, the Dallas, New Orleans and St. John exchanges were leading their respective groups.

**Smith to Represent U.S. at Film Festival in Venice July**

WASHINGTON, May 16.—Andrew W. Smith, Jr., chief of the Motion Picture Service of the U.S. Information Agency, was in town today to see the official U.S. representative at the July Film Festival in Venice, USA. Director Theodore C. Streibert announced.

Smith said he hopes to work closely with film industry officials and government agencies in order to assure the best possible American representation at the Venice Festival. The Venice Festival is the oldest of international film exhibitions; the one starting on July 6 is the 15th in the series.

**Announce Winners in N.E. Circuit Contest**

BOSTON, May 16.—New England Theatres Inc., district managers, Chester Stoddard, Robert Sternberg and Harry Browning have announced the winners of the circuit's "Top The Score For '54" managerial contest. All New England Theatres managers participated in the contest which ran from Nov. 21 to Dec. 31.

First place winners in each district include: James Davis, Paramount, Lynn, Mass.; Stoddard, district; Alex Castoldi, Paramount, Newton, Mass.; and Browning's area, Lawrence J. Burke, Capitol, Pittsfield, Mass.

**Robe' in 360-Seat House Pulls $1,394**

WILLBUR, Wash., May 16.—The 360-seat Alki Theatre has finished a week's engagement of 'The Robe' here with a gross of $1,394, a figure which is 360 per cent above average, according to E. C. Rettikowski, operator of the house. Rettikowski said that this is the best showing a picture has played a week in this town of 1,044 population.

The owner said that he believed stereophonic sound was a definite "must" in large and small theatres. Adding, "I believe that it is actually more effective in a house such as mine due to the intimacy of a small theatre.

**Aid Palsy Drive**

Edward L. Hymn and Sidney M. Markley, vice presidents of American Broadcasting-Paramount Theatres, have been appointed co-chairmen of the theatre collection committee in the United Cerebral Palsy campaign.

**U' Connib**

**Atlas Corp.-RKO Stock**

Apart from the estimated 2,500,000 shares owned by Atlas and Hughes, Hughes acquired all of the RKO Pictures stock for $2.5 million, equivalent to $6 per share, and the cash, less an estimated $3,000,000 paid for stock, constitutes the only asset of the company. With an estimated investment of more than $6,000,000 in RKO Pictures stock, the Atlas Corp. apparenly is prepared to add at least another $7,200,000 for Hughes' holdings.

**Text of Press Statement**

Following is the complete text of the Odyssey statement:

"RKO Pictures Corp. is no longer in the motion picture business, having sold all its assets to Howard Hughes for cash equal to $6,000 per share of outstanding stock. Each stockholder, other than Mr. Hughes, currently has the right to turn in his stock to the corporation and receive $6,000 per share thereof.

"Atas Corporation has been a substantial stockholder of RKO Pictures Corporation since its formation and in recent weeks has substantially increased its holdings.

"Atas Corporation would prefer that RKO Pictures Corporation not be dissolved but rather that it be maintained as a going concern, using its cash to operate for a profit. An article published made such a suggestion to Howard Hughes who has indicated that he has no objection thereto to the continuance of RKO Pictures Corporation in business provided he is not bothered with the responsibility for its management and is given the right as he has arranged for others to receive $6,000 per share for all of his stockholdings or such, if any, as he does not wish to hold.

Conferences Held

"Mr. Hughes and Mr. Odlum have been in conversation about the two points last above mentioned although nothing has been made definite as yet with respect to such points.

This entire matter is being made so that any stockholder of RKO Pictures Corporation who wishes to do so can deliver his stock to us in our company for cash until he has further information as to whether RKO Pictures Corporation, following its complete divorce from the motion picture business, is going to be maintained for other types of business or is going to be dissolved."

**'U' Connib**

(Continued from page 1)

will be Felix Sommer, U-1 Films vice-president, and Fortunat Baronat, director of public relations.

Harry Novak, European general manager, heads the list of representa
tives of U-1's company headquarters in Paris. Also included are John Spires, Novak's executive assistant; Dick Brett, head auditor; John Marshall, Middle East supervisor; Marion Jordan, Southern Europe supervisor; Andre Sable, Near East distributor; Edward Gold
ton, district manager for France, North Africa and Switzerland.

Harry H. Walker, head of the U-1 Foreign Exchange department, is the screening of a number of the latest productions from the U-1 studio which will have some time been released during the coming year.

Host at the convention will be U-1's manager for Spain, Enrique Aguilar, David Joseph, representative and Louis Benet, administrative manager; Mercedes Fabregas, publicity head; and the managers of U-1's nine provincial branches throughout Spain will form the local contingent.

**Norman Rydge Guest At U-1 Luncheon**

Norman Rydge, chairman of the board of directors of Greater Union Theatres, Australian circuit of 135 houses and a major distributor of Popular-International pictures, was guest of honor at a luncheon Friday tendered by American Abolo, vice-president and manager of Universal. Also present was Cap
tain Harold Auten, U.S. representa
tive of Greater Union Theatres.

In the THEATRE

Equipment & Refreshment World

... with RAY GALLO

 RCA has sent us a folder describing its new take-apart plastic reels for general projection, as well as recording studios. The reels accommodate 1,000 feet of 35mm film. They are molded in two halves that may be firmly united by means of a coarse, single-turn, left-hand thread. For safety and convenience in identifying recorded material, the reels are colored. One suggestion is the use of red for original records, not to be erased; green for clean films, erased and ready to use; gray for other uses, such as rererecording and work prints.

“The Sno-Master Sanitary Ice Shaver,” (see photo) an automatic ice-shaving machine for use in making b a l l s , s n o - j u l e p s , s n o - p a r f u r s , s n o - cones and k o o l e r s and also for icing f o o d . In drinks, is now being offered to a foreign market on a plastic basis to theatre operators. M a n u f a c t u r e d in Baltimore, the unit is distributed through National Theatre Supply. The machine is operated by a 15⁄4 h.p. motor. This machine is aluminum finished with baked crinkled enamel. The hopper holds 25 pounds of ice. The machine requires only one square foot of counter space.

New literature from the Camera Mart, Inc., New York, contains photographs and specifications of its line of motion picture and television production equipment. Included are camera dolly’s, cameras, blimps, mike booms, animation motors, the Camart optical FX unit, prisms and effects lenses, tripods, and lighting equipment.

The appointment of Jack Robinson as vice-president and general manager for the GoldE Manufacturing Co., Chicago, manufacturers of a number of theatre products, has been announced by Ernest Goldberg, president. Robinson is well known in the photo industry as president of Acme-Lite Manufacturing Co. and has had a quarter century of projection and sales experience in the field of light projection. Goldberg reports that the new association heralds the start of an intensive schedule of product development, sales promotion and advertising for GoldE. It was stressed by both men that no merger between the GoldE firm and Acme-Lite is being considered at this time.

Chromatic Starting Production of New Color TV Tubes

Chromatic Television Laboratories, Paramount Pictures subsidiary, has launched pilot production of a new improved version of the Lawrence color TV tube at its Oakland, Calif., laboratory, Richard Hodgson, president, announced at the weekend.

“The new color television tube incorporates latest designs including a radiation-suppressed Chromacap (the color grid structure and the front of the tube),” Hodgson said.

The Chromatic official said that the new color TV tube is now being furnished to set and tube manufacturers but demand is so great that delivery is now set for 60 days, the executive said.

Bell & Howell Sets Scope Sales Drive

CHICAGO, May 16.—A sales campaign on CinemaScope projection lens attachments was announced by A. H. Bolt, director of professional sales of Bell & Howell Co. Bolt stated that “increased orders for standard cylindrical type CinemaScope lenses indicate a change in the habits of theatre owners to install CinemaScope immediately.”

The new campaign, prefaced by a major reduction in the price of the lens announced recently, includes ads in trade publications, and a new dealer mail campaign furnishing technical data and information to theatre owners and theatre equipment dealers. Samples of the new lenses will be handled from Chicago, supplemented by the efforts of Bell & Howell’s Hollywood, New York and Washington offices, and more than 20 district sales managers of the company.

Balaban To Show TV in Toronto Thursday

TORONTO, May 16.—Barney Balaban, president of Paramount Pictures, has invited Vistavision to Canadian exhibitors and newspapermen here on Thursday, it was announced at the weekend.

Balaban will be accompanied to the demonstration at the Imperial Theatre at 9:30 A.M. by Dr. Charles Daily, Paramount Studios research engineer who worked closely with research and development of Vistavision.

Following an introductory explanation of Vistavision and its advantages to Vistavision exhibitors, Dr. Daily’s technical description of the process, the invited guests will see a screening of two special Vistavision films.

E. M. Loew Installing 76’ Drive-in Screens

HARTFORD, May 16.—The E. M. Loew circuit’s Hartford division is completing installation of 70-feet wide drive-in theatres in Connecticut and Western Massachusetts. Already set are Hartford Drive-In, New London, West Hartford, Farmington, Montville; Farmington, Farmington, in Connecticut; and the Riverside, West Springfield, Mass.
20th Century-Fox proudly announces the availability soon of the **CINEMASCOPE** production that begins where *The Robe* left off!

Demetrius and *The GLADIATORS*

Color by TECHNICOLOR

CINEMASCOPE

Play it in Genuine

4-TRACK MAGNETIC HIGH-FIDELITY DIRECTIONAL-Stereophonic Sound

Also available in 1-TRACK HIGH-FIDELITY MAGNETIC SOUND • 1-TRACK OPTICAL SOUND
‘Knights’ With Optional Sound
In Late June

M-G-M to Initiate New Policy With 1st ‘Scope

“Knights of the Round Table,” M-G-M’s first CinemaScope production, will be available with optional stereophonic sound in late June, as was reported yesterday. The picture currently is playing subsequent runs in full stereo. M-G-M previously had announced that it would lift its stereophonic sound requirements for its CinemaScope films.

Set Worldwide Plans For VV Showings

Preparations for expansion of VistaVision demonstrations abroad will get underway this week with visits to the Far East, Australia and Latin America by Paramount Pictures representatives for the purpose of surveying theaters in the various countries.

Mankiewicz Here For UA Parleys

Joseph L. Mankiewicz arrives in New York today (Tuesday, May 18) from Europe after completing the supervision of the scoring of “The Barefoot Contessa,” color in Technicolor drama starring Humphrey Bogart, Ava Gardner and Edmond O’Brian. The Figaro, Inc., production, financed by the United Artists release, was written and directed by Mankiewicz.

Billion-Franc Deal

Technicolor Establishing Processing Plant in Paris

Technicolor Motion Picture Corp. and French motion picture interests have completed negotiations and will form the Societe Technicolor with a capital of about one billion francs to operate a Technicolor plant in Paris, it was announced here yesterday by Dr. Herbert T. Kalmus, president and general manager of Technicolor, at the annual stockholders’ meeting.

Gold Leaves NSS; Forms TV Company

Mel Gold, director of advertising, publicity and television and head of East Coast film production for National Screen Service, was named by NBC to form his own television and film production organization.

96 U.K. Theatres Now Have ‘Scope

Twentieth-Century-Fox reports that 96 theaters in England have installed complete CinemaScope and stereophonic sound as of two weeks ago. Present orders for equipment, wide-screen, anamorphic lenses and four-track magnetic sound, from English theatre operators total over 250, it was said.
**Personal Mention**

**F. J. A. McCARTHY,** Universal Pictures Southern and Canadian sales manager, will leave here today for Memphis.

**JACOB H. KARP,** executive assistant to Y. FRANK FREEMAN, Paramount Pictures, has left here on a vacation trip to Europe. He is scheduled to sail from New York for England Thursday on the “United States.”

**RICHARD HERSHEY,** producer; **JEROME DALE,** producer’s representative, and **GILBERT ROLAND** left here yesterday for London via B.O.A.C. overseas.

**WALTER MANLEY,** Republic Pictures special representative in Canada, is the father of a girl born to Mrs. MANLEY at Jewish Hospital of Brooklyn.

**HERB STEINBERG,** Paramount Pictures, advertising manager, will return to New York today from Chicago and Milwaukee.

**MYERS HUTNER,** 29th Century-Fox associate publicity manager, returned to New York yesterday following a tour of six cities in the South.

**THOMAS F. DUANE,** newly-appointed manager of the Dufil Photos Detroit branch, left here last night for his new headquarters there.

**FRANK ROSCETTI,** owner-operator of the Star and Premium theatres, Lawrence, Mass., is a patient at New England Baptist Hospital in Boston.

**TED PIERPOINT,** Paramount Pictures district manager in South America, is here due to arrive in New York next week from Rio de Janeiro.

**SONIA ZABESKY,** secretary at Interstate Theatres Corp., Boston, will be married Thursday to Charles WAXMAN, of Danvers.

**JOSEPH GINS,** Universal-International district manager, was in Albany, N.Y., from Boston.

**T. KEVEN MALLON,** chairman of the board of the Ampec Corp., has left New York by plane for Paris.

**JAMES F. McCARTHY,** Connecticut district manager for Stanley Warner Theatres, has returned to his desk here on a part-time basis following a long illness.

**L. D. NETTER, Jr.,** general sales manager of Altec Service Corp., and **MARTY WOLF,** assistant sales chief, are in Chicago from New York.

**GEORGE MURPHY** will leave Hollywood today for Atlanta.

**Dinner for Weiss**

United Jewish Appeal has given a dinner honoring Mrs. Weiss, manager of Loew’s Pritikin Theatre, tonight at Celine Mansion, Brooklyn.

**3-D at Will Rogers; 8 Companies Donors**

Eight of the industry’s leading companies contributed the 3-D projection equipment, installation of which has just been completed at the Will Rogers Memorial Theatre at Saratoga, N.Y. The Ballantyne Co., Omaha, contributed two Ballantyne-Gardner projectors, the sound heads, rectifiers, transformers, amplifiers, etc.; Williams Screen Co., Akron, supplied the 3-D projection lenses; in Chicago, the magazines and take-ups; Goldberg Brothers, Denver, the 9000-lb.; Rees, Inc., of Brooklyn, the screen frame; Projection Optics Co., Rochester, the Super-Flex projector; ALTEE Corp., Wisconsin, contributed the speakers; and Altec Service Corp., New York, provided the complete installation.

The new equipment will be dedicated in June during the period of the board of directors meetings at the hospital.

**No Action Taken on Overseas Earnings**

WASHINGTON, May 17.—The Senate Finance Committee discussed but took no action on the question of the taxation of overseas earnings of U.S. film companies.

Committee members said the subject will be taken up at a later date. The committee is working in executive session on the House-passed technical bill.

The bill would give substantial tax benefits to the foreign income of certain U.S. firms, but film distributors, companies who received the tax breaks, said the temporary restraining order which prevents collection of censorship fees and acts on the permanent phase of the injunction.

The plaintiffs claim that $300,000 collected yearly from the $3 licence fee is not a tax and is discriminatory and illegal.

**Joins Filmmakers**

CHICAGO, May 17.—Filmmakers Stud persuaded the appointment of Elsa Aylward as assistant advertising manager, Mrs. Aylward was formerly advertising manager of the DeVry Corp., until the recent sale of its assets to Bell & Howell.

**ASCAP Amendment**

ASCAP’s articles of association have been amended by altering the voting rights formerly held by deceased members to surviving close relatives. The amendment was presented originally by Oscar Hammerstein II.
Great pictures built LIFE's great audience

LIFE's great audience can build your pictures

<table>
<thead>
<tr>
<th>Market Area</th>
<th>No. of Theatres</th>
<th>Seating Capacities</th>
<th>LIFE's Audience</th>
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<td>Wash., D.C.</td>
<td>75</td>
<td>63,855</td>
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<td>Grand Rapids, Mich.</td>
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<td>Little Rock, Ark.</td>
<td>17</td>
<td>11,502</td>
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9 Rockefeller Plaza, New York 20, N.Y.

First in circulation
First in audience
First with advertisers
office representative, is scheduled to leave New York by plane tomorrow on a Latin American theatre survey with a view to setting up future demonstrations of Paramount's new production and screen presentation process. He will visit Mexico City, Havana, Lima, Rio de Janeiro and Caracas, returning in about two weeks to report on his findings.

Loren L. Ryder, head of the Paramount Studio technical research department, was scheduled to return to New York today by plane from the land following a VistaVision theatre survey tour that included London, Paris, Frankfurt and Rome. In each city he was to select a theatre for holding a demonstration of VistaVision for European exhibitors and other film industry representatives, newspaper writers and radio commentators.

Dr. Charles R. Dally, Ryder's aide, was in Toronto yesterday to assist in preparations for the VistaVision demonstration to be held Thursday at the Imperial Theatre. Barney Balaban, president of Paramount Pictures, is scheduled to personally present VistaVision to the Canadian film industry on that day.

Yale Gets Script

HARTFORD, May 17—Harry F. Shaw, division manager of Loew's chain-New England Theatres, has presented the official mimeographed "shooting" script of MGM's "Julius Caesar" to the Yale University Department of Drama at New Haven.

GREATEST NEWS YET IN THEATRE SOUND!

PERSPETA STEREOPHONIC SOUND

Multi-directional sound on a standard optical track

This is it! The simple, permanent sound system that solves all the exhibitor's stereophonic sound problems—and it's fully compatible with conventional sound systems. Projection procedures remain the same, too.

Exhibitors with stereophonic sound can switch to Perspecta Stereophonic Sound by installing only an integrator unit, design-engineered by Fairchild, and equipped for conventional use only that single miracle unit plus additional power amplifiers, loudspeakers and a multiple gang fader.

REMEMBER! MCM, Paramount and Warner Bros. are now filming all productions with this new technique.

See your theatre supply dealer for full information or write:

FAIRCHILD RECORDING EQUIPMENT
MOTION PICTURE SOUND DIVISION • WHITESTONE 57, NEW YORK

Review

"Black Horse Canyon"
(Universal-International)

JOEL McCREA, Mari Blanchard and newcomer Race Gentry deliver fine performances to make a refreshing Western of this story of a wild stallion, a-toggler named "Black Horse," who is owned by a rancher and is so occasioned by puppy love. The film offers some excellent photography and is in color by Technicolor.

The untamed horse, known as Outlaw, roams the Western valley where horse-breeders are trying to improve their stock. Miss Blanchard owned the horse as a yearling, but he ran away to hide in the hills. The story centers around her and McCrea's passion to capture him, not merely as a means of improving their stock, but also because he has figured out that the horse's unbroken spirit. Mervyn Vye, as a neighboring rancher, decides to pursue the stallion as well. Gentry, as McCrea's teenage companion, joins in the hunt.

With a week in which to catch the stallion before he will be shot for destroying range property, the trio sets out in pursuit. In the ensuing chase, they capture the horse, lose him to Vye and his girl. John W. Rodgers produced and Jesse Hibbs directed. Geoffrey Home wrote the screenplay which is based on the Les Savage, Jr., novel, "The Wild Horse." Running time, 81 1/2 minutes. General classification. For release in June.

Technicolor
(Continued from page 1)

Kalmus added that Technicolor, Ltd., the British affiliate, had shown a net profit for the first quarter of 1954 of $299,149. He compared this favorably with the initial increase in the house office in 1953 of $231,837 despite a two-week shut-down due to a strike earlier in the year.

William G. Rabe, director, and James Bruce, chairman of the trust committee, of the Manufacturers Trust Co. of New York, were elected to the board of directors of Technicolor at the meeting.

Pittsburgh 1st Runs Hit by Tram Strike

PITTSBURGH, May 17—Down-town first run houses report that business is off as much as 50 percent while neighborhood theatres indicate a tremendous increase that is due in part to the bus and trolley operators strike which began here on May 9. There seems to be no immediate indication of a settlement. The larger theatres have been reacting to the situation by showing double features in an effort to hold off major productions until the strike is settled. For the local exhibitor this seems to have temporarily settled the product shortage since most have been able to hold a picture over as long as three or four weeks.

New Corporate Name

ALBANY, May 17—Warner Brothers Service Corp., a Delaware concern, has changed its name to Stanley Warner Service Corp.

Subway Picks 'Man'

United Artists' "Man With A Million" has been named Picture of the Month for the New York subways.

Urge Global Theatre Union

(Continued from page 1)

films offered to the trade. The resolution will be sent to exhibitor associations throughout the world, including those in the U. S., soliciting their support.

The resolution asserts in part that "it is no concern of producers and distributors what equipment an exhibitor has. . . . They are in the business to make and sell films without any tags and not to give instructions."

Other indications of continuing exhibitor resistance to current developments are to be seen in CEA's technical adviser Leslie Knopp's statement that an anamorphic lens should be executed at considerably above current price of $500 ($1,820) and that it is doubtful in his opinion whether the double format of anamorphic lens will be the lens of the future.

Dr. Knopp, incidentally, gave an unexpected boost to the Tushinsky lens at the CEA meeting. He had been asked the question of the lens' relation to the standard aspect ratio proposed in this country and now in the rest of Europe.

He replied that he felt the Tushinsky system would be generally adopted for economic reasons. He thought it would be advisable for exhibitors to adhere to the recommendation of 1.65:1 for the time being, and perhaps during the next six months. He also declared that all of the factors generally are coming around to the belief that many things will be "clarified" in the next six months; particularly will all of that now project alliance be between exhibitors on both sides of the Atlantic being consummated.

Stereo
(Continued from page 1)

the forum. They were the 800-seat Monroe Theatre, Monroe, N. Y. (population, 1,753); the 840-seat Franklin Theatre, Franklin, Ore. (population, 3,311); and the U. S., Paterson, N. J.

Wally Neithold, owner of the Monroe and Franklin, who operates the U. S., insisted on going ahead with the installations despite the new policies, Smith said. The stereo, Neithold added, that their patrons deserve the best in sound, even though they are not aware of the technical advances. The opinion is that the advanced techniques add to the entertainment value, despite the fact that they do not bring customers to the box-office, Smith said.

Demand for CinemaScope On Increase in Canada

A sharp increase in orders for CinemaScope equipment in Canada as was also in the United States is reported by 20th Century-Fox division and branch managers in wires reaching eastern director of distribution. The messages indicate that many exhibitors are proceeding with plans for full four-track magnetic stereophonic sound, while scores of others are making arrangements to show CinemaScope with one-track magnetic sound.

Among the Canadian circuits installing, or preparing to install, CinemaScope, said Lichtman, are Famous Players, United Amusements in Montreal, Allen's, Twinex and National Theatres in Toronto, and the Spencer circuit in St. John, N. B.

Leases Florida Theatre

DAYTONA BEACH, Fla., May 17—J. G. Miliones, who has been an exhibitor at Snyder, Okla., has leased the Florida Theatre here from W. R. Slater.

Acquirers 'Bird' Rights


Fairchild Recording Equipment

MOTION PICTURE SOUND DIVISION • WHITESTONE 57, NEW YORK
SALES STAFF EXPANDED BY TV SUBSIDIARY OF ALLIED ARTISTS

Due to a larger national market for syndicated film, Allied Artists television subsidiary, Interstate Television Corp., is expanding its sales force even though no new product has been acquired for television distribution. Lloyd Lind, interstate vice-president, said here yesterday.

Eighty feature-length westerns, that have been shown on radio and stations during the past 10 years, are being presented again on television, Lind said.

Interstate's present one-half hour shows that are appearing on TV are "Douglas Fairbanks Presents," a package of adventures of the "Great Adventures of the Famous John S. Hart"; "The Adventures of Hiram Bingham," a package of 26 shows, and "The Life of John D. Rockefeller," a serial-type of presentation that is being produced in Hollywood, Lind said.

USIA FILMS FUTILE, CASTLE TELLS SENATE

WASHINGTON, May 17.—Eugene W. Castle, former documentary film producer, announced that a Senate appropriations subcommittee not to vote any funds for the government's overseas film program.

He said that for better or for worse, U.S. entertainment films portray American life as it is and are our best propaganda to the 150,000,000 persons weekly. U.S. documentaries are a "complete lines," he declared, and cannot be added. U.S.A. has enough documentaries on hand to supply the world for over five years.

Senators Bridges (R., N.L.) and Knowland (R., Calif.) listened with apparent sympathy as Castle declared that the Senate was "seriously" interested in its program.

Castle charged that the film service's panel of consultants, headed by Cecil B. De Mille, were never actually consulted by the Senate and in fact practically never functioned.

PARSONS BUYS NOVEL

HOLLYWOOD, May 17.—Producer Lindley Parsons has purchased the screen rights to "The Intruder," a novel by Helen Powell, and has scheduled it as his fourth production this year for Allied Artists. First published in 1939, the book was a Literary Guild selection and was reprinted in the "Reader's Digest" quarterly.

HIRTH TO NEW HAVEN

PHILADELPHIA, May 17.—Elmer Hirth, general manager and buyer for William Goldman Theatres here, has been appointed film buyer for Stanley Warner Theatres in New Haven. Hirth was with the Goldman circuit 14 years.

TELEVISION--RADIO

WITH PINKY HERMAN

MEMORY LANE—

When our good friend Dave Tebet phoned recently to inform us that Max Lieberman’s "Your Show of Shows" this fall will originate at NBC’s Brooklyn studios (formerly Warners’ Vitaphone Studios) it brought to mind days of a bygone era but not forever to be forgotten. It was there, at E. 14th and Elm Sts. in Flatbush (in the period about 1930—and the name was Paramount Studios), that John Barrymore, Florence E. Turner, Maurice Costello, Harry Morey, Earle Williams, Anita Stewart, Lilian Walker, Wally Van, Wallace Reid, Flora Finch, Ken Casey (now a successful songwriter) Adele olive wood-throated Chinkin, Little Bobby Connely, J. Stuart Blackton, Albert E. Smith, Sidney Drew, Larry Senon, Joe Rock, Bill Shea (Barnacle Bill), Evart Overton, Antonio Morea, Chra Klamill Young, Naomi Chadbler, Mabel Normand, Robert Skelly, Ken Thomas, Pickford, Tom Powers, Mary Maurice, Marshall P. Wilder, E. K. Lincoln, James Morrison, Leo Deebey, Andrews Randolph, George Cooper, Paul Kelly (child star), Alice Joyce, Mabel Normand, E. H. Sothern, Ralph Ince and other members of that era composed those early motion pictures. No, no, Abercrombie, old fellow, we definitely do NOT go back that far, but our personal recollection of that hallowed hallowed at Brooklyn, starts in 1920 when, as the N. Y. columnist for the old Hollywood Filmograph, we BMTED to the Ave. M station to garner bit of bit of the scene.

With Sam Sax as studio manager were Murray Roth, chief director; Stuart and Rosalie Stewart, casting directors; Ed Dupar and Ray Foster, cameramen. Directors included Lloyd French, Joe Heneberry and Eddie Buzzell, Sid Rechentik was with studio publicity, Dick Willis (now a major TV daily serial director) in the make-up dept., and some of the actors included Hal LeRoy, Fatty Arbuckle (comeback), Edgar Bergen, Mr. & Mrs. Jack Norworth, Fred Allen, James Barton, Ann Cawde & Frank Orth, Chester Conklin, Wm. Demarest, Ruth Etting, Madge Evans, Joe Frisco, Trilix Friganza, Eddie Foley, Jr., Lon Holtz and George Jessel. (Well, that is a fair list from memory.)

Come this fall, should Max Lieberman, his staff or artists seem to find themselves harking to 'unheard sounds' or sensing the presence of 'unseen spectres', it may not be figments of imagination, but rather echoes and shadows of the unforgettable past, reawakened and given drilling awareness to the wonders of the electronic "Art of Make Believe".

With the enthusiastic response of the public to the new WABD kiddie series, "Punny Bunny" (after but three weeks the fan mail already totals in the hundreds), this station now presents 75 consecutive minutes of moppet entertainment which should warm the cockles of the hearts of anxious parents. From 5:15 to 5:30 P.M. Roy Doty charms with his "Adventures of Danny Dee", Wes Kenney’s "Funny Bunny" takes in the 5:30-6:00 P.M. slot, followed by Pat Michael’s "Magic Cottage"...

"Ex light and wetterweight champ Barney Ross who turned in a nice announcing job yesterday on the new ABC ‘Mondo Toe’ series" (E. O. "Pete" series) and Jay Gelb (a lightweight boxer) who spies the between rounds colors, were last-minute choices...

Morton J. Metzler, I., one of the winners of the N. Y. State scholarships, who graduates next month from the High School of Music and Art, is the son of Sylvia Rosenberg, private secretary to every ASCAP prexy starting with John Golden.

JIMMY DENARET, star of Cornell Films’ new telefilm series, "The Jimmy Denaret Show," not only is one of the most popular sports figures around but is one of the hardest workers. To plug the series (39 subjects) Jimmy has already guested on 10 programs, including "Date Garroway Shoe" twice, "Jane Froman Show," "I Love Lucy," stars who appear in the "Denevite" include Bob Hope, Bing Crosby, Jerry Colonna, Sam Snead, Bobby Jones, Ted Williams, Gene Sarazen, to mention a few... Is Earl "Pahka" Hines indebted to another musical aggregation? used to have a great band.

Buttefield Loses Bid for TV Channel; WJR GETS THE NOD

WASHINGTON, May 17.—The Federal Communications Commission rejected an application by W. S. Buttefield for a Flint, Mich., television station, and instead gave the channel to WJR. The Goodwill Station, Inc., defeated with Buttefield in a bid for the channel was Trebit Corp. An FCC examiner in April 1953 had recommended the channel go to Trebit. The Commission said WJR had a better program proposal than either of the other applicants.

5 Start, 5 Finished, 28 Pictures in Work

HOLLYWOOD, May 17.—Start of five pictures and completion of five others maintained the over-all shooting-level of production at 28 as of the weekend.

New undertakings: "Jungle Gents" (A-A); "Cattle Jump"; "Palo Alto Prod., 1939" (K-O); "Rogue Cop" (ROK); "In the Wind Dies" (Bogans) (RKO); "Shoe Factory" (Wagner).

ALBANY VC AWARDS MEMBERSHIP TO 5

ALBANY, May 17.—Variety Club Tent No. 9 presented honorary membership in the International Variety Clubs to five citizens for their cooperation in the Boys’ Club summer project.

Charles A. Smakwiwit presented the membership to Gene Kobb, publisher of the Times-Union, John E. Wendt, city editor; Mark D. O. Bach, circulation manager; John E. Prine, president of the Albany Country Club, and Frank Corenti, former association president.

ALL SAFE IN FIRE

BUFFALO, May 17.—Possible tragedy was averted here Saturday when Edward E. Whalen, manager and co-owner of the Wards Theatre, noticed a fire in his projection booth during the matinee and calmly led more than 30 children out of harm’s way. Damage was estimated at about $3,000.

"Bride" Boes May 27

"Always a Bride," J. Arthur Rank comedy, will have its American premiere at the Art, Beckman and Greenwich Theatres here on May 27, it has been announced by Universal Pictures, the U. S. distributor.
There's no product shortage when you do business with 20th!

11 in CinemaScope

13 in 2-D

2 in 3-D

* The Robe - color by Technicolor
How To Marry A Millionaire - color by Technicolor
Beneath The 12-Mile Reef - color by Technicolor
King Of The Khyber Rifles - color by Technicolor-DeLuxe
Hell And High Water - color by Technicolor
New Faces - in Glorious Color
Night People - color by Technicolor
Prince Valiant - color by Technicolor
River Of No Return - color by Technicolor
3 Coins In The Fountain - color by DeLuxe
Demetrius and The Gladiators - color by Technicolor

** The Raid - print by Technicolor
The Rocket Man
Gorilla At Large - color by Technicolor
The Siege At Red River - color by Technicolor
Man In The Attic
Racing Blood - Supercinecolor
Man Crazy
Miss Robin Crusoe - Pathecolor
Thy Neighbor’s Wife
Inferno - color by Technicolor
Vicki
A Blueprint For Murder
Sailor Of The King

*** Inferno - color by Technicolor
Gorilla At Large - color by Technicolor

Enough to keep every theatre in America well supplied!

See your 20th Branch Manager Today!
COAST JUDGE RULES DECREE OF 1940 WAS ‘STOP-GAP’ MEASURE

HOLLYWOOD, May 18.—In a decision regarded as precedent with respect to other anti-trust suits now pending, Federal Judge Harry C. Westover yesterday ruled that the 1940 government consent decree was actually a “stop-gap” measure, rather than a permanent one and that the government suit against Paramount, et al., therefore was pending during the 1940-1950 period.

For that reason, the jurist ruled, motions by defendants in

(Continued on page 6)

Due to Three Factors

Outlook for Rest of 1954
Encouraging: Goldenson

By LESTER DINOFF

While theatre grosses and earnings were off during the first quarter and are continuing into the second quarter of this year, the outlook for the remainder of 1954 is much more encouraging, Leonard H. Goldenson.

Perspecta Sound Policy to Stand
Abroad, Loew Says

LONDON, May 14 (By Air Mail).—Loew’s will not change its recently announced policy here of insisting upon full Perspecta sound gear in all “important houses” playing Perspecta pictures, Arthur Loew, president of Loew’s International, told a press conference here following demonstrations of the new sound technique.

However, the phrase “important houses” will clearly demand much

(Continued on page 5)

Goldenson Frowns On Reissue Policy

The playing of reissues in theatres has cut off a vast segment of the theatre-going public, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, declared yesterday at the annual meeting of stockholders.

Theatres which play reissues have no choice, he said, and provide entertainment for the benefit of a small minority which has seen the film on its initial run.

AB-PT TO CONSIDER PRODUCTION IF FILM SHORTAGE CONTINUES

American Broadcasting-Paramount Theatres will give serious consideration to enter the production ranks if Hollywood producers, within a year, do not deliver sufficient films to keep theatres operating, Leonard H. Goldenson, AB-PT president, said at the annual stockholders meeting here yesterday.

Replying to a statement by a stockholder who urged the theatre organization to produce its own films for exhibition, Goldenson said that the company “is aware of the scarcity of films which is caused by the separation of theatres from distribution.”

“Arrangements have been completed by Italian film producers, whom I have urged to utilize American directors and writers, to deliver six to nine films this summer,” he said.

(Continued on page 5)

FOX STOCKHOLDERS WON BY C’S O P E

More Time to Divest to Be Asked by NT

WASHINGTON, May 18.—National Theatres will ask the Justice Department for another extension of its divestiture deadline, it was understood today.

The circuit is supposed to complete its divestiture program by June 7. Under the 1940-1941 consent decree, it was to have sold 100 theatres in two years. National has already received two six-month extensions of the divestiture deadline and when the last extension was granted in December, still had about 27 theatres to dispose of.

Fred Waller Dead;
Invented Cinemarana

Fred Waller, 68, inventor of Cinemarana and a veteran of 40 years in the industry, died yesterday at his home in Huntington, L. I., following a protracted illness.

A winner of an Academy Award this year for his work in the new medium, he was unable to make the trip West to receive the citation.

Sypros Skouras

Born in Brooklyn, Waller pioneered in photographic research since the early days of the industry. At the time of his death he was a fellow of the Society of Motion Picture and Television Engineers. He is survived by his widow and a stepson.

Criticism Turned to Praise; First Quarter Profit Double Year Ago

With CinemaScope successfully launched and 20th Century-Fox’s profits up substantially in 1953 over 1952, and with profit for the first quarter double that of the same quarter of 1953, the 20th Century-Fox annual meeting of stockholders at the Waldorf Astoria yesterday was a love feast compared with last year’s meeting when a proxy fight led by Charles Green challenged the company management headed by president Sypros Skouras.

Yesterday, Green took the floor at the meeting to commend management

(Continued on page 6)

Senate Group Passes
House Tax Relief Bill

WASHINGTON, May 18.—The Senate Finance Committee today approved, with some changes the House-passed provisions laying down new rules for taxing partnerships. The Finance Committee is voting on the House-approved technical tax relief bill, and from time to time is asking for additional time.

No Fox Films for Pay TV: Skouras

Twentieth Century-Fox’s policy continues to hold theatres, rather than television — either the free or subscriber versions — to be the proper outlets for its product, Sypros Skouras, president, made it clear in reply to stockholders’ questions at the annual meeting yesterday.

We have been approached and have refused to sell our films to subscription TV,” Skouras said. “We believe the future is in the theatres, that’s why we developed CinemaScope.”
Personal Mention

SILAS F. SEADLER, M-G-M advertising manager, will return to New York Monday from the Coast.

JOHN R. HESSE, son of the late John Hesse, Connecticut district manager for Stanley Warner Theatres, has been named to the editorial board of the Yale Scientific Magazine, New Haven.

JONAS ROSENFIELD, Jr., I.F.E. release man, vice-president of Loew's, Inc., will return to New York from Miami at the end of this week.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Salt Lake City from New York enroute to Los Angeles.

EVELYN WISTER, motion picture editor of "Chatteau News," will leave there June 4 for his annual trip to Hollywood.

WILLIAM B. ZOELLNER, head of M-G-M's short subjects and newsreel sales, will arrive in Kansas City from New York today.

FRANK ROSS, producer, and his wife, Marjorie Caulfield, are in charge of new exhibitors who are due there early next month by plane from Hollywood.

MIKE SIMONS, M-G-M exhibitor relations head, will return here at the weekend from Lake of the Ozarks, Mo.

DOLPH SCHADLER, assistant treasurer of Loew's, Inc., will leave here at the end of next week for Hollywood.

JOSEPH SAPERSTEIN, division buyer and booker for Fabian Theatres, has entered Albany (N.Y.) Hospital following a heart attack.

JAMES STEWART and Mrs. Stewart will leave New York Sunday for London, where they hope today aboard the "Queen Elizabeth."

HENRY LEVIN, director, will leave New York today for London via B.O.A.C. Monarch.

PETE SMITH will leave New York at the end of this week for Beverly Hills.

JACK ROGERS, M-G-M radio and TV contact, will be discharged from Flower Hospital here next week.

MARY ALICE HOFFMAN, booking clerk at the M-G-M branch in Buffalo, spent the weekend in New York.

MARIE ARONOE has been named assistant manager of the Art Theatre, Hartford.

HARRY FINGER has been named general manager of the manfield Theatres, Drive-in theatre.

Brochure of Compo Ads Issued by NSS

Free distribution to exhibitors of the advertisements published by the Council of Motion Picture Organizations Editor and Publisher, will start yesterday by Herman Robins, president of National Screen Service Corporation. The NSS plans on the theory that everybody in the industry should read them. Robins said he was starting the organization's first book of license fees, which will be included in shipments of National Screen Service pictures to the company's exhibit accounts.

All Will Be Distributed

As soon as they become available, subsequent "Editor & Publisher" ads will be distributed in a similar manner. A brochure containing the ads presently scheduled by COMPO shall have been distributed. The second brochure will contain eight more ads and the third will include the final 10 ads in the current series.

In addition to this distribution, Robins has said he will publish a book of license fees so they may be distributed to the personal of the home offices and exchanges of the major companies.

"I believe these advertisements are one of the finest things the industry has done for itself in its history," Robins said yesterday. "They are a simple and understandable statement of the position of our industry, and they summarize the activities of all our exchange theatres, and as such should be in the hands of every exhibitor.

Wants Them Passed On

"In giving these advertisements this extra distribution, the thought is that every exhibitor receiving them will show them to his local editor and to others in his community whose good opinion he desires."

Canadian Investors Buy Up FPC Stock

TORONTO, May 18.—The offer of 328,000 shares of Famous Players Canadian Corp. by Paramount-International Film Corp., at 23 1/4, was accepted by Canada at 24.50, according to the Toronto underwriters, the result being an appreciable increase in the number of stockholders in the company. New York Paramount continues to hold a slight edge in the number of its Canadian foundation.

Prior to the sale, Famous Players had 5,244 shareholders, of whom 1,512 were resident in Canada.

"Salt' Gets Substitute Booking in Chicago

CHICAGO, May 18.—The Cinema Publishing Street South West Side, which has been playing foreign films, mostly Italian and Russian, for several months, has booked "Salt of the Earth," alleged Communist-inspired film made by some of Hollywood's "Unfriendly Ten."

The picture is scheduled to open next week at the previously scheduled booking of the film here was canceled by the Hyde Park Theatre and Indiana.

Says Reds Like New Czarist Film

"Anna On His Neck," a picture based on the Chekhov story of the same name, which was filmed at 24 theatres in Moscow, has had a big reception by the public, according to the New York "Times" report. The film depicts in color the champagne parties, swagging noblemen, changing political parties, prevalent and symbolic of the Czarist regime overthrown by the Humiliation of the Revolution, the "Times" reported.

Record Turnout Seen For UJA Luncheon

"A record turnout of top industry leaders is expected for the picture book of the annual motion picture and advertisement luncheon for the 1954 United Jewish Appeal tomorrow, at the Hotel Pierre, at which Sir Oswin Skouras, president of 20th Century-Fox, will be honored for his services to the agency.

This was said by Adolph O. Schwalberg, vice-president, secretary and general manager of United Artists Pictures Co., campaign chairman.

The motion picture and advertisement men have established a goal of $750,000 for UJA.

The major financial objective of the United Jewish Appeal of Greater New York campaign is to meet the Metropolitan area's share of the goal of $199,254,150 set by the national United Jewish Appeal to meet the needs of its constituent agencies—the United Israel Appeal, Joint Distribution Committee of New York (JDC), United Service for New Americans, and the New York Association of Jewish Refugees.

In addition, New York UJA has set the local proportion of $2,232,155 required this year by the National Jewish Welfare Board, and $1,584,001 by the American Jewish Congress.

Arthur Price, Publisher

Funeral services were held here today for Arthur Price, junior publisher of the Toronto Sun, who died Sunday night at Bellevue Hospital after a year's illness.

He is survived by his wife, a daughter, and two sisters.

Misses Day, Bishop East

Laraine Day and Julie Bishop, two of the stars in Wayne-Fellowes' "The Hero," have arrived in New York for a series of newspaper, TV and radio interviews in advance of the picture's Broadway engagement, which will follow its premiere at the city world premiere in Hollywood and San Francisco on May 27.

Schlaifer in D. C.

Charles Schlaifer, president of the advertising agency bearing his name, is in Washington where he will appear before a subcommittee of the chairman of the National Mental Health Committee, before the United States Senate Committee on Public Health and National Welfare in connection with the mental health movement. He will also speak on mental health and rehabilitation in connection with the mental health movement.

Mindlin resigns

CHICAGO, May 18.—Fred Mindlin, manager of Loper's Ziegfeld, a member of the Metro-Goldwyn-Mayer family, has resigned effective May 22 and will be succeeded by Tom Dowd, formerly with United Artists Corporation.
"I've been using it for 30 years."

THEY HAVEN'T INVENTED ANYTHING BETTER YET!
Wide Range of Showmanship in M-G-M Attractions!

New Nationwide Triumph!
"EXECUTIVE SUITE"
Starring Academy Award-Winning William Holden,
June Allyson, Barbara Stanwyck, Fredric March,
Walter Pidgeon, Shelley Winters, Paul Douglas,
Louis Calhern, Dean Jagger, Nina Foch

The Title Says It!
"FLAME AND THE FLESH"
(Technicolor)
Lana Turner, Pier Angeli, Carlos Thompson

Popular With The Fans!
"RHAPSODY"
(Technicolor)
Elizabeth Taylor, Vittorio Gassman,
John Ericson, Louis Calhern

Cash Register Rings!
"VALLEY OF THE KINGS"
(Color)
Robert Taylor, Eleanor Parker, Carlos Thompson

Next Big Musical!
"THE STUDENT PRINCE"
(CinemaScope—Color)
Ann Blyth, Edmund Purdom,
and the singing voice of Mario Lanza

"PRISONER OF WAR"
Tests playing "A" time prove exploitation
pay-off!
Ronald Reagan,
Steve Forrest,
Dewey Martin,
Oscar Homolka

Thrills of Navy Jet Pilots!
"MEN OF THE FIGHTING LADY"
(Color) Van Johnson,
Walter Pidgeon,
Louis Calhern,
Dewey Martin,
Keenan Wynn,
Frank Lovejoy

Repeat bookings for "Lili" terrific nationwide!
"Lili"
2nd Year!
Still the Hit of N.Y.

(Technicolor) Leslie Caron,
Mel Ferrer, Jean Pierre Aumont
Outlook Encouraging: Goldenson

(Continued from page 1)

A great measure from a shortage of pictures.

Increased depreciation charges, due to installation of stereoscopic sound and wide screen equipment.

Television, especially in the South and Midwest where new TV stations have sprung up.

The AB-PT head stated that the number and quality of box office pictures that have been released thus far in 1955 have not been comparable to product released last year and the grosses were adversely affected. "The effect of these conditions is sharpened by the fact that many distributors are holding back the release of their pictures until the third quarter," Goldenson stated.

Cities 'Peaks and Valleys'

This is quite serious in this business for it creates peaks and valleys in an industry which requires a steady flow, he said. "The limited number of box office hits for Herbert not only has resulted in lower grosses, but has also required theatres to pay excessive rentals and rent films for a period of time.

The executive explained to the stockholders that films which would normally play one week in a house, would be held over season a few days, frequently eliminating profits made during the first week.

Third quarter business is expected to improve due to the additional films made available for exhibition and the business improvement will be augmented by the reduction of the Federal tax on theatre admissions, Goldenson said. "Benefits from the tax should be reflected at that time, for AB-PT theatres have generally maintained their existing prices and retained the tax saving," he said.

The inundation of television into the theatre business have been felt, the AB-PT head stated, and it is affecting business in small towns throughout the South and Midwest. "Approximately 15 new television stations are operating in towns where AB-PT theatres are located in Texas, 20 new TV stations in Alabama, Georgia and the Carolinas, eight in Florida, nine in Illinois, six in Iowa and 10 in Minnesota and the Dakotas," he said. "I do not feel, however, that the impact of TV on our theatres in these areas will be as prolonged as the effect of TV business several years ago in other parts," Goldenson told the meeting. "Theatre business has picked up in areas such as Detroit and Chicago since 1955, as the novelty of TV has worn off," he said.

Goldenson told the American Broadcasting Co. agreement with Walt Disney, the television network's Fall coverage of outstanding NCAA football games every Saturday, and the investment by AB-PT in Disneyland, a 16-acre project which will be completed by mid-summer.

Heavy Use of New Media

"AB-PT has recently had large expenditures—over $6,000,000 for theatre sound and wide screen equipment, of which $3,600,000 was spent in 1955," the circuit head declared.

Goldenson re-energized the stockholders on the AB-PT financial status. "As an investment in 1950 we borrowed $36,250,000 from the Metropolitan Life (with maturities commencing on July 1, 1956) and $8,750,000 from three banks. This was a re-financing of our previous bank loans which called for relatively short maturities and heavy annual payments. With the ABC merger, we assumed the ABC debt amounting to approximately $11,500,000.

"We have paid, or prepaid, the $8,750,000 bank debt down to $1,750,000, of which one-half is payable on July 1, 1955, and the remainder on Jan. 1, 1956. During 1953, $8,200,000 of the ABC debt was retired and of the unpaid balance, $1,000,000 remains payable to a bank on Nov. 1, 1955. Therefore, the balance owed to four banks and due next year amounts to $2,750,000. In keeping with our practice of paying off one year ahead of maturities, we would have paid off the $2,750,000 this year if we had not made the following arrangement.

"We recently worked out with these four banks a $5,000,000 loan arrangement which includes the re-financing of the $2,750,000. This $5,000,000 is payable over approximately seven years. We intend to continue our practice of paying off one year ahead of maturities and, accordingly, we will pre-pay this year $800,000 which would be due under this new arrangement in 1955.

"Despite heavy cash outlays, the AB-PT cash position is strong," he said. "Depreciation in this first quarter amounted to $2,681,000 as compared with $1,751,000 last year and combining depreciation with net earn-ings, our cash throw-off was $3,120,000 as compared with $3,231,000 for the previous year," Goldenson reported.

"The Metropolitan Life and the banks have consented that our unborrowed earnested surplus be increased from $3,900,000 to $5,000,000 and it will be available for dividends and for the retirement of preferred stock will be the sum of $8,500,000 plus earn accrued from operations after the year end 1953," he said.


Directors Coleman, Gersten and Hinckley do not hold stock in AB-PT. However, Goldenson stated that Coleman was instrumental in securing the Metropolitan Life loan for the company.

AB-PT Holds a 35% Interest in Disneyland

American Broadcasting-Paramount Theatres has a stock interest of approximately 35 per cent in Disneyland, Inc., headed by Leonard H. Goldenson, AB-PT president, told assembled stockholders at the annual meeting yesterday in Los Angeles, during its first year with 5,000,000 visitors per year thereafter. The American Broadcasting Co. has first call on all of Disneyland's product, old and new, Goldenson stated. The film maker has an agreement with ABC-TV for an hour show this fall, he said.

8 Disney Cartoonist Units to Go on Tour

By the end of May, eight units of Walt Disney cartoonists will be touring the country to aid local promotions of "Pinocchio." Charles Boasberg, RKO's general sales manager, announced yesterday. June 2, another unit of Disney artists will begin publicizing the Technicolor feature cartoon through the year.

This means of promoting "Pinocchio" proved so successful during Easter vacation bookings in New York and New England that it was decided to follow the pattern in other engagements, Boasberg said.
Pay-as-See TV Held No Threat By Goldenson

Pay-as-you-see-it television does not pose a threat to motion pictures, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, declared yesterday in reply to a stockholder query at the company's annual meeting here.

"Pictures are designed for disciplined audiences in theaters where there is a high degree of concentration which tee-TV can not give to a home audience," Goldenson answered stockholder Leonard Conner.

'Few Top Shows Available'

The AB-PT president said that before any form of subscriber television could become a threat to the industry, the public would have to accept it as top entertainment. World Series, which have been presented on television in homes at no charge, the top shows are available to toll-television and the medium of entertainment has to iron out many problems such as servicing, collections, etc., Goldenson said. "The superstructure for home television of this sort is fantastic," he said.

AB-PT May Produce

(Continued from page 1)

many to try to stimulate production and urge producers to hire American talent," he said. Goldenson specifically named the UFA Studios in his statement.

AB-PT is closely watching the product shortage and if enough films are not produced to keep homes in operation, then serious consideration will be given the production of films by the circuit, Goldenson said.

'Canyon' Boxes in S.F.

"Black Horse Canyon," Universal-International's new Technicolor adventure drama starring Joel McCrea, Mari Blanchard and Arthur Gentry, will have its world premiere at the Golden Gate Theatre in San Francisco on Wednesday, launching a series of openings throughout the territory.

Berthelon Joins Jaguar

HOLLYWOOD, May 16.—George Berthelon, formerly associated with Paramount Pictures in production, has joined Jaguar Productions here in an executive capacity. His initial assignment will be "Drum Beat."

M-GM Films in 2 Sound Processes

M-G-M's CinemaScope productions will be available in four-track magnetic or Perspecta system, with the latter to be used on a single optical track, the film company stated yesterday. A MOTION PICTURE DAILY photographer inadvertently reported that M-G-M CinemaScope films would be available in all forms.

45 MGM 1-Reelers; 4 To Be In 'Scope

M-G-M will have 45 1-reel short subjects, in addition to 104 issues of News of the Day, for release during the 12-month period starting Sept. 1, according to William B. Zoullier, in charge of sales for short subjects and newsreels.

The list will be headed by 16 color Technicolor cartoons, four of which will be available in Cinema, Scope for theatres so equipped.

Additionally, there will be five Technicolor travelog films in the Scope. These will include the following titles: "Merry Wives of Windsor," "The Jumbly Peasant," "Le Jardinier," "Overture," and "The Thieving Magpie."

The fifth subject is now in production. In most instances, exhibitors will have the film without the musicals as overtures to such features as "Knights of the Round Table," "Rose Marie," and "The Student Prince."

"The Thieving Magpie" will be made available with "Seven Brides," to be released Wednesday.

Plan Six TravelTalks

There also will be eight "Gold Medal Reprint Cartoons" and six FitzPatrick TravelTalks in Technicolor, and ten Pete Smith Specialties. The FitzPatrick TravelTalks have been chosen from the list of subjects he produces in his series of these films as overtures to such features as "Knights of the Round Table," "Rose Marie," and "The Student Prince."

"The Thieving Magpie" will be released with "Seven Brides," to be released Wednesday.

Senator Group Passes

(Continued from page 1)

announcing its tentative decisions. Another batch of decisions was announced today.

The present law contains no clear rules for the formation of a favorite form of business organization in the exhibition field. The pending bill would set out clear rules in that field for the first time. One change made by the Finance Committee would make the new partnership provisions generally effective Jan. 1, 1955, rather than Jan. 1, 1954 as provided by the House.

The Finance Committee approved a House provision to outlaw "collapsible" partnerships effective March 9, 1955.

The Committee also approved a provision to permit writers and other "artists" to spread income over three years if they worked more than 24 months earning it and if they get most of the return in one year. At present, they must have worked on it more than 24 months or more to spread it over three years.

Lowc, on Perspecta Policy

(Continued from page 1)

closer definition before the edict becomes operable.

Key to the situation will likely be found in the policy adopted by APCA, traditional release channel here for these pictures. The circuit here has obdurately refused to accept any kind of stereo phonograph. But its high executives have heard Perspecta is practised in 16mm form on a first-time at the general demonstration, and a circuit spokes- man said: "We are going to add to our previous policy statement in regard to stereophonic sound."

Further Perspecta demonstrations will be held, Loew said, in key centers, in association with Paramount and Warners. Negotiations are in progress with G. B-Kalee, British Thomson Houston, RCA and Westrex for the manufacture of the integrator gear here. The franchise document operating in the U. S. requires to be "Anglicized," Loew added.

Sale-price of the integrator obviously hasn't yet been fixed, but Loew "thought that it would probably cost exhibitors at least 20 per cent less than magnetic sound.

Not necessarily, because what 50 per cent of the company's product will be shot in CinemaScope according to present intentions and in any event all pictures in the new medium will be available also in conventional form.

"Lowc protested that Perspecta was no showman's "gimmick" or magic nostrum for show business bills. "We don't regard Perspecta as having novelty value," he said. "Exhibitors have been invited to expect miracles from new sound techniques. We believe that all these developments, of which Per- specta is one, are natural progressive steps, in improving picture presentation."

Kodak Earnings Up 24% For Quarter

ROCHESTER, May 18.—An increase of 24 per cent for the initial quarter, over the same period last year, brought consolidated net earning for Eastman Kodak of $12,701,725, as compared to $9,916,228 from January-March 1953 was announced here today at a meeting of company directors. George K. Chapman, pres- ident, and Thomas J. Hargrave, chair- man, this amounts to a quarterly earnings of 70 cents on each of the 17,401,210 shares of outstanding common stock.

The $2,785,500 earned before taxes was a drop of 14 percent from the same period in 1953, reported the executives. Consolidated sales were also down about 1 to 4 percent, with a total of $131,898,664, they added.

Tax Removal Credited

Hargrave and Chapman credited the removal of the excess profits tax to their earnings.

A quarterly dividend of $1.50 (six per cent) per share was declared on preferred stock and 45 cents per share on common stock, both payable on July 1 to holders of record on June 4.

Donald McMaster, Kodak vice- president and general manager, and Gwilym A. Price, president of West- hersea Electric, were elected to the board of directors of Eastman Kodak at the meeting. Both will fill unexpired terms, according to company spokesmen.

Only 127 U. S. Films In Argentina in '53

WASHINGTON, May 18.—Only 127 U. S. films were released in Argentina in 1953, compared to 210 in 1952. According to Commerce Depart- ment film chief Nathan D. Golden, Spanish and Italian films made the showings and were the principal foreign competitors of U. S. films.

Goldenson said, a government report declared that 30 films grossing more than 500,000 pesos in first-run Buenos Aires theatres, 16 were U. S. films, seven were Argentine, four Italian, and one each from the British, Russian and French.
Stockholders for CinemaScope

(Continued from page 1)

on its report to the company's stockholders.

Skouras reported 20th-Fox profit for the first three months of 1954 of $15,000,000 after provision of $1,500,000 for taxes. The result compares with profit of $1,023,963 in the first quarter of the previous year and is equal to 37 cents per share, compared with 37 cents a year ago.

Annual Report Issued Earlier

The company's annual report for 1953 was published yesterday.

Skouras told the meeting that the company's worldwide film rentals of $105,662,000 last year were the highest in the company's history and compared with $93,167,000 in the preceding year, or an increase of 13.4 per cent.

He told the stockholders that 4,000 theatres in the U.S. and Canada are equipped for CinemaScope now and that the company estimates that 7,500 will be equipped by September 1, and that by the end of the year 10,000 "will be able to play CinemaScope productions." Skouras said that 1,500 theatres abroad are equipped "or to be equipped by September 1." He added that Murray Silverstone, president of 20th Century-Fox International, estimates that 4,000 will be so equipped by the end of the year.

200 Stockholders Present

There were approximately 200 stockholders present in person at the meeting, almost filling the house at Little Theatre. With 2,111,665 shares outstanding, it was estimated that 261,165 shares were voted, about 18.8 per cent of the outstanding shares as of record date.

Skouras announced that directors have authorized payment of a quarterly dividend of 50 cents per share, an increase of 25 cents per share from the previous quarterly dividend and an extra dividend of 10 cents on June 26, to holders of record on June 15. The dividend is payable on June 30, following the meeting.

Explanations from Skouras

Skouras told them that Darryl Zanuck and the entire studio staff are trying all the time to make the best pictures possible, "And they don't always come out as planned or hoped for," he said. "And on the other hand, we sometimes get a "Three Coins in the Fountain," which comes out better than expected."

Skouras pointed out that with the company's $26,000,000 cash investment in CinemaScope last year and the necessity of reducing inventory to pay the company in a block, a reduction of the production budget from $45,000,000 to $30,000,000 was necessary.

In reply to another question, Skouras said that the decision to spend more than $50,000,000 for CinemaScope equipment to date, instead of $25,000,000 probably will be spent.

Mrs. John Gilbert, a stockholder, asked what the company's advertising and promotion expenditure was for the last year. Donald Henderson, 20th-Fox treasurer, replied that, including department store timidities, it amounted to $4,815,000 last year, compared with $4,592,900 in 1952. In the light of the company's increased income for 1953, it represented 2.7 per cent of receipts last year, compared with 8.6 per cent in 1952.

Queried Regarding Oil

Henderson also answered a query by a stockholder asking why the current oil drilling on the 20th-Fox studio property, reporting that the well has been drilled to date and that results are "very satisfactory." It produced at the rate of 52 barrels per day, a five-cent a barrel and leave 500,000 cubic feet of gas.

He described restrictions on the drilling and setbacks encountered on the second well, where a cave occurred at 8,700 feet. Starting anew, the drilling now is at 5,200 feet and heeding nothing to report yet, Henderson said.

Contractual relations with Luchtmann were the concern almost exclusively of former Judge Goldstein, repre-enting the Leyen Lowenstein Foundation, a welfare organization which he said owns 5,000 shares of 20th-Fox stock.

Skouras defended terms of the contract and said they represented the only basis, including the loan made by the company to Luchtmann and the re-imbursement of expenses which he would work for the company. Skouras described Luchtmann's duties as the number one supplier of writers, who brings in the money, and said that Luchtmann "has the best qualifications of any distribution executive in the industry.

Einfeld Praised

Skouras also lauded Charles Einfeld, vice-president in charge of advertising-promotion, for the company campaign of "V-Fision" a byword throughout the world in a matter of a few months.

Regarding to criticism of his own and Zameck's salaries, Skouras told a stockholder that he had made more decisions regarding the company's pay policies. Zameck is making the same salary today he made 20 years ago.

Contest Aids N. C. Tent's Eye Clinic

CHARLOTTE, May 18.—The Charlotte Variety Club is sponsoring a "Tents" contest to aid the N. C. Eye Clinic. Five will cost 10 cents. Proceeds will be devoted to the club's eye clinic.

The contest will run through June 5. Winners will be invited to a Spring dance at the Barringer Hotel June 5.

DEGREE A 'STOP-GAP' MEASURE

(Continued from page 1)

pending trust actions that can be dismissed on the contention that the statute of limitations had run must be denied, as the statute did not apply to the contract which was the subject of the action.

The decision was made in a suit brought by Lorraine Valaskis against distributors charging conspiracy to deny her theatre first-run production and forcing her to sell the house in 1940. It is understood that the decision applies similarly to seven or more other antitrust cases recently assigned to Judge Westover's court.

National Pre-Selling


"Saskatchewan," "Gypsy Colt," "New Faces" and "Genevieve" are among the pictures recommended by Phil Hartung in the May issue of "Woman's Home Companion".

"River of No Return," reports E. K. Zittel in the May issue of "American Magazine," "is a robust story of pioneering amid the Canadian Rockies. The movie kicks off a thrill a minute and Marilyn Monroe, for a change of pace, looks just fine in buck- skin and jeans.

"The Man with a Million," starring Gregory Peck, was selected by Ed Miller of "Seventeen" as the picture of the month for June.

"Fear," the story of a female farm- woman, received a very favorable plug in the current issue of "Life" by having its star, Dawn Addams, appear on the beautifully colored front cover of the magazine. In addition, five of the pages of the issue are devoted to the wedding party of Dawn Addams and her husband. The couple chose, as the site of their wedding, to have a "non-denominational wedding on a farm in Rome. "The wedding party was attended by Charlie Chaplin, who almost stole the center of the stage from his hosts.

In the same issue there is a re-pro- duction, on a two-page spread, of caricaturist Al Hirschfeld's lens- new mural which pictures 75 motion pic- ture stars.

Both "The Student Prince" and "The Egyptian" receive the benefit of a biographical sketch of their stars, as part of the current issue of "Look." "Purdum spent a Spartanlike youth as a stu- dent at Cambridge University. In 1951 he was in New York with the Ouiivers in their two Cleopatra productions. Hollywood then gave him small parts in "Titanic" and "Julius Caesar."

Nancy White, director of fashions for "Good Housekeeping," chose Holly- wood this year as the ideal place to photograph her annual collection of cotton fashions.

In the May issue, Donna Reed, star of "Three Hours to Kill," and Cyd Charisse, dancing star of "Brigadoon," are shown in four-color photos wear- ing sport clothes, while Vera Ellen, star of "White Christmas," is shown wearing "Marjorie."

"McCall's," "Parents Magazine" and "True Magazine" have new sections in which motion picture stars model most of the fashions and credit is given to each star's forthcoming picture.

"Seven Brides for Seven Broth- ers" has been selected by "Parents' Magazine" as "The Family Medal Award Film for July."

WALTER HAAS
"There he goes again... off to a COMPANION-approved movie!"

And millions of people have been doing the same thing for years! More than 15 years ago the COMPANION realized that you can't tell a movie by its title. That's the reason the COMPANION started reviewing new movies in each issue.

Now, millions of women use the COMPANION movie reviews as a guide for themselves and their families.

A nod from the COMPANION impresses theater owners, too. They've come to know that COMPANION-approval makes a big mark on their box office "take."

Hollywood picture people recognize the influence of the COMPANION. That's why they have spent more advertising money in the COMPANION over the past 7 years than in any other monthly magazine.∗

∗Except, of course, the fan magazines.

Currently advertised in the COMPANION

Executive Suite ..................... MGM
Flame and the Flesh ................ MGM

COMPANION
The first pre-release opening of Columbia’s THE CAINE MUTINY will be held at the Capitol Theatre, New York City, June 24th, 1954.

STARRING

Humphrey Bogart - Jose Ferrer
Van Johnson - Fred MacMurray

and Introducing ROBERT FRANCIS - MAY WYNN

COLOR BY TECHNICOLOR

Screen Play by STANLEY ROBERTS - Based upon the Pulitzer prize winning novel by HERMAN WOUK

Directed by EDWARD DMYTRYK - A COLUMBIA PICTURE - A STANLEY KRAMER PROD.
N.J. Allied in 'See-for-Self' Demonstration

To Make Comparison on Various New Techniques

A "see-for-ourselves" demonstration that may set a precedent for other exhibitor associations will be held by Allied Theatre Owners of New Jersey at the Mayfair Theatre, Hillsdale, next Tuesday. The New Jersey Allied members will make a comparison of the various new lenses and equipment, with several theatre equipment companies cooperating in the demonstration. The showings will be open to members only.

In explaining the venture, Willbur Snaper, president, said that exhibitors were so confused by the new techniques, despite adequate coverage by the trade press, that it was felt that

(Continued on page 6)

Moss to Confer With Brewer in Pittsburgh

Russell Moss, executive vice-president of the Home Office Employees, H.O.E., will meet with Roy Brewer in Pittsburgh over the weekend to confer on campaign plans for the forthcoming LATSE election and strategy moves in connection with the "draft Brewer" drive to place the latter in

(Continued on page 6)

Urge Wide Range Plan

What Can Be Litigated Can Be Arbitrated, Levy Says

LAKE OF THE OZARKS, Mo., May 19.—Any industry dispute that can be litigated should be arbitrable, Herman Levy, general counsel of the Theatre Owners of America, contended here today. Discussing next Monday's arbitration conference in New York at a joint meeting of the Missouri-Illinois Theatre Owners and the Kansas-Missouri Theatres Association here, Levy added that matters that cannot be litigated but lend themselves effectively to arbitration should be included, too, in any draft of an arbitration system.

Anything short of that approach, Levy said, means "less than the best and less than the fullest; and to the degree that it is less good and less

(Continued on page 3)

Dietz Elected to Loew's Board

Howard Dietz, vice-president in charge of advertising, publicity and exploitation of Loew's, Inc., was elected a director of the company at a meeting of the board of directors held here yesterday. Dietz succeeds William F. Rodgers, who recently resigned.

Makelim Says 3,500 Will Play His Films

PITTSBURGH, May 19.—Hal Makelim, at a meeting of exhibitors held in the Hotel William Penn here, stated that he expects 3,500 theatres to play the 12 pictures which he will produce in accordance with the Allied production plan. Makelim has revised upward his original estimate of 2,500 theatres following exhibitor meetings at which enthusiasm for the plan was expressed, he said.

Myers Discloses Allied, CEA Have Been in Contact on Mutual Problems

The proposal this week by the Cinematograph Exhibitors Association of England for an international alliance of exhibitor organizations was preceded by an exchange of correspondence between CEA and Abram F. Myers, general counsel of Allied States Association.

Myers said that he, personally, had been in contact with the British organization and had suggested they experiment on a trial basis. He added that he had been moved to do that when he had read trade paper accounts of the British organization's attitude toward 20th Century-Fox's former policies on stereoscopic sound.

Allied would be glad to cooperate with the CEA "whenever feasible," Myers said, adding that he had found the British association to be a "well-organized, effective" body. As to Allied's willingness to enter an alliance with the British group, Myers said the British frequently use words differently from American usage and that he wasn't sure how the CEA might "align." If CEA means cooperation and exchange of information on mutual problems, that is one thing, Myers said. However, he declared, if they mean a hard and fast organization,

(Continued on page 6)

Yates Offers Product Supply Conference to TOA Leaders

HOLLYWOOD, May 19.—While independent producers take to the road to solidify their pre-production plans in meetings with exhibitors, some studio heads see a golden opportunity in the forthcoming meetings here, June 17-19, of the governing board of Theatre Owners of America to accomplish even more.

Another "open invitation" to TOA board members to help resolve one of the industry's most controversial questions—the need for more pictures produced at lower budgets—come forth today.

Herbert Yates, president of Republic Pictures, said, "I'd like the visiting exhibitors to take time out from their busy Hollywood schedule, and come out here to our studios. All we'd want with Walter Reade, Jr., president of the TOA, and his board, is one big meeting. It should be serious-minded in nature. We feel that a lot of good for all concerned can be accomplished."

He pointed out that such a discussion in the past would have to be "open minded." Yates hopes to be able to show the exhibitors how his studio is blue-printing a production schedule that should result in the kind of films that

(Continued on page 6)

French Group Backs British Exhibitors' Global Union Plan

LONDON, May 19.—The Cinematograph Exhibitors Association has disclosed here that the Union Internationale de l'Exploitation Cinematographique in Paris, representing Continental Exhibitors, gave its full support to British exhibitors in the following letter sent to its members.

Q: Resistance to mandatory stereophonic sound:

Q: Insistence that all pictures be fitted with single optical sound tracks:

Q: The question of an acceptable international standard aspect ratio ranging from 1.66 to 1.75 be raised with the National Standards Organization in the U.S.:

Q: Action by the Continental exhibitors is in line with C.E.A.'s efforts to effect a working association of exhibitor organizations internationally on problems and developments in which all exhibitors have a common interest:

C.E.A. also has communicated with exhibitor leaders in America in this regard.

Coast to See Superscope

HOLLYWOOD, May 19.—The film capital will get its first official look at Superscope at a special invitation showing Tuesday, at 10 a.m., at the Wiltern Theatre here. The Tushinsky brothers' anamorphic, widescreen process will be viewed by studio executives and representatives of first-run exhibitors, according to RKO Radio studios.

Members of press, radio and television will also be included on the invitation list which is being handled by Bernard Wolf of National Screen Service, distributors of Superscope lenses.

Expect 'Startling' Tushinsky Report

HOLLYWOOD, May 19.—The Tushinsky brothers plan to unveil a "startling" innovation, to be kept secret until their special Superscope showing at the Wiltern Theatre here Tuesday, RKO Radio Studios announced today.
Personal Mention

Spyros P. Skouras, president of 20th Century-Fox, will leave here by plane today for England.

Peter Perakos, president of Perako Theatre Associates, and Spiros Perakos, general manager, have returned to New York from Conn., headquarters from New York.

Jack Kepfen, son of Morris Kepfen, of the Burnside Theatre Corp., East Hartford, Conn., has left Hartford Hospital following hip surgery.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, is in Dallas from New York.

E. S. Greig, vice-president and general manager of Votex Corp., has returned to New York from England and the Continent.


Stanley Adams, president of ASCAP, sailed from New York on the Queen Elizabeth yesterday for Europe.

T. J. Mason, Paramount Pictures unit publicist, will arrive in New York today from Rome.

Dr. Herbert T. Kalmus, president of Allied Artists, will arrive in New York yesterday on the "Queen Elizabeth."

Disney Executives Here For Meetings

President Roy O. Disney and a contingent of Disney studio executives including Jack Cowan, advertising director; Larry Tryon and Ray Kel ler, arrived in New York yesterday for a series of meetings with Leo F. Sanford, president of the Walt Disney sales branch, and the company's eastern distribution, advertising and publicity leaders.

Moral of the story: this week, will center on distribution and promotional plans for the mid-summer Buena Vista release of Walt Disney's second True-Life Adventure feature, "The Vanishing Prairie," and the Christmas release of Walt Disney's first CinemaScope-Technicolor life action feature, "20,000 Leagues Under the Sea," starring Kirk Douglas, James Mason, Peter Lorre and Paul Lukas.

Eastern office executives attending the meetings are Irving H. Ludvig domestic sales manager; Charles Levy, publicity director; Lou Gaudreau and Vincent Jeffers.

"Caroline" Bows at Paris

"Caroline Cherie," a French produced film which is being distributed in the U.S. by Arthur Davis Releasing Corp., will open at the Paris Theatre here on Monday.

Arthur Mayer Retires

Arthur Mayer, president of Metropolitan Theatres Corp., announced yesterday that Mr. Mayer will retire from the distribution activities of the company by the end of May, disposing of his holdings to Edward Makelim, who announced the same yesterday.

The company, which deals in imports and reissues, will continue as Kingsley International Pictures Corp., with Mayer retaining his interests in production.

Mayer's future plans are not set, but he stated that he would continue to be available to 사람들이 allied to his interests.

Makelim Here Fri.,

Boston, Balt. Follow

New York, Boston and Baltimore will be the next stops on the tour of Hal Makelim, who is holding ex-

cepting that he will continue to maintain his offices in the East.

Makelim's tour will continue to extend to all major East Coast centers.

Dickson Gets Plaque

From 20th-Fox Club

The 20th Century-Fox Family Club yesterday presented to National The-

at Su variant Dick Dickson an engraved plaque in grateful appreciation for his service to the extended club members during his tenure as executive director of the Roxy Theatre.

Dickson, who is returning to California shortly, was presented the award by Ulrie Bell, former presi-

dent of the Family Club, current president; and Leo H. Israel, vice-president, in ceremonies at the Roxy.

Raibourn to Address

Chicago TV Council

CHICAGO, May 19—Paul Raibourn, vice-president of Paramount Pictures, was the principal speaker at a luncheon-meeting of the Chicago Television Council and the editorial staff of Sheridan Hotel, His subject will be: "Whither Television?"

Raibourn will remain in Chicago to attend the convention of the National Association of Radio and Television Broadcasters, of which he is a
duly vice-president, and will be held at the Palmer House.

Harry Bjorkstrom

Funerals for Harry Bjorkstrom, 52, of Stanley-Warner Cinema installation staff, who died in Cincinnati of a heart attack, will be held tomorrow at 2 P.M. at the church, 2744 West 4th St., and the interment at Forest Hill, N. Y. He is survived by his widow and two children.

Rites for Walter

Funerals for Fred Walter, owner of Cincinnati's Walter Theatre, who died yesterday in Huntington, L. I., Walter, 68, is survived by his widow, Doris, and daughter, Virginia. A service will be held for a memorial service will be announced later.

Committee Gets Both Sides

WASHINGTON, May 19.—A Senate commerce sub-committee today opened hearings on the problems faced by UHF television stations and imme-

diately got sharply differing analyses from two members of the Federal Communications Commission.

FCC member Frieda B. Hennessy urged an immediate freeze on new UHF stations up to a cut-back in the power of VHF stations to approximately the coverage of UHF channels, and other steps to improve service in the area between VHF and UHF broadcasters.

FCC Chairman Rosel Hyde, how-

ever, said that UHF operators are due to the fact that the

television manufacturers are not mak-

ing enough sets capable of picking up

UHF signals. He estimated that only about 20 percent of all sets produced since the beginning of 1953 can receive UHF.

Says Majority in Red

Hyde said that so far 10 UHF stations have gone off the air over the past five years and 50 operators have turned in UHF construction permits because they did not hold VHF construction permits.

He told the committee that during the first quarter of 1954, 60 per-

cent of all UHF stations showed sub-

scriptions either only 20 percent or per-

cent were profitable. A much greater percentage of VHF stations operated profitably, he said.

The committee was told that the television broadcasting industry's revenue for 1953 was $430,000,000 up 32 percent from 1952, and that income before taxes was $84,000,000, up 23 percent from the previous year.

The committee was also told that the operators outlined their plight to the subcommittee and generally made the same suggestions for help as outlined by Miss Hennessy.
Will Rogers ‘Salute’ Chairmen Named For Drive-ins

National chairman for the Will Rogers Hospital’s “Drive-in Salute” to be held in 10 selected metropolitan areas yester-
day by A. Montague, Will Rogers president.

Eastern areas will be grouped under the leadership of Philip Smith, Smith Management Co., Bos-
ton; Midwest areas, by Rube Shir, Cincinnati; West-Cen-
tral, J. Robert Hoff, Ballantyne Co., Minneapolis. Drive-ins will be directed by George Manors, Theatre Service Agency, San Francisco.

Decision Made in January

Drive-in operators decided at the National Allied Drive-In Theatres Convention in Cincinnati last January to add their aid to the industry’s own free tuberculosis hospital at Saranac Lake, N.Y. They pointed out that drive-ins could best serve their hospita-
through a separate campaign conducted in conjunction with the drive-in operations are at their peak. Ac-
cording to these operators, “It is only logical that the American drive-in has the responsibility of being the place to the support of our hospital.”

The Montgomery County operators are to participate in one, or both, of two ways: 1—to conduct the special Will Rogers Hospital mid-
night benefit show July 1, and July 2—to conduct an employee salute among their staffs.

This salute is to be similar to the annual Christmas salute in that employees sign salute cards, make their contributions, and their names are presented on the cards in the Will Rogers Hospital Fund. No specific amount is solicited, but the idea is to have each employee contribute their ‘hour’s pay’ would be an equitable figure for employee contributions. Scrolls for the Mid-Summer Salute will be distributed to the outdoor theatres during June.

Effort Is Local, and National

Drive-ins will be contacted in advan-
ce of the campaign period by dis-
trict, or executive district and the Hospi-
t’s hospital’s national office here will
welcome immediate voluntary commit-
ments of of all companies directly from drive-in managements.

“By launching this very much needed midsummer campaign to benefit Will Rogers Hospital patients from within our industry,” Montague added in closing, “the drive-ins present anot-
er practical proof that they are a very
important segment of our great
Amusement Industry. We look for-
ward, encouraged, and with hopeful assistance to a successful ‘Drive-In Salute’ for additional funds to con-
tribute our part in this great healing
achievement of our own! Will Rogers Memorial Hospital,” he said.

63 Theatres Are Set For TV Title Fight

Even though final clearance has not been secured, the home, Atlantic, Submarine, and Telegraph, 63 theatres, including 12 drive-ins, have signed with Theatre World for the closed circuit presentation of the lightweight title fight on June 17, Nate Halpern, announced.

Every one of the theatres was signed for the Marciano-Charles bout with the exception of Loew’s, Halpern said. The first TNT release of a title fight last year was shown in 50 houses, he said.

SHEA INVITING 25 ‘INFREQUENT’ PATRONS AS ‘FOUNTAIN’ GUESTS

A plan designed to recapture the “lost audience” was revealed here yesterday by Gerald Shea, president of Shea Enterprises, Shea said that he has his theatres which will show “Three Weeks,” 13 of which have stereoscopic sound.

To offset the normal May-June box office slump, Shea announced that he is holding a contest among his theatre managers in which each manager will compete against himself. In order to win, a man must better his last year’s figures for the two weeks. To allow the system set was tried initially last June and attendance rose 22 per cent, said Shea. It is planned that each manager will be given as much local control as possible, and that figures for the first two weeks of May indicated a suc-
cessful campaign.

McWilliams to New Air Programs Post

Harry K. McWilliams, who recently resigned from Screen Gems, Inc., television subsidiary of Columbia Pictures Corp., has joined Air Programs, Inc., as president and appointed general sales manager, it was announced yesterday by the board of directors of the radio and television production house.

McWilliams’ first project will be the national syndication for radio of “The Original Amateur Hour.” It was formerly associated with Benton & Bowles and Ted Bates, Inc.

Skinner to Hollywood

Richard Skinner, McCarter Theatre manage-
ner, has been appointed assistant producer and general manager of the Huntington Har-
ford Theatre, Hollywood.

‘Incas’ Bows May 28

Paramount’s “Secret of the Incas” will open at the Victoria Theatre here on May 28, the film company an-
nounced.

CBS Guild Theatre Reclaimed by FWC

HOLLYWOOD, May 19.—The former CBS-owned, 950-seat Fox West Coast house on Hollywood Boulevard which has been under lease to the Fox film company for the past 10 years, will be reclaimed from video and opened as a first run by FWC on Wednesday. Refurnished, the theatre has been rechristened the Fox.

Reelect AB-PT Officers

All officers of American Broadcast-
ing-Paramount Theatres were re-
elected at the first board of directors’ meet-
ing following the stockholders’ meeting. Reelect president was Leonid H. Goldenson; Walter M. Levy, vice-president; H. W. Flavin, treasurer; J. C. Burrows, comptroller; Robert T. H. Hitchley, Edward L. Hyman, Robert E. Kintner, Sidney W. Marley, Robert M. Wein-
mann, vice-presidents; H. O’Brien, financial vice-president and secretary; Simon B. Siegel, treasurer; Elly B. Rubinstein, assistant and comptroller; Geraldine B. Zor-
baugh and Edith Schaffner, assistant secretaries.

UN Lifts Restrictions Effective in 90 Days On Educational Film

An agreement among members of the United Nations to remove tariffs and grant exemption from quantita-
tive restrictions on film importation for educational films was announced here. The motion was sponsored by the United Nations Educational, Sci-
cific and Cultural Organization, which received the ten ratifications that are necessary and will take effect in 90 days.

Says Industry Could Oust Md. Censors

BALTIMORE, May 19.—Taking a stand against film censorship, Maryland’s Governor Theodore R. McKeldin has declared that in his opinion the Maryland censors “can be eliminated” with a “little cooperation from the motion picture people.”

When members of the League of Women Voters put the question to McKeldin at a “know your candidates” debate, McKeldin is seek-
ng a second term in office, the state’s chief executive stated, “I am opposed to censorship.”

I think people should be able to make decisions themselves and I be-
lieve with little cooperation from the motion picture people, the Board of Motion Picture Censors can be elimi-
inated.

In contrast, censorship was supported by two of the governor’s oppon-
ents in this year’s campaign.

‘Fear’ in Phoenix

PHOENIX, Ariz., May 19.—The world premiere of “Ring of Fear,” crime-mystery drama with a circus background starring Clyde Beatty, Pat O’Brien and Mickey Spillane, will be held July 2 here, where the Cine-
mascope and WarnerColor produc-
tion has been designated. A circus parade will mark the beginning of the na-
tional holiday weekend, has been scheduled for the Fox Theatre.

‘What Can Be Litigated Can Be Arbitrated’

(Continued from page 1)

full, exhibitors will use the system less frequently.

Pointing out that arbitration has worked well in other industries, Levy asserted that there is no logical rea-
on why it should not work out well in the motion picture industry, because it “offers relief, quickly and inexpensively” and lessens litigation. Without it, he said, exhibitors have no alternative to arbitration.

Sees Cost as ‘Staggering’

“The cost of litigation to the industry is staggering!” While the bill is, in the first instant, paid by distrib-
ution, it is undoubtedly the burden of the exhibitor, which is increased by further film rentals. Levy said.

“Based on previous experience, I feel certain that many exhibitors, wherever possible, will use arbitration in preference to litigation. I feel, too, that if exhibition and distribution ap-
proach the coming conference in a spirit of sacrifice and compromise, a worthwhile result will be possible. Distribution must appreciate that the greatest concessions must come from it since agreement to the widest possible scope of arbitrariness is its obligation. That system will be most useful which has the largest number of arbitration matters in it because the larger the number of matters which can be arbitrated, the more use will be made of the system.”

At the coming conference, Levy said, it may appear to be expedient to adopt the prin-
ciple of starting with less than the fullest, and then adding to that figure. It should, he continued, “In my opinion, this approach has a fallacious premise. It would be better to commence with the most and then lessen the scope of arbi-
trability if it becomes necessary, hence the necessity of the pro-
cess of trial and error.”

Levy said that as a system is evolved, its becomes the obliga-
tion of all concerned, to try, exhibi-
tors, distributors and lawyers every-
where to recommend the use of the system. Through its greatest possible use, the system will be bound to flourish, precedents will be established, and

soon the industry will have built up a set of “rules of the game” under which to live, instead of the haphazard rules that govern the industry today, he asserted, and added.

The policing effect of a system of arbitration should not be under-
estimated. Parties who know that they may be summoned quickly to arbitra-
tion for the determination of rights will be less inclined to commit offenses which are arbitrable.

‘Last Opportunity’

“This last year, the industry spent a substan-
tial amount of time, directly or indirectly, in19 fight film censorship, which has been the gov-
ernment investigatory bodies. It is time to call a halt to seeking relief from government. It is time for the industry to settle its problems in an industry form. One way lies tighter, and tighter, governmental control and strangulating litigation. The other way lies at least an opportu-
nity for peace and harmony. It is as simple as that. The industry cannot afford to take the wrong road and let slip, perhaps, its last oppor-
tunity to attempt to better the conditions which under it lives.”

Thursday, May 20, 1954 3
They meet on an adventure that spans the 2400 miles from Honolulu to San Francisco Bay. Out of this meeting of strangers comes entertainment history, the story of every kind of love there is!
Myers
(Continued from page 1)

I doubt that the Allied board of directors would ever forget the other body any part of their independence.
The reaction of other exhibitors was generally favorable with a tinge of healthy skepticism. Harry Brandt, president of the Independent Theatre Owners Association and a circuit operator, declared that such an organization would be a "tremendously effective body if they could ever get to function."

"If the exhibitors of America can't get together and work at it, I hope they expect this to be successful," added Brandt. He saw the "unification of projects" as a possible immediate result, thereby bringing about "improved facilities, so that the exhibitor would not be confused by having to make a choice among eight different media." After all "pictures are universal and the problems faced by exhibitors are basically universal," the ITOA head said.

Walter Reade, Jr., president of Walter Reade Theatres, and Theatre Owners of America, did not seem to consider the idea of a world organization as something new and radical. Rather, he viewed it as "a continuation of what most progressive, thoughtful exhibitors have been doing for a long time." Reade also expressed the belief that this was a definite indication that "exhibitors were learning to work together.

Personnel Changes In 2 Altec Divisions

Personnel changes in two of Altec Service Corp.'s divisions have been announced by H. M. Bessey, executive vice-president.

Effective immediately, D. L. O'Brien has been appointed branch manager of Altec's western division, Los Angeles, under division manager D. A. Peterson. R. K. Reagin has been transferred with field representative, western division, San Francisco area, while M. V. Neumann, former branch manager in Altec's Los Angeles office, has been transferred to Altec Lansing Corp., Beverly Hills offices.

In Altec's eastern division office, New York, N. J. Bessey announced that D. S. McLean, acting branch manager under L. J. Patton, division manager, has been permanently assigned to the Newark office as branch head.

Council Again Blasts 'Salt of the Earth' As Red-Inspired

HOLLYWOOD, May 19—The Hollywood AFL-Film Council today announced it has warned all AFL members in Hollywood to be on guard against "Salt of the Earth," as having been "made under non-mission conditions by persons identified as Communist and Communist party functionaries." The picture is scheduled to open at the Marcal Theatre here tomorrow.

The Council's statement read in part: "One of the best descriptions of this pro-Communist, anti-American propaganda film has been published by the national Catholic magazine, 'The Sign,' which states in part, 'The Communist lies and cliches have been dusted off and utilized in the script. . . . This anti-American diatribe is intended primarily for propaganda purposes abroad, where its dishonest interpretation and blatant corruption of the screen cannot be readily challenged."

Seattle Exhibitors Would Repeal Tax

SEATTLE, May 19—Motion picture exhibitors here have petitioned the city council for the repeal of the current 1-cent for each 20 cents or fraction admission tax, citing the adverse effect caused by television as their primary reason. The appeal was delivered by J. M. Hone, executive secretary of the Theatre Owners of Washington, N. Idaho and Alaska, who pointed out that the steadily declining amount collected by the city from this source, and explained that on the 50 theatres in Seattle 11 are closed and 10 are open only on weekends.

Odeon Changes

TORONTO, May 19—Al Smith has resigned as manager of the Capitol Theatre, largest theatre in Hamilton. Smith had been transferred to Altec Lansing Corp., Beverly Hills offices.

In Altec's eastern division office, New York, N. J. Bessey announced that D. S. McLean, acting branch manager under L. J. Patton, division manager, has been permanently assigned to the Newark office as branch head.

Yates Suggestion to TOA

(Continued from page 1)

the presidency of the IATSE. Brewer, former West Coast representative of the IATSE, is on a tour of the country conferring with IATSE units.

Boss, who is toasting his hat in the ring for the post of ninth vice-president of the IA, is seeking office without the support of Richard Walsh, international president of the IA. He plans to discuss Brewer's platform and projected policies at the Pittsburgh session. The current ninth vice-president is Louise Wright of Dallas, who represents the special department locals on the executive board.

Kansas City Locals in Support of Roy Brewer

KANSAS CITY, May 19—Roy Brewer received the full support of 17 of the 18 locals of the IATSE in the move to draft him for the IA presidency, according to George Barrett, business representative.

Moss-Brewer

(Continued from page 1)

would make the exhibitor reasonably sure of their box office potential.

"Mr. Reade pointed out recently," said Yates, "that there's a lot of misunderstanding between production and exhibition. Imperiously enough, the TOA head made it seem as if his brother exhibitor stood in the wrong on that issue." Yates went on to recall that it was Reade who said that it was the exhibitor who failed to channel enough representative information to the producers, and because of that, perhaps, the studios were not allowing representative exhibitors what they wanted and needed.

Seeds All Helped

"We're in a position, now, that the TOA group will be in Hollywood, to be able to give them all the information they need and want. It would help all of us in production, likewise," said Yates.

"We in production may be able, because of our first-hand talks with the exhibitors, to better blue-print our studio operations. Guidance from the exhibitors, to better blue-print, in an across-the-table talk, is what's needed, perhaps. The user of a product telling the maker of it what is best for all, may prove to be for the good of all of us."

Yates said he is in hopes of getting the right kind of answers to the following questions: What films made for greater revenues? What can Republic do to help the theatre owner picture-wise? How can his studio help in the matter of extended runs? What can the exhibitor suggest in the way of using the kind of stories that make for greater profits? What can be done to get out profits for the exhibitor, in the final analysis, should mean "profits for everybody else in the film business."

Motivated by 'Economics'

When the matter of smaller-budgeted pictures was brought up, Yates said emphatically, "we were at Republic, he had a two-weeks' notice on the matter of making what the trade may call 'smaller budgeted' pictures. The reason was both simple and selfish, you know." He explained that the move was motivated by "economics."

Steve Brody, Allied Artists president, expressed a similar view to MOTION PICTURE DAILY earlier this week in connection with the forthcoming TOA meeting here.

Demonstration

(Continued from page 1)

they should see for themselves the claimed advantages and qualities of each new device. "It is almost impossible," Snapper said, "for us to retain in our minds the mechanical differences of each new piece of equipment. The technical aspects must be seen in order to fully understand all the innovations. Until we see for ourselves the demonstration, based on comparisons, was essential."

An open forum with the supply dealers present helped follow the demonstrations, Snapper said.

"Companion" Awards Shot by Newsreels

Presentation of the "Woman's Home Companion" "Family Movie Award" to Jane Allynson and John Wayne, winners of the "Companion" 10th annual poll, has been filmed in Hollywood and will be released throughout the country this week, by Universal, Paramount and Warner-Pathé newsreels.

June Allynson, who was voted the favorite feminine film star of 1954 by readers of the "Companion," was shot in her costume for Paramount's "Seven Sinners," and she received the award from Jack Kinshall, west coast representative of the "Companion." John Wayne, in the costume of Gentle Khan, received the award on the RKO set of "The Conquerors."

N. Y. Schools Sponsor Cinerama Exhibit

The Board of Education of New York, through Mrs. Dorothy Thornton, Supervisor of School Motion Picture Program, is currently sponsoring two traveling exhibits prepared by the Lynn Farrel organization of "This Is Cinemas," which will be shown in the high schools in the five boroughs.
**Reviews**

"Secret of the Incas"

*(Paramount)*

A GRIPPING adventure-mystery story, with picturesque and unusual Peruvian backgrounds, well acted and directed, promises good box-office results for Charles Laughton and Thomas Mitchell head a cast which also includes Yma Sumac, charming in presenting some original Peruvian songs. The film is in color by Technicolor.

Heston, as an American adventurer, earns his livelihood by conducting tourists through the city of Caraco, in Peru, while in search of an ancient Inca sunburial. He knows of a lost film played for him by Maurey, a fugitive from Communist Russia, escapes to Peru and meets Heston. Her goal is the United States. Mitchell also seeks the treasure when he discovers Heston knows its hiding place.

Stealing a plane, Heston and Miss Maurey fly to the Incan city of Machu Picchu and find a party of archaeologists digging in the ruins. Young is their leader. A romantic triangle develops at this point when Miss Maurey encourages the Old Man, advising him he will take her to the States. But she is secretly in love with Heston.

When the tomb of an Incan king is opened, Heston finds the sunburst, but Mitchell takes it at gunpoint. After chasing the thief along rugged mountain trails, Heston wrests the treasure from Mitchell who falls into a chasm. The chase is highlighted by hundreds of Quechua Indians in pursuit of the thief. Heston returns the sunburst to the natives as Miss Maurey awaits him.

Mel Epstein produced and Jerry Hopper directed "Secret of the Incas." The screenplay is by Ronald MacDougall and Sydney Boehm.

Running time, 101 minutes. General classification. For release in June.

"Hell Below Zero"

*(Warner-Columbia)*

DEPICTING modern Antarctic whale-hunting techniques photographed in color by Technicolor, "Hell Below Zero" offers a unique setting for a story of murder and adventure. Alan Ladd and Joan Tetzel head a cast that otherwise consists of capable British performers. Another asset of the film is the score composed by Clifton Parker.

Ladd, a new American adventurer, meets Joan Tetzel aboard a plane headed for Capetown. He is in pursuit of his absenting partner and she is attempting to solve the mystery of her father's death. To maintain contact with his newly found friend, Ladd signs on as first mate aboard a whaling ship, part of the Antarctic fleet. During the cruise to the Antarctic, the couple fall in love, and at the same time begin to pick up clues which promise to explain her father's death. Their ship joins the whaling fleet commanded by Stanley Baker, to whom Miss Tetzel was engaged before meeting Ladd on the Capetown plane.

With the help of Niall MacGinnis, as the ship's doctor, Ladd finally corners the villain. Baker is exposed as the murderer and disappears in the waters of the Antarctic after an explosion of bullets and fisticuffs. As the film concludes, a rescue ship approaches to take Ladd Miss Tetzel and their companions from the ice. Bill \& Albert R. Broccoli produced and Mark Robson directed.

The screenplay was written by Alec Coppel and Max Trelb, based on the Hammond Innes novel, "The White South." Technical credit for the action-packed picture goes to Anthony Bushell, who directed a separate troop on an Antarctic expedition, and to director of photography John Wilcox, who has used his camera effectively.

Running time, 91 minutes. General classification. For release in July.

Two Stanley Warner Houses Purchased

HARTFORD, May 19.—Jason Theatrical Enterprises, Inc., a new Connecticut corporation, consisting of David Jacobson, Brooklyn, N. Y.; Irving Jacobson, West Hempstead; L. T. Anita Hartmann, Orange, and Helen Rosen, New Haven, has acquired two theatres from Stanley Warner Management Corp. The theatres are the Palace, Torrington, and Bristol, Bristol, with terms of sale not disclosed.

Sale of these two houses is in compliance with a Federal court order issued to Warner circuit some time ago.

Astor and Victoria Installing 'Scope

Max Pellerman, vice president of Lopert Films, this week announced that arrangements have been made to equip the Astor and Victoria theatres here with CinemaScope screens and stereophonic sound systems. Installation of the equipment in both houses will be completed by July 1, he said.

N.E. Salesmen Offer College Scholarships

BOSTON, May 19.—The Motion Picture Salesmen's Club of New England has initiated plans offering children whose parents are connected with the industry a chance to win college scholarships.

The number of sponsored scholarships, designed for high school students, has not been set as yet, but will be announced shortly. Jack Gubins, Paramount sales manager and president of the New England MPPS, selected Maynard Sickles, sales manager for National Screen Service, to head the scholarship committee.

Shor Heads Forum

RICHMOND, Va., May 19.—T. D. Field, Abingdon, and T. L. Martin, Culpeper, chairman of the drive-in committee for the Virginia Motion Picture Owners Convention to be held June 8-10, at the Chamber of Commerce Hotel, have announced that Rube Shor of Cincinnati, chairman of Allred's drive-in committee, will head the drive-in operators forum at the convention on June 10.

**"MAD AT THE WORLD"**

Another Filmmakers Production!

We plan shortly to put into production a new feature-length black & white motion picture, "MAD AT THE WORLD," starring Frank Lovejoy, Keefe Brassell and introducing four new Filmmakers discoveries. It was written for the screen and will be directed by Harry Essex. It will be produced by Ida Lupino and Collier Young. It is a dramatic story of juvenile unrest in our time.

At this time we are soliciting offers from theatres to play this picture.

Upon telegraphic request, we will air-mail the synopsis of this story. We plan to release this picture on or about October 30, 1954.

Any theatre operator who is interested in playing this picture should write us prior to Wednesday, June 20, 1954, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity, and state the terms he offers for playing the picture in such theatre.

If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating the terms of such offer, within the period of ten (10) days.

**FILMMAKERS RELEASING ORGANIZATION**

232 SOUTH BEVERLY DRIVE

Beverly Hills, Calif.

**YOUR INDUSTRY NOW HERE'S RCA's IMPORTANT ANSWER**

to wide-screen films

New RCA Dyna-Lite all-purpose Screens

Here is RCA’s low-cost solution to brilliant, BIG presentations of all the new wide-screen films—the new, aluminized RCA Dyna-Lite Screen.

With this new screen you show standard-size films at their finest—you show wide-screen films in their full beauty—without distorting light loss or distortion.

The RCA Dyna-Lite Screen—through a special electronic welding process—provides a single, gleaming, aluminized plastic sheet for theatres of any size. Tear-proof vinyl plastic can be stretched...
Ralph Smither, WOODS THEATRE, Chicago, states "We believe that no theatre in the world, outside of the Radio City Music Hall in New York, *grossed more than we did on Tuesday, May 19th—the opening day of Mickey Spillane's 'THE LONG WAIT.'"

*by all odds the Woods' biggest opening day in 1954

Mickey Spillane's "THE LONG WAIT"

VICTOR SAVILLE presents

Starring
ANTHONY QUINN, CHARLES COBURN, GENE EVANS, PEGGY CASTLE

with MARY ELLEN KAY, SHAWN SMITH and
DOLORES DONLON. Produced by LESSER SAMUELS. Directed by VICTOR SAVILLE. Screenplay by ALAN GREEN and LESSER SAMUELS. A Parklane Picture. RELEASED THRU UNITED ARTISTS.
MOTION PICTURE DAILY

NEW YORK, U.S.A., FRIDAY, MAY 21, 1954

Vol. 75. No. 98

Entertainment

In UJA Pledge Of $418,920

Skouras Receives Bible As ‘Humanitarian’

(Picture on Page 4)

Motion picture and amusement industry leaders yesterday pledged $418,920 in support of the 1954 campaign of the United Jewish Appeal of Greater New York at a Hotel Pierre luncheon as Spyros P. Skouras, 20th Century-Fox president, received a silver-coated Israeli bible for his humanitarian activities.

Simon H. Fabian, president of Stanley Warner Corp., and a member of UJA’s motion picture and amusement division’s steering committee, lauded Skouras “as one of our industry’s most prominent figures—a man who has played a key role in making motion pictures an integral part of American culture, and a humanitarian who

(Continued on page 4)

Europe Will See VV

In June and July

Plans for demonstrations of VistaVision in England and on the Continent have been completed, it was reported yesterday by Loren L. Ryder, head of technical research at the Paramount studios, on his return from a survey of theatres and projection

(Continued on page 5)

Marcus Proposes Coast Parley

For World Ass’n

Neosha Exhibitor

Says ‘Scope Boosts Grosses Up to 120%

LAKE OF THE OZARKS, Mo., May 20—CinemaScope pictures are grossing from 60 per cent to 120 per cent more than those of conventional dimensions in Neosha, Mo., a town of 6,000 population. Ed Harris, exhibitor, told the Missouri-Illinois Theatres and the Kansas-Missouri Theatres convention their joint convention here yesterday.

The public wants good pictures and will come out of their homes to see them, Peter Gloriod, manager of Poplar Bluff, for Rogers Theatres, said. However, he reported a mixed reaction by his audiences on the merits of stereophonic sound.

Harris told the convention that he had “no regrets” for his CinemaScope installation and that his people “are sold on it,” adding that it had brought many TV fans back to his theatres as regular patrons.

Other speakers yesterday included Herman Levy, TOA general counsel; Mike L. Simons, sales promotion manager for Loew’s, Inc., and state Senator Edward Long of Bowling Green, whose district is in the path of the MGM-20th Century-Fox project. Simon’s comments were condensed by the Los Angeles Times for retransmission to the exhibitors.

Atlas Adds to RKO Holdings

Atlas Corp. continues to add to its RKO Pictures stock holdings, according to an expert report on the New York Stock Exchange. As of April 30, Atlas held 884,900 shares of RKO common, representing 22.6 per cent of the 3,914,913 outstanding shares.

As of March 31, Atlas owned 637,000 shares, indicating heavy buying during the first three weeks of April. Rumors continue to the effect that Lloyd D. Odlum, Atlas president, would like to see his company control RKO Pictures. Odlum last week issued a statement that he wanted to buy RKO stock if he could, he said, or have it itself.

On the strength of Atlas’s buying of the RKO shares, trading in the New York Stock Exchange dropped on the issue yesterday was heavy, a total of 31,400 shares being traded, to close at 65/8, a rise of 25 cents a share on the day, a new high for the stock, and 50 cents per share more than is awaiting stock.

(Continued on page 5)

N.Y. Weighs

5% Ticket Tax

Reports from the New York Board of Estimate meeting here yesterday were to the effect that the board, having rejected the proposed extension of the city’s sales tax, has turned instead to the imposition of a five per cent theatre admissions tax.

It is estimated that the tax would produce $12,000,000 a year, which, with other taxes in view, would still fall approximately $10,000,000 short of the $30,000,000 required to meet the city’s record 1954-1955 deficit.

Should the proposed tax be enacted into law, the levy on theatre admissions would total 15 per cent instead of the current 10 per cent Federal tax, as compared with the 20 per cent tax prior to the recent reduction of the Federal tax.

Details of the proposed city tax were not available, but it is assumed

(Continued on page 5)

Cole in Blast

WARNS OF GOVT’ PROBE OF TERMS

Friedlob, Robinson To Produce Eight

HOLLYWOOD, May 20—Producers Bert E. Friedlob and writer Casey Robinson today announced the formation of Friedlob-Robinson Productions for the purpose of producing eight features.

The first, dated for October, has been tentatively titled “The Bloody Spar.” The film will be based on the Charles Einstein novel.

Distribution channels for the new production company have not been designated by the principals in the organization at the present time.

(Continued on page 5)
**Personal Mention**

**JONAS ROSENFIELD, JR.** | 7 E. Feleasa Corp. vice-president in charge of advertising-publicity, will leave New York by plane today for —

**ANNE SHELLEY,** of the Motion Picture Daily staff, will be married tomorrow to James Curtis and will honeymoon in Florida.

**Kay Harrison,** managing director of Technicolor, Ltd., and Jill Craigie, screen writer, will leave here today for London via B. A. C. Monarch.

**SALLI FISHER,** secretary to WILBUR SNAPER, president of Allied Theatre Owners of New Jersey, will leave New York tomorrow for California.

**M. L. SCHUMAN,** partner in the firm of Schuman & Squier, New York, has returned there with Mrs. SCHUMAN from Florida.

**Leo Pilot,** 20th Century-Fox special events director, returned to New York yesterday from Indianapolis.

**JULUS B. WEILL,** of Fortune Features, Inc., will leave here Sunday for Chicago.

**UA’s Passage to Bow in 8 Theatres** | "Southwest Passage," PathéColor adventure drama, has been set for an eight-theatre opening here on Sunday. The six-theatre opening will be held Saturday night at Loew’s Grand for the benefit of the Margaret Mitchell Memorial Scholarship Fund. George Murphy, Ann Rutherford and Cummie King, M-G-M stars, who arrived here today, are being entertained by Mrs. Betty Talmadge, wife of the Governor, and hosted by Mrs. Rachel Park- er, president of the Atlanta Smith Glenn Club which cosponsored the event. Lt. Gov. Marvin Griffin and Mayor William B. Hartsfield attended the opening of the theatre. Tickets were priced at $5.00 and were completely sold out.

**Demetrius’ Benefit Premiere on June 3**

"Demetrius and the Gladiators," 20th Century-Fox Cinemascope, Technicolor production, will be world premiered on June 3, at the Fox Theatre, San Diego, in a special engagement of the Diego Boys’ Club, the company announced yesterday.

Highlighting the annual charity event sponsored by the San Diego "Union" and "Tribune," the premiere will be attended by civic leaders.

The Frank Ross production will open for a regular engagement at the Fox Theatre about 10 days following the benefit, Century-Fox said.

**20th-Fox Plans Wide ‘Egyptian’ Promotion**

Twentieth Century-Fox is planning one of its largest promotional campaigns for the company’s Cinemascope production, "Tutankhamen." Many manufacturers are currently designing special styles and models keyed to the production, the company said.

Elizabeth Arden, among other or- ganizations, is initiating a broad merchandising program in connection with a new "Egyptian" look, 20th Century- Fox reports. Haircuts, makeup, Egyptian accessories, and suggestive clothing for the face and body and several women’s accessory items are included in the film-themed lineup.

**Set ‘Rogue Here**

"Battle of Rogue River," Columbia’s Technicolor outdoor picture starring George Montgomery, will be shown in Cinemascope in the New York area at the Fox Theatre, Brook- lyn, on Friday.

**Coyne Praises MPIC For Aid to Compo**

**Hollywood,** May 20.—Robert Coyne, executive secretary of the Council of Motion Picture Organizations, who last week was a special guest at the regular monthly meeting of the Motion Picture Council, gave the members of that organization a step-by-step outline of the rate structure taken up by C.O.P. for consideration about admission tax reduction.

Coyne also paid MPIC a tribute, saying "COMPO of all organizations, that put COMPO on the map."

Next month’s MPIC meeting will be addressed by Walter Beadle, Jr., on date to be announced.

**Devalved Peso Hits Mexican Production**

**Mexico City,** May 20.—Ninety-nine proposed pictures have been pulled by labor strikes arising from the devaluation of the peso to eight cents and a resulting decline in the Mexican film market for export films, the Producers Association announced. The 99 figure included production by American and other foreign producers. Edith Frank, president of the semi-official Banco Nacional Cinematografico, S. A., and presi- dent of the Mexican Motion Picture company designed to distribute Mexican films abroad, sees an upswing in production. Garibaldi cited 14 films now in production in Mexico. In addition, he said the bank is examining requests from producers for loans totaling $17,000 for immediate produc- tion.

**Altice Service Signs 16 S.C. Theatres**

Altice Service Corp. has announced the signing of a contact with Anderson Theatre Co., Mullins, S. C., in- volving 16 houses, conventional and drive-in type, located in North and South Carolina.

The contract was negotiated by Robert Curry, field engineer attached to M. G. Thomas’ Altice division office in the state, and provided for installation of equipment in the following Anderson circuit indoor theatres: Anderson, Mullins; Rainbow, Marion; Anderson, S., Pamplico, Pamplico; Carolina, Con- way; Ocean Drive, Ocean Drive, all in Carolina, Har- rison; and the Carolina, McColl, North Carolina.

**Feldman Named to ASCAP Sales Post**

Jules M. Collins, sales manager of ASCAP’s New York district, has been named as assistant sales mana- ger for the Society.

Feldman, a veteran of the ASCAP organization, started as a field rep- resentative for the Society’s New York office 18 years ago. He has success- fully managed the Baltimore, Philadelphia and Cleveland territories for the past five years Feldman has been ASCAP’s Eastern division manager.

**Gehring Spearheads Outdoor Sales Drive**

A campaign to expand sales drive-in theatres in Texas and Oklahoma of 1954 product is being spear- headed by W. C. Gehring, 20th Century-Fox executive assistant in charge of outdoor sales, and Henry Gehring is seeking to exceed, or at least equal, last year’s revenue from the 6,144 U.S. drive-ins and the 120 overseas.

**Name Committee for Film Golf Tourney**

Harold Rinder and Marvin Kirsch have been named as co-chairmen and Milton Livingston, Don Merson and J. Milton Saltzberg as members of the committee of the third annual film industry golf tournament being sponsored by New York’s Cinemate- ria Lodge of B’nai B’rith at the Ver- Hill Golf Club in Hackensack, N. J. on Thursday, June 16, it was announced yesterday by Martin Le- vine, tournament chairman.

More than 200 scrapy lists are expected to compete in this year’s tour- nament, which is being conducted by the Men’s branch unit of B’nai B’rith in New York to provide a day of sport for representatives of the industry of all fairs.

**Mexico Alarmed by Foreign Pictures**

**Mexico City,** May 20.—Alarm over the growth of foreign films is the reason of Mexican films here during the first four months of this year was raised to a new high by the semi-official Banco Nacional Cinematogra- fico, S. A. It reports that from January to April, 1954, 26 European pictures were shown here as compared to 22 Mexican films.

American films exhibited during this same period, April 5 to April 19, exhibition figures ran U. S., 20; Euro- pean, 12; and Mexican, nine. In the same period of 1953, exhibition here were U. S., 76; Mexican, 31, and Eu- ropean, 17. During April, 1953, the totals were U. S., 20; Mexican and four European.

**NEW YORK THEATRES**

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**THE MIAMI STORY FILMED UNDER POLICE PROTECTION**

**Barry Sullivan — Luther Adler**

Paramount
Back again... because your box-office asked for it!

U-I's Big One NOW has added audience potential with the ESTABLISHED POPULARITY of the FAMOUS KETTLE FAMILY!

Universal-International presents

CLAUDETTE COLBERT • FRED MURRAY

"The EGG and I"

CO-STARRING

Marjorie MAIN • Percy KILBRIDE

as "Ma Kettle"  "Pa Kettle"

WITH

RICHARD LONG • LOUISE ALLBRITTON

Produced and Written for the screen by CHESTER ERSKINE and FRED F. FINKLEHOFFE • Directed by CHESTER ERSKINE • A UNIVERSAL INTERNATIONAL Re-release

"Pictures with that Universal Appeal"
Chrysler TV
To 6 Hotels,
19 Theatres

Nineteen theatres and six hotels in 25 cities throughout the country will carry the closed circuit Chrysler Motors telecast on May 27, Bob Rosencrans, of Box Office Television, said here yesterday. The hour-long show which will originate from the Park Sheraton Hotel here is the sixth BOT industrial show this year, Rosencranz said. The telecast, beginning at 12:00 noon, will be piped to the 19 theatres and six hotels by an ABC-TV crew utilizing T & T lines, he said.

Nationwide in Character

The theatres which will carry the show are: Stanley, Pittsburgh; Stanley, Philadelphia; Keith's, Washington; Albee, Cincinnati; Carolina, Charlotte; Florida, Jacksonville; Paramount, Atlanta; Saenger, New Orleans; Strand, Memphis; State, St. Louis; Paramount, Minneapolis (St. Paul); Orpheum, Omaha; Ashland, Kansas City; Harber, Oklahoma City; Tower, Dallas; Paramount, Denver; Roxy, Portland; Paramount, San Francisco; Orpheum, Los Angeles. The hotels which will present the telecast to Chrysler dealers are: Park Sheraton Hotel, New York; Sheraton-Plaza, Boston; Syracuse Hotel, Syracuse; Sheraton-Cadillac, Detroit; Sheraton Hotel, Chicago; Davenport, Spokane.

Marcus

(Continued from page 1)

and means could be found to alleviate the product shortage.

Similar interest was expressed this week by other exhibitor leaders, among them being Walter Reade, Jr., Harry Brandt and Joseph Seider, president of Pradential Theatres.

"The whole world has been brought together by the airplane, radio, and motion pictures," Seider said here yesterday. "English is quickly becoming the one language of all nations. Technical advancements in the motion picture industry, particularly the advent of CinemaScope, have brought the thinking of exhibitors throughout the world into union. Everywhere," Seider continued, "trade problems, including film shortages and ever-increasing film costs, have become acute. It is the natural result that exhibitors all over the world should want to get together in one world organization to find a solution to their problems and to benefit all segments of our great industry."

Ryde Not Informed Of C.E.A. Proposal

Norman B. Ryde, chairman and managing director of Greater Union Theatres, Australia, who is visiting in New York currently, said he considered the Cinematograph Exhibitor Association of Australia's suggestion for a working agreement among worldwide exhibitor organizations on problems of common interest as something to be decided locally.

"Every area has its own problems," Ryde pointed out, "and the chief concern of one section may be meaningless elsewhere."

Ryde, however, conceded that he was not familiar with the C.E.A. proposal and therefore had no definite opinion of its possible value or application to Australian exhibitor organizations. The British proposal already has been activated by the French exhibitor organization and has been received with genuine interest by many exhibitor leaders in America.

Dual 'Gog' Debut

United Artists' "Gog," 3-D science-fiction adventure drama in Technicolor, starring Richard Egan, Constance Dowling and Herbert Marshall, will have its dual world premiere on June 4 at the Paramount Theatres in Los Angeles and in Hollywood.

Greller Joins Fortune

Sam Greller, formerly with Columbia Pictures, has joined Fortune Features, Inc., as assistant to the supervisor of sales, the publication announced.

Honor Skouras at U.J.A. Lunch

S. F. FABIAN, president of Stanley Warner Theatres and member of the steering committee for the 1954 United Jewish Appeal in the amusement industries, presents Spyros Skouras, 20th Century-Fox president, with a silver covered Old Testament from Israel "for humanitarian activities", at luncheon at the Hotel Pierre here yesterday. At left of Fabian is Barney Bablan, president of Paramount Pictures and honorary director of the drive.

Marcus and Makelim To Va. Convention

RICHHMON, Va., May 20.—Leonard Gordon, Newport News, president of the Virginia Motion Picture Theatre Association, announced yesterday that plans have been completed for Ben Marcus, Milwaukee, president of Allied States Association, and Hal Makelim to attend the VMPTA convention at the Chamberlin Hotel, Old Point Comfort, to be held on June 8-10.

Both Marcus and Makelim will appear at the afternoon session of June 9, when Marcus will lead a discussion of exhibitors' problems and Makelim will present his plan to produce 12 features per year under contractual arrangements with exhibitors.

Legion's Latest List
Calls 3 B, '12 A'

"Flame and the Flesh," "Hell Raiders of the Deep" and "The Saracen Blade" have been placed in Class B in the latest listing of the National Legion of Decency which, at the same time, gave the Class A label to 12 films.

In Class A, Section 2, are "Dial M for Murder," "Star of India," Johnny Guitar," "The Silver Lode" and "Three Coins in the Fountain." The remaining seven pictures, all in Class A, Section 1, are "Johnny Dark," "Men of the Fighting Lady," "Out of This World," "The Student Prince," "The Lone Gun," "Unconquered" and "Tanganyika."

England to Harvard Post

CAMBRIDGE, Mass., May 20.—Wilbur B. England, former RKO Theatres executive, has been appointed professor of Business Administration in the Harvard Business School, effective July 1, Dean Donald K. David announced yesterday.

UA Tribute

is always concerned with the welfare of his fellow men, regardless of their religion, race, creed or place of national origin.

In accepting the Old Testament from Fabian, the 20th-Fox head stated that he was of the opinion that "no man deserves special recognition for helping others less fortunate than himself. Humanitarian efforts do not require a reward for feeding one's own children.

The main speaker of the luncheon meeting was Reuven Dañi, Israel consul in New York and director of the formation of the Information, Adolph O. Schienel, vice-president, secretary and general counsel of Uni- Jack Cohns, chairman of the drive, president.

Three-Fold Financial Objective

The major financial objective of the UJA's 1954 campaign is to raise the metropolitan area's share of the goal of $19,901,150 set by the nationwide United Jewish Appeal to meet the needs of its constituent agencies—the United Israel Appeal, Joint Distribu- tion Committee (including ORT), United Service for New Americans and New York Association for New Americans. In addition, New York UJA aims to provide the local proportion of $2,32,115 required this year by the National Jewish Welfare Board, and $1,53,141 by the American Jewish Congress."

Seated on the dais along with the guest of honor, Shonras, was Henry Bernstein, Sam Rinzler, Robert Benjamini, Ned E. Demet, Fred Schwartz, Dañi, Maj. Albert War- ner, Fabian, Schienel, Barney Bab- dan, Sam Rosenberg, Herman Robbins, Dr. H. S. Geismar, Leo- nard Friedman, Sol A. Schwartz, Wil- liam Klein and Rabbi Bernard Bir- stein.
Equality for VHF

UHF Video Stations Urged by DuMont

WASHINGTON, May 20.—Dr. Allen B. DuMont said Congress should enact legislation to ensure equality between VHF and UHF television stations.

Testifying before a Senate Commerce subcommittee studying the plight of UHF stations, DuMont said the Federal Communications Commission should be given control over TV networks. He said VHF and CBS should be forced to affiliate with more UHF stations, while VHF stations should be limited to one program time to ABC and DuMont networks.

Domination Charged

DuMont claimed the television industry is monopsonized by a few, including networks and UHF associates, and claims that, unless something is done, the networks will continue to dominate the industry.

Col. L. Chamberlain of General Electric emphasized the technical difficulties in developing UHF equipment, and said UHF broadcasting compared to VHF broadcasting is like trying to farm on the slopes of Mount Everest, the local valley.

He told the subcommittee that he would have available early in 1956 transmitting equipment capable of the maximum strength allowed, if the FCC's decision on UHF broadcasting is favorable.

Says Equipment Is Excellent

He said, following conferences with Barney Balaban, president of Paramount, and other home office executives, Ryder said that announcement of the names of the three companies for the demonstration will be made shortly.

VistaVision Demonstration

(Continued from page 1)

Warnings of Gov’t Probe

(Continued from page 1)

successful attempts have been made by exhibitor organizations to persuade those who control the necessary elements of the business-like attitude, the conclusion seems inevitable that any exercise of power, which carried through the campaign on tax relief, will be to the benefit of the Motion Picture Hub, and they suggest that the industry that was suffering and that both exhibition and distribution should be allowed to remain in usual proportions from any relief.

"I am greatly disturbed by the reports received from all parts of the country that the pessimistic predictions coming not only from exhibitors but from congressmen themselves have come to pass. I think it should have been prepared for this when looking at the figures compiled by COMPO, showing that during the past eight years the boxoffice had declined 35 per cent, whereas, production-distribution income had declined only 23 per cent, a shocking picture in view of the theatre closings during that period!"

"Now, reports from all over the country and from all classifications of exhibition organizations indicate clearly, I think, that this trend is not only continuing but getting worse. With the shortage of pictures of box office appeal, leading terms have become more and more onerous; and it appears that the relief accorded theatres is not enough and that more and more and more will have to be done."

"This is undoubtedly a key factor in the slow decline of our industry. This will eventually and inevitably be reflected in reduced earnings to our industry. To call this a shortsighted policy is an understatement.

New Writers Guild

(Continued from page 1)

council, composed of a president, vice president, secretary, treasurer and executive secretary.

AWG will have a loose affiliation with the Authors’ League of America on taxation, copyright and related matters.

13 Cities Added to Jay Robinson Tour

Twentieth Century-Fox has added key cities to the itinerary of Jay Robinson, making a cross country publicity tour in behalf of “Demetris and the Gladators” in Cinemascope.

Robinson began his tour last week on the West Coast visiting San Francisco, Portland and Seattle. In coming weeks he will be making flying visits to Minneapolis, May 24; Milwaukee, May 25; Chicago, May 29; and Kansas City, May 30-31.

On June 1, Robinson will arrive in Des Moines, going on Omaha the following day. Other cities to date in June include Denver, June 4; Detroit, June 5, 6; and Cleveland on June 7. The tour will end in Chicago on June 8, preceding the debut of the Frank Ross production at the Roxy Theatre.

Distribution Tax Cut

50% in Guatemala

WASHINGTON, May 20.—The Commerce Department reported that Guatemala has cut in half its twenty per cent excise tax on the gross receipts of film distributors.

The tax was set in June, 1953, and led to the almost immediate suspension of film shipments to Guatemala by U. S. film companies. Effective April 1, the tax was reduced to 10 per cent, according to Commerce film chief Nathan D. Goldin. In order to make up for the loss of revenue, a two per cent tax has been levied on gross admissions, Golden said.

Goldin declared that some reports have indicated that U. S. distributors would continue to withhold shipments to Guatemala because they objected to the principle of a gross receipts tax.

Illness Cuts Levy's Ozark Stay Short

LAKE OF THE OZARKS, Mo., May 20.—U. S. Levy, general counsel for Theatre Owners of America, was forced to return to the Missouri Theatres and the Kansas-Missouri Theatres Association joint convention at noon yesterday because of a critical medical condition. He later flew from St. Louis to his New Haven home, where he plans to enter a hospital.
President United Paramount Theatres, says:

“A great book has been made into a greater motion picture. As with ‘Eternity’, Columbia has done it again with THE CAINE MUTINY!”

STARRING

Humphrey Bogart · Jose Ferrer
Van Johnson · Fred MacMurray

and Introducing

ROBERT FRANCIS · MAY WYNN

COLOR BY TECHNICOLOR

STANLEY ROBERTS · BASED UPON THE PULITZER PRIZE WINNING NOVEL BY HERMAN WOUK

EDWARD DMYTRYK · A COLUMBIA PICTURE · A STANLEY KRAMER PROD.
Tradewise...
By SHERWIN KANE

The action of New York City’s board of estimate in singling out theatre admissions for taxation constitutes a breach of faith on the part of the city administration against the city’s exhibitors. Metropolitan theatre owners were told that the present city administration, both before it took office and after, was and would remain opposed to any admissions tax. On that basis valuable support has been given to the city administration by the theatre owners, over and above the heavy tax contributions they make to the city in numerous operating spheres other than admissions.

The timing of the city’s consideration of theatre admissions as a new revenue source appears in itself to be singularly unfair. As has been indicated, the theatre owners not only were not given any advance warning that their business would be considered for a new tax levy but actually had been assured that the city was opposed to it for admissions.

+ Still more unfair was the fact that the unheralded reversal of its position by the city came at a stage of the fiscal deliberations which makes it virtually impossible for exhibition to marshal its defenses and present its story. There is practically not enough time left for an adequate hearing, let alone for the preparation of the theatres’ case.

Once again, it appears, the theatre owners are made the “patsies.”

No administration, local, state or national, hesitates to call upon the theatres for special favors on any of a hundred different occasions. Few indeed are the theatres which refuse such requests or which look for rewards for performing such favors. But they do expect reasonable consideration and fair treatment. They have but recently begun to recover from near-fatal business setbacks. They have but recently, after long and costly efforts, ob-

Makelim N.Y.
Quota Passed

New York City area’s quota in the Hal Makelim-Alleied States production tie-up is 262 theatres for $43,500 in guaranteed rentals and indications are that the quota was exceeded by a wide margin, Makelim said here at the weekend, following a meeting with exhibitors sponsored by Allied Theatre Owners of New Jersey. Every major circuit plus representatives of Allied and Theatre Owners of America attended the meeting on Friday at the Hotel Astor here.

Makelim said that distribution of the 12 pictures on the initial program would be handled by his “own representatives” in each exchange area. He stressed that this did not mean (Continued on page 5)

Film Stocks Active;
Set New 1954 Highs

Motion picture securities rode along with a strong market last Friday, several reaching new highs for the year in good demand on the New York Stock Exchange.

Paramount Pictures rose 15/16 to a new high of 32 on a turnover of 13,300 shares. Columbia Pictures went to a new high for the second consecutive trading day, closing at 255/16 up 5/8 on a turnover of 9,400 shares. Columbia (Continued on page 5)

Important Meeting

Industry Today to Tackle Arbitration Issue Again

The industry today will make another attempt to build the framework for an arbitration system, a project which has been kicked around as an industry football since arbitration was eliminated from the provisions of the original consent decree in the case of U. S. vs. Paramount, et al.

Representatives of exhibitor associations, the Motion Picture Association of America and the armed services managers committee of the MPAA are scheduled to meet this morning in the Astor Hotel here to discuss the entire issue and, if possible (Continued on page 5)

Minn. Union Official Will Oppose Brewer

MINNEAPOLIS, May 23—William Donnelly, recently-named vice-president in the AFL Stagehands union and international representative for the stage hands and motion picture projectionists in this area, will oppose the candidacy of Roy Brewer for president of the IATSE, it has been learned here.

Donnelly’s position is opposite that of the Milwaukee IATSE unit which a month ago declared that it would support Brewer.

Brewer, a former Grand Island, (Continued on page 5)

Hit ‘Unfairness’
N.Y. Exhbitors Mobilizing to Fight 5% Tax

Name Special Committee
To Lead All-Out Attack

A special committee of New York City exhibitors and union representa-
tives was appointed here at the weekend to lead the industry-wide fight against the proposed five per cent city tax on motion picture theatre admissions. A closed session at the Board of Estimate has been called for tomorrow to act on the proposed tax measure.

The industry committee was named at an emergency mass meeting at which Harry Brandt and Emanuel Solly were co-chairmen.

The special committee consists of Joseph K. Vogel, Si Fabian, Sol Schwartz, Max Cohen, Leo Bresheer, Spyros Skouras, Jr., Leonard Goldenson, Jerry Chaiken, Thomas Murtha, Julius Sanders, Solly Perneck, Herman Goldberg, Brandt and Solly.

“This attempt to pick out the motion picture theatres for a special, discriminatory tax, is a shocking thing,” said Brandt. “Its unfairness is emphasized and aggra-

vated by the fact that right now struggling theatres are still trying to work our way out of the trouble” (Continued on page 5)

AA’s 39-Week Net
Shows Slight Rise

HOLLYWOOD, May 23.—Allied Artists president, Steve Broidy, on Friday announced that the company’s gross income for the 39-week period ending March 27 amounted to $2,290,581, which compares with $1,147,360 for the same period last year. Net profit before Federal income taxes amounted to $585,289, which compares with $585,117 for the same period the previous year.

A reserve was set up for Federal (Continued on page 5)

20th Reports Spurt In Scope Orders

An upsurge in Cinemacope equipment orders by conventional and drive-in theatres in the United States and Canada pointing to several thou-

sand new installations in the next few months is forecast in field reports to 20th Century-Fox distribution director (Continued on page 5)
Personal Mention

W. C. GEHRING, 20th Century-Fox executive assistant general sales manager, has returned to New York from the West Coast.

CECIL WOODRICH-SMITH, member of the American Federation of Television and Radio Artists, Paul KOHNER, talent agent, and ALIC NICOI, actor, were scheduled to leave here yesterday for London by B.O.A.C. in July.

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, and ARCHIE WELTMAN, the company's legal department, returned here at the weekend from Miami.

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will arrive in St. Louis today from New York.

JOHN K. HILLIARD, chief engineer of the Allied LAnsing Corp. plants in Beverly Hills, has returned here from New York.

SINDEY KRAMER, general sales manager for RKO Pathe studios, and ALVA JOHNSON, his assistant, will leave New York today for Chicago.

JAY BONAFIELD, executive vice-president of RKO Pathe, has returned to New York from Spain.

ST. SEALLER, M-G-M advertising manager, will return to New York today from California.

D. C. COLLINS, vice-president of Allied LAnsing Corp., is in Chicago from New York.

DOUGLAS TRAYERS, RKO Pathe vice-president in charge of production, will leave here tomorrow for Hollywood.

STANLEY KRAMER arrived here yesterday from London by B.O.A.C. Monarch.

HAROLD HECST, of Hecht-Lansing Studios, will arrive in New York from Hollywood today.

EMERY AUSTIN, M-G-M exploitation head, will return here today from Atlanta.

BUNNIE BARNES sailed from New York for Europe Saturday aboard the "Ile de France."

J. A. TANNEY, president of S.O.S. Cinema Supply Corp., will leave New York early this week for Chicago.

HERMAN ROBBINS, president of National Screen Service, left New York for the Coast at the weekend.

SCOTT BRADY will leave New York today for Rome.

PANDRO S. Berman will return here today from New England.

BILLY WILDER has arrived in New York from Hollywood.

Film-Making Abroad

For Advertising Here

Hit by Film Council

HOLLYWOOD, May 23.—The AFL Council today has invited representatives of eight principal advertising agencies to attend a special meeting of the council Wednesday morning "to discuss the practice of the film advertising and production advertisers who go abroad to make television films designed especially for the American market, with the intent of employing among American film technicians whose families purchase products of the advertisers."

The council's special committee, headed by Carl COOPER, said in a letter to the invitees, in part: "The council is contemplating the cancellation of action against the use of foreign-made television films to sell American products to Americans, but before making a final decision we would like to discuss the matter with you."

Extend "Moratorium" In Jackson Park Case

CHICAGO, May 23.—Federal Judge Michael L. Igoe has entered an order extending the "moratorium on the clearance and first run limitations of the Jackson Park decree until the B & B motion for clarification of the decree has been heard and decided. Hearing on the motion is scheduled for Sept. 13.

Bryan Cooper Dies

PLANT CITY, Fla., May 23.—Bryan Cooper, manager of the Capitol Theatre here and former manager of the Arcade Theatre in Fort Myers, was killed recently in a automobile crash, victims of a heart attack. He is survived by his son Byron, Jr., manager of the Roxy Theatre in Lakeland.

SPG Honor O'Donnell

HOLLYWOOD, May 23.—Robert J. O'Donnell, vice-president and general manager of Texas Interstate Theatres and member of the Theatre Owners of America executive board, will be honored on June 17 by the Screen Publicists Guild at a Hollywood luncheon to be held at the Roosevelt Hotel.

Goldberg to May Co.

J. Joshua Goldberg, vice-president of Raybond Theatres here and secretary of the Independent Theatre Owners of New York, Rank division of the staff of Mitchell May, Jr., Co., inc., general insurance brokers, as a vice-president, was announced this morning.

Wolfson Receives Sloan Award Here

On behalf of WTVI, Miami, where it has been released, the television station in the U.S. which did the most for public service in 1954, M. ALFRED WOLFSON, co-owner of Wometco Theatres and president of the station, was presented with the Alfred Sloan Award tonight by General Motors Corp.

Wolfson, who is here for the annual meeting of the company, said that "he was happy about winning the award as it shows in U.S. today television has a great sense of responsibility for public service."

The TV station has also been named "best in the South" by the "Best Merchandising Station," Wolfson said.

20th-Fox to Release Queen's Global Trip

The story of the recently completed tour of the British Commonwealth by England's Queen and her consort, has been made into a full-length film, "The Queen's 10,000-mile trip through the Commonwealth," by 20th-Fox. Directed by Sydney H. Wolfson, this spring, the company announced this weekend.

Senate Group Okays Copyright Pact

WASHINGTON, May 23.—The Senate Foreign Relations Committee approved today the proposed new Universal Copyright Convention. The Senate must ratify the convention. More important, before the convention goes into effect in the U.S., both House and Senate must pass implementing legislation. This legislation, which has been fought by segments of the book industry, is still tied up in the House of Representatives and Senate Judiciary Committees.

Atlanta Fete Barkers

ATLANTA, May 23.—Variety Club Tent No. 21 honored eight of its former chief barkeras at a dinner party held here last week. The present chief Barker, A. B. Padgett, introduced Harry Ballance, Jack Duremette, Jr., Paul Willson, Charlie Durmeyer, E. E. Whitaker, Fred Coleman, and John Summey. Others honored were: and read a wire from Guy Brown who was in New Orleans and could not attend.

Tradewie...

(Continued from page 1)

tained a measure of relief from a burdensome and discriminatory Federal tax.

Now much of the benefit of that victory is to be erased, presumably, by the city moving in to take whatever Federal government relinquished.

If it happens, metropolitan exhibitors will have suffered another economic reversal which could prove disastrous to many. There would be imposed upon them for a second time in a matter of weeks, a tax on their gross sales. Family tickets printed, new box office signs and other requisites. Efforts to stabilize box office scales will again be upset with resultant annoyance to patrons and the almost certain loss of some business.

This project of Alice Mack should be opposed by every means at the command of New York exhibitors and their friends.

Barnes Featuring Ballyhoo for "Dial M"

Warner Brothers will feature ballyhoo promotion in its advance campaign for "Dial M for Murder," which plays at the Paramount Theatre this week, the company has announced.

One of the highlights of a series of newspaper releases for the campaign is the "Fit the Key" sock which bears a group of girls banding out 10,000 envelopes in the Metropolitan area carrying keys with copy reading "a key is the solution to the mystery of Alfred Hitchcock's "Dial M for Murder." Try it at the Paramount lobby." The key which fits the door to be set up in the theatre lobby is worth a $50 bond.

In another gimmick, an Alfred Hitchcock ticket which bears a key to the film for the first 25 most complete lists of the director's prescriptions, naming at least two stars of each.

The first 50 patrons at the boxoffice opening day will receive free copies of "Dial M," valued at $4,200.

House Group Votes Social Security Hike

WASHINGTON, May 23.—The House Ways and Means Committee voted to boost the maximum Social Security base from $3,600 a year to $4,200, as requested by the Administration.

The committee, that a starting Jan. 1, 1955, employers will have to pay $12 a year more in Social Security taxes on each worker making $3,600 or more a year. Smaller additional amounts would have to be paid on workers making between $3,600 and $4,200.
Balaban Urges Canada to Use Newest Media

TORONTO, May 2—Producers, distributors and exhibitors in the current era of technical advances jointly have a great opportunity to further re-stimulate and sustain the renewed interest of the public in theatregoing, Barney Balaban, president of Paramount Pictures, told the Canadian industry at the VistaVision demonstration in a special message read in his absence by Adolph Zukor, Paramount board chairman. Balaban was unable to leave New York to attend the Canadian demonstration at the Imperial Theatre.

Points to Company’s Efforts

Paramount is doing its part by making available VistaVision, and by doing its utmost to bring to the theatres as many high quality pictures as it possibly can, Balaban stated. However, he said, “all of the wonderful technical developments, the finest stories, the best casts, the most dazzling color and the greatest production values in the motion picture will all be a waste and utterly meaningless if the customer who pays his money at the boxoffice is compelled to see the picture in an ill-kept house on an old and wrinkled screen, upon which the film is projected through poorly lighted, old fashioned and worn out equipment.”

Stresses ‘Mutual Benefit’

In the address as read by Zukor, Balaban urged that exhibitors, producers and distributors all capitalize on the great new innovations “to our mutual benefit and carry the tradition of fine entertainment forward into every theatre—large and small.” Balaban introduced VistaVision as being describable in four single words: quality, simplicity, flexibility and economy.

6 Percentage Suits Filed in Philadelphia

PHILADELPHIA, May 23.—Six percentage actions were filed here in the Pennsylvania State Courts. The actions by Paramount, Loew’s 20th Century-Fox, Warner Brothers, Universal and Columbia named George Reineck and William Fishman as defendants. The theatres involved are the Vogue, Cayuga and Grant in Philadelphia.

Schnader, Harrison, Segal & Lewis represents Paramount, Loew’s, 20th Century-Fox, Universal and Columbia, with Warner Brothers represented by Wolf, Block, Scherr and Solis-Cohen, Sargoy & Stein appear of counsel for the distributors.

Cotlow to Africa

Fox Republic Film

Lewis Cotlow, noted explorer, flew to London yesterday, enroute to Africa, where he will make full-length color film featuring the big game and primitive tribes of Equatorial Africa for Republic Pictures, the company announced at the weekend.

The film will include a six-month expedition through Kenya, Tanganika, Nigeria, Union of South Africa and other parts of Africa.


**Review**

**"Captain Kidd and the Slave Girl"**

(Reel unite United Artists)

UNDISTINGUISHED performances and a superficial story make "Captain Kidd and the Slave Girl" at best a fair item for neighborhood houses catering to family trade mostly. Anthony Dexter, Eva Gabor, Alan Hale, Jr., and William Allen are featured performers. The film is in color by Color Corporation of America.

Buried treasure takes Dexter as Kidd, his cohort Hale and Miss Gabor to a West Indian island. Kidd marries a British lady for funds to steal Dexter's treasure and pay his debts. While spying for Missy, Gabor falls in love with Dexter and rejects the nobleman's plan.

When they reach their destination, the trio is involved in a series of skirmishes with Sevy's band and a group of pirates encamped on the island. Dexter, with Miss Gabor's aid, eliminates the purifiers and regains his gold. The ship which was aimed between the island together after escaping the explosion.

Andrey Wisberg and Jack Pollexfen wrote and produced "Captain Kidd and the Slave Girl." Lew Landers directed the film.

Running time 85 minutes. General classification. For release in May.

**Asks Continued Ban On Narcotics Film**

PHILADELPHIA, May 23.—District supervisor of the Federal Narcotics Bureau, Joseph M. Bransky, requested the Pennsylvania Board of Censors to reject Hallmark Production's appeal to hit the ban on "So Help Me, No." Bransky testified before Judge Ed- win O. Lewis during a hearing on the appeal by Edwin P. Rong, representatives, who declared that the board's ban was a "prior restraint, a prior prohibition rather than an expression for an understanding." The film was characterized by Bransky as "insidious propaganda" that would teach juvenile the method of using narcotics. He said the picture also shows methods of using marijuana that are not generally known to the public. "The procedure for selling narcotics, as shown in the film, should not be made public," Bransky testified. Judge Lewis reserved decision.

**Brown to Receive V.C. Heart Award**

BOSTON, May 23.—Walter A. Brown, chief Barker of the Variety Club of New England, will receive the club's annual heart award today at a banquet in his honor. George Murphy, M-G-M star, is flying here from Hollywood to be toastmaster of the banquet to be held in the Hotel St. Regis.

Six New England governors have been invited and other dignitaries expected are the commissioner of the National Hockey League, the commissioner of basketball, international field director, George Hooper of Miami, his predecessor Jack Beresin and the Red Sox baseball team.

**Prospects Brighter For Reciprocal Trade Program**

WASHINGTON, May 23.—The outlook for some extension of the reciprocal trade program has brightened as a result of President Eisenhower's statement that he will settle for a simple one-year extension of the program.

Film industry leaders have supported the trade program on the theory of assured, if not large, overseas markets, is a major beneficiary of freer world trade.

The President had originally asked for a three-year extension, farther relaxation in U. S. tariffs, as recommended by the Randall Commission. This seemed certain to be a bitter fight in Congress, and possibly result in Congressional failure to extend the program even as it exists in its present form.

But last week, Mr. Eisenhower said he was reconciled to just a one-year extension of the present law and would postpone the Randall Commission recommendations until later. On Friday, White House spokesman, Mr. Charles E. McHale, who had earlier indicated it would go along with the one-year extension and would permit his committee to hold hearings and act on the bill late in the session.

**Fox Associates in Tribute to Caplan**

More than 100 associates of Morris Caplan, manager of the sales statistical research department of 20th Century-Fox, attended a testimonial luncheon at Toots Shor's restaurant on Friday. After 37 years with the company, Caplan is taking a leave of absence due to illness.

Treasurer and secretary Donald A. Henderson told of the company's request to the veteran statistician from president Sypors, Skouras, distribution executive, and executive assistant vice-president C. Michel and executive assistant general sales manager for a tribute to be read by Roger Ferrell, toastmaster.

Speakers included assistant general managers Arthur Silverstone, Eastern sales manager C. Seay, who is now director of the Motion Picture Association of America, and house office sales executive Jack Bloom.

**Melvin Fox to Build Levittown Theatre**

PHILADELPHIA, May 23.—Melvin J. Fox, president of Fox Theatres, Inc., announces the opening on May 30 at 8 p.m. of the Town Theatre, a new small, single-screen theatre in Levittown, Pa. The theatre is designed by architect David Supowit, who said it represents a new concept in small theatres, which will be the first new theatre built in this area since 1950 when Fox Theatres constructed the Mt. Holly Theatre in Mt. Holly, N. J., and the new Fox built the Merion Theatre in the Mayfair section of Philadelphia.

**Appointed Sales Director**

Frank J. Shee, former director of television and commercial sales for the March of Time, has been appointed director of industrial sales for Sutherland Productions in New York.

**CARBONIC DISPENSER, INC.**

Canfield, O., has remodeled its line of "Seaver" soft drink dispensers and introduced a number of new features. These include a special "self-cleaning" feature in the faucets. The display case has a plastic face which opens easily so that new advertising cards may be inserted as often as desired.

**In the THEATRE Equipment & Refreshment World... with RAY GALLO**

The "Ozo-Dry Hurricane"

The "Ozo-Dry Hurricane" (see photo) is a new electric hand-and-mouth and faucet cleaner that is designed to operate with 40 seconds. Manufactured by the St. Regis Corp., Cleveland, Ohio, it is a Westinghouse Oderout Sterilizer, which guarantees the inclusion of ultraviolet irradiation to prevent the spread of surface bacteria and check skin irritation. The dryer has a large pushbutton timer and chrome-plated nozzle of swivel design. Its dimensions measure 9 ½ by 7 by 6 ¼ inches.

"Steeleto Quick-X" is the name of a new enamel coating designed to dry in 30 minutes when applied as directed to floors, walls or machinery, made by the Steele to Manufacturing Co., St. Louis. It can be applied to concrete, terrazzo, marble and marble tile floors and walls—with a proper primer—to metal. The coating comes in black, white, clear and five colors and is packed in quarts, gallons or drums.

Dominick J. Capano has been elected vice-president of S. O. S. Cine- na, Inc., the New York subsidiary of charge of TV Studio and Film Production Sales. "Dom," as he is known to the trade, has been with the company since 1936 except for three years in the Army. S. O. S. has also promoted William H. Allen to production manager. Allen has been associated with S. O. S. 19 years in the electrical, electronic and mechanical divisions.

**Motion Picture Daily**

Monday, May 24, 1954

4
Motion Picture Daily

Astros-RKO

(Continued from page 1)

earlier that he is negotiating with Hughes to buy the latter’s RKO holdings but that understanding has not been reached yet.

The RKO Pictures shares are selling in the open market at a premium over the $6 per share at which the stock may be redeemed by holders up to June 22, the date the company, which has amounted to more than 800,000 shares since the first of the year, is largerly held for the increase in market price. O’dum said Atlas would like to get control of RKO Pictures Corp. by means of the junk bond market, using the company to take advantage of a special situation, which has been the investment policy of Atlas, he said. He did not specify what the special situation was he had in mind.

Public Holds 900,000

With the combined Atlas and Hughes’ holdings of RKO Pictures stock accounting for approximatly 250,000,000 shares, only about 900,000 shares remain in the hands of the public. Of these 900,000 shares have been tendered to the company for the $6 redemption price.

RKO, it was revealed, has sold its holdings to Hughes for $33,489,476. Its sole asset is the remaining cash, and its corporate being.

2oth Reports Spurt

(Continued from page 1)

AI Lichtman at the weekend, the company announced.

Results of meetings between company officials and representatives of salesmen from the 38 domestic and Canadian offices show that plans are moving rapidly by circuit and independent operators to equip with Cinemacope in time to realize the full potential of the strong summer and fall exhibition seasons.

Wobber Reports on West

Indication of the sharp increase in orders is seen in a wire to Lichtman from Western division head Herman Wobber, who reports a total of 199 new orders totaling $3,320,000 for installations equipping throughout his six exchange territories.

The contract with a general manager G. L. Cernhoff also has forwarded a report on the Cinemacope picture in his district, according to Lichtman. The Cernhoffs will immediately switch to an immediate basis and will continue to work on the Cinemacope, which will be equipped throughout the city’s exchange territories.

Upper N. Y. Equipping

Plattsburg and Saratoga, N. Y., have placed orders for Cinemacope, N. O. Rosen, Albany branch head, announced. At Minneapolis, branch manager, forwards word that the Fargo, Fergus Falls, Minn., branch has completed the equipping of the North Central Allied, which is equipped with complete stereophonic sound equipment.

The Owen, Owen, Wis., is also reauding a full stereophonic sound installation. Other theatres in Malot’s area equipped with complete stereophonic sound are the State, Hutchi- son; Lake, Detroit Lakes; Cloquet, Croquet, Inver Grove, Minn.; all Minnesota; and the Minot Drive-In, Minot, N. D.

Arbitration Up Again at Meeting Today

(Continued from page 1)

ently when the sales managers committee decided to put the item high on its agenda for the year’s activities. Eric Johnston, MPAA president, further emphasized that the case was being brought before the public in order to invite exhibitor associations to a general meeting. He is slated to present at today’s meeting an agenda for the arbitration of film rentals; (2) the authorization of two pre-release pictures per district per year and the fact that such pre-release engagements would be exempt from restrictions on the installation of competitive bidding; (3) the fact that bidding reforms should have been volunteered by the distributors; and (4) the limitations of the awards to double damages in contrast to the mandatory triple damages provided by the anti-trust laws and also suggested limitation to four years, a period less than the statute of limitations in some cases. While most of today’s exhibitor representatives were prepared to “start from scratch” on the new plan, it is reported that many of them favor the retention of many of the provisions in both the distributors’ and exhibitors’ drafts of 1952.

Exhibitors to Fight Tax

(Continued from page 1)

caused by TV competition and the Federal tax. We have no alternative but to persuade City Hall to solve its financial problems in some other way. Instead of tapping any of our sources of revenue, the city will destroy one of New York’s most important local industries. We are fighting for our lives,” Frisch pointed out that the motion picture industry in New York City may never recover any tax which affected all industries and all people alike. “We have always willingly carried our share of the city’s burdens. But this one is different. As a city-citizen, revenue, the city will destroy one of New York’s most important local industries. We are fighting for our lives,” Frisch pointed out that the motion picture industry in New York City may never recover any tax which affected all industries and all people alike. “We have always willingly carried our share of the city’s burdens. But this one is different. As a citizen, I am not interested in the city’s tax and I agree with the speakers about it.”

Chalken, representing Local 584, porters and cleaners union, speaking for thousands of theatre workers, said the proposed tax would bring about the loss of jobs and prevent the workers from progressing further.

Legitimate theatres, through the league of New York Theatres, also joined in the opposition. The league said the tax would be “oppression on an industry that is unfortunately in a weakened position, but which nevertheless is the biggest single attraction to bring visitors to New York City. It is also the most popular of the many shining new ventures.”

Makelim

(Continued from page 1)

state rights organizations, but affiliated independent distributors.

Makelim was accompanied here by Sam Nathanson, his vice-president and general sales manager. They will conduct similar meetings in Boston on Thursday, Baltimore on Wednesday, Indianapolis on Thursday and New Orleans on Friday. Next week’s itinerary has not been completed.

The independent producer and Nathanson described the New York sessions as one of the most enthusiastic on the cross-country schedule.

AA 39-Week Net

(Continued from page 1)

income taxes of $304,000 whereas $299,000 was set up for that use last year. After the provision the net profit amounted to $281,289, compared to $316,127 a year ago.

7 Flights daily to LOS ANGELES!

Departures round the Clock

Leave New York at: 9 a.m. 11 a.m. 12 noon 4:30 p.m. 7:30 p.m. 8:15 p.m. 12:30 a.m.

DC-6 1st Class and Air Coach Service
FROM NOW ON... ALL CINEMASCOPE PRODUCTIONS CAN BE SHOWN BY ALL EXHIBITORS HAVING WIDE SCREEN AND ANAMORPHIC LENSES!

* * * Exhibitor leaders acclaim Tushinsky Brothers' Variable Anamorphic SUPERSCOPE* Lenses. The BEST BUY in the market!

ONLY $700 PER PAIR

*Trade Mark Reg. and Patents Pending

available from NATIONAL SCREEN SERVICE
At Your Local Exchange
To Base New Formula on 1952 Arbitration Drafts

Name Compo Poll Group

The make-up of the committee of advertising agents who will devise a plan for a national audience poll for the choice of the best picture of each month, quarter and year was announced here yesterday by Robert W. Coyne, special counsel of the Council of Motion Picture Associations, which is sponsoring the plan.

Those who have accepted invitations to serve on the committee are Mrs. Alice N. Gorham of the United De- troit Theatres Corp.; Senn Lawler, Fox Midwest Amusement, Kansas City; Paul Levi, American Theatres Corp.; Joseph B. W. Willy-Kincey Theatres, Atlanta, and Ralph W. Russell, manager of the Palace Theatre, Canton, O., a unit of the A. G. Constant Theatre Circuit, which conducted a successful audience poll of a similar nature two years ago.

The committee will meet at the Astor Hotel on June 5 and 6. Named by the COMPO press relations committee, the audience poll group will be greeted by members of the press committee consisting of Harry Man (Continued on page 7)

Sub-Committee to Sift Old Provisions to Be Incorporated Into New Proposed Plan; Expect Sessions to Last 3 More Days

Drafts of an industry arbitration plan which were prepared by exhibitor and distributor groups in 1952 will be used as the basis for a new formula, it was agreed yesterday by those attending the opening session at the Hotel Astor here of a series of conferences designed to formulate an arbitration system for the industry. A sub-committee, yet to be named, will be responsible for the provisions of the drafts into a single document which, it is hoped, will be satisfactory to both sides.

The long-planned arbitration discussions got under way yesterday morning and present indications are that they will continue for at least three more days. With Ralph Hetzel, vice-president of the Motion Picture Association of America, as chairman, the meeting was punctuated at times by sharp disagreements, freely expressed by both exhibitors and distribution sales managers.

Hetzel presided in place of MPAA president Eric Johnston who, after making a brief address of greeting, had to leave for Omaha, where he was to address the Chamber of Commerce last night.

In some instances, exhibitors would not commit their respective organizations to the proposals. This was true in the case of Harry Arthur, representing the Southern Call (Continued on page 3)

“The Student Prince”

(W.N.G-AL)

(CinemaScope)

The panoramic effectiveness of CinemaScope, added to the popular melodies of Sigmund Romberg's robust drinking songs and tender love songs, which are enhanced by stereophonic sound, and the ever-popular story of the prince and the harmaid should establish “The Student Prince” as a leading contender at the box-office. Here is solid entertainment, fast-paced, lavishly mounted and virtually flawless in production techniques. And Blyth and Edmund Purdom, in the top roles, have been surrounded by an able supporting cast. Mario Lanza's voice has been dubbed in expertly for Purdom's role. The picture, adapted from Wilhelm Meyer-Fiechter's novel, will be available with four-track magnetic or Perspecta stereophonic sound which can be used on a single optical track.

The tender handling of the well known love story by director Richard Thorpe is filmed in Anscocolor. In picturesque surroundings, familiar songs such as “Serenade,” “Deep in My Heart, Dear,” “Drink, Drink, Drink,” “To the Inn We're Marching,” “Come Boys, Let's All Be Gay,” (Continued on page 3)

First Victory
WIN TIME IN N.Y.
5% TAX FIGHT
Out 4 Days, Jury Finds for Theatre

SALT LAKE CITY, May 24.—A jury in the Federal District Court of Judge W. W. Ritter here today recommended the Villa Theatre, Inc., operator of the Villa Theatre in Salt Lake, be awarded $20,000 damages, and that the treble award provision also be exercised in the suit of the plaintiffs against Paramount Pictures and Intermountain Theatres, Inc.

Villige Theatre, a subsidiary of Joseph L. Lawrence Theatres of Salt Lake, claimed Paramount Pictures (Continued on page 7)
Catholic Paper Hits Chicago Film Ads

CHICAGO, May 24.—"The New World," original paper, at the Archdiocese of Chicago, continues its attack on newspaper publishers and motion picture producers, and attacks them in an editorial titled "Smut . . . Smut . . . and More Smut," blasting the papers for accepting "The most valuable advertising in the world" and picture and entertainment columns these eyes have seen."

This special out several downtown theatres, including the Woods, United Artists, State-Lake, Loew's Sherman, and Townsend, and improvement for censure because of their front displays on pictures such as "Carnival Story," "The Legend of Dr. John," and "Woman," "Best Years of Our Lives" and "The Long Wait."

Adding May 21 issue of the paper, winds up with a plea to "you, the people. You're responsible for permitting it. Eternal vigilance is as important as it is necessary to pay for democracy and a right moral order."

Additions to Holdings of RKO Theatres Stock

Dudley G. Layman, a director of RKO Theatres Corp., bought 5,000 shares of the stock on May 18, and April 30, increasing his holdings to 18,000 shares, the New York Stock Exchange reported, Harry M. Warfield, president of the same company, reported making a gift of 3,650 shares of common stock of his company in April, decreasing his holdings to 10,150 shares, apart from an interest in a beneficiary trust of 9,000 shares.

$67,000 in Four Days for 'Coins at Roxy'

"Three Coins in the Fountain" grossed $67,000 in the first four days of its run at the Roxy Theatre, according to figures compiled yesterday by the management of the house. The "CinemaScope" feature, which opened at the theatre last Thursday, was supported by one of the strongest campaigns within a year, yet be-rested by Charles Einfield and his advertising-publicity staff at 20th-Century-Fox.

AA Dividend Declared

HOLLYWOOD, May 24.—Payment of 13½ cents per share for the first quarter dividend on the 5½ per cent cumulative convertible 10-dollar Allied Artists Pictures Corp., payable June 15th to stockholders of record on June 5th, has been authorized by the board of directors, AA president Sidney Brody today disclosed.

Hecht, Hill Here

Harold Hecht, executive producer of Allied Artists, and James Hill, producer of the Gary Cooper-Burt Lancaster $35,000,000 extravaganza "Vera Cruz," will arrive in New York today for a week-long campaign to be held at the Egyptian Theatre here Thursday of "The High and the Mighty" and "Vera Cruz." Top figures in the industry, as well as a few celebrities, are expected to attend the event, at which John Wayne will personally introduce members of the cast from the stage of the theatre.

Waller Memorial in Huntington Thrus.

A memorial service for Fred Waller, inventor of the Cinemar, who died last Tuesday, will be held on Thursday in the Old First Presbyterian Church, Huntington, L. I., where Waller resided.

A Fred Waller Memorial Fund has been established in Huntington, headed by H. L. Tuttle, president of the Bank of Huntington.

Personal Mention

J. ROBERT RUBIN, M-G-M vice-president and general counsel, returned to New York from Durham, N. C.

LLOYD L. LINE, vice-president and general sales manager of Interstate Television Corp., and Turner, Wayland, Eastern sales representative, are in Chicago from here.

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, has returned to New York from Hollywood.

LOUIS LE ROYCHAMONT and Mrs. E. ROYCHAMONT are in New York from Europe today aboard the "Queen Elizabeth."

ABE GROBER, 20th Century-Fox advertising manager, returned to New York over the weekend from the West Coast.

MITCHELL WOLFSON, delegate of the Theatre Owners of America to the arbitration meeting, here, has left New York for Chicago.

HARRY FELDSTEIN, sales head for the special films division of Universal-International, is in Boston from New York.

DAVID A. BAKER, executive assistant to More Sackett, president of Commonwealth Film and Television, Inc., has left New York for Chicago.

HARRY LOURIE, in charge of trailer production for M-G-M, is in New York from Hollywood.

FORTUNAT BARBOS, director of publicity for Universal, has left New York for Barcelona, Spain.

BILL REELLY, of "The American Weekly," has returned to New York from the Coast.

DAVID TOMLINSON, British actor, will arrive in New York today from London via B.O.C. Monaco.

WILLIAM E. ZOLLNER, in charge of M-G-M shorts and newsreel sales, is in Oklahoma City from here.

EDWARD LECHEAM, president of Lorraine Carbons, will return to New York from Madrid.

GRACE KELLY will arrive here from the Coast tomorrow.

Beauty Contest Tieup Is Promoting 'Guitar'

A beauty-contest tieup between Brandt's Mayfair Theatre here and the five R. H. Macy department stores has been launched as a promotional feature of Republic Pictures' "Johnny Guitar," starring Joan Crawford. The winner will be Joan and the evening will be a trip to Hollywood and a screen test at Republic.

Rosoff in Parking Tieup With Theatre

Cars will be parked free for Fred Waller, inventor of Cinemar, who died last Tuesday, will be held on Thursday in the Old First Presbyterian Church, Huntington, L. I., where Waller resided.

A Fred Waller Memorial Fund has been established in Huntington, headed by H. L. Tuttle, president of the Bank of Huntington.

Films' Future Is Assured, Johnston Tells Omaha C. of C.

OMAHA, May 24.—The vitality of the motion picture in developing new techniques and its role as a cultural as well as a business force, assures it a definite future, Eric Johnston, president of the Motion Picture Association of America, said in an address before the Omaha Chamber of Commerce tonight.

The industry already plays an important role in the production of film for television; it uses TV to tell home audiences about its new films; it is pioneering in the development of theatre television. The future of the industry will be a key factor in pay-by-the-show television in the future, Johnston said.

"In our industry we do not view with alarm the popularity of television," he said. "To the contrary, television has broadened the horizons of moviemakers and presented it with exciting potentials, opportunities and markets for film products. Television and the movie industry are simply becoming complementary media."

Johnston re-stated the industry's research into new techniques and its system of self-regulation, as exemplified by the industry's Production Code. "It is the time," he said, "to uphold the basic concept that without entertainment the best is entertainment."

Johnston said. He informed his listeners of the industry's pionering into the picture industry, its global operations as well as its significance to the Main Streets of America.

To Show 'Stormy' With Keller Film

"Stormy, the Thornhill-bred," Walt Disney's Technicolor production about a colt with an inferiority complex, has been booked by the Guild Theatre on the program for the featuring of "The Unconquered," the new film story about and with Helen Keller.

Photographed in the Blue Grass country of Kentucky and on a ranch in California, the "Thornhill-bred" was produced and directed by Larry Lansburgh.

The Guild Theatre program will be a Wednesday evening show. The exact date will be announced shortly.

The Miami Story

Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture Televison Almanac from 1957 is 6th edition; Editor, Richard E. Jones, 152 East 46th Street, New York 17, New York; Motion Picture Daily, Editor, Edward J. Sweeney; Published by Motion Picture Daily Inc., 1269 Broadway, New York 20, N. Y.; Official Journal of the Motionpicture Industry; Published twice weekly; Entered as second-class matter on March 6, 1927, at the post office at New York, N. Y., under the act of March 3, 1879; Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Six More Para. Films
To Canada This Year
From Sept. to Dec.

TORONTO, May 24.—In a policy revision which represents a departure from its previous releasing method for Canada, Paramount Pictures has announced that it will release five top features between September and the end of December, and, additionally, will present a special release of "The Christmas" as a special release. The announcement was made by Gordon Litchfield, who is the general manager, during the three-day annual Canadian sales meeting of the company held at the King Edward Hotel here.

Included in the new list of product are: "Rear Window," with color in Technicolor, an Alfred Hitchcock production starring James Stewart, Grace Kelly, Thelma Ritter and Wendell Corey; "The Bridges of Toko-Ri," with color in Technicolor, a Perlgren-Scoto production starring William Holden, Grace Kelly, Fredric March, filmed in Italy (Based on Homer's Odyssey) is "These Are My People," with color in Technicolor, starring Kirk Douglas, Silvana Mangano and Anthony Quinn. Also made in Italy, "Manolo," starring Miss Mangano, Shelley Winters and Vittorio Gassman.

20,063 'Noon' Dates

As of May 15, United Artists' "High Noon" has played 20,063 engagements, the company announced at the weekend. The Stanley Kramer produced film, starring Gary Cooper and Barbara Stanwyck, has been released for the summer by UA, was released in May, 1952.

Para. Acquires 'Elms'

Paramount Pictures has acquired the film rights to "Desire Under the Elms," one of the greatest plays of the late Eugene O'Neill.
PARAMOUNT’S
JULY FIREWORKS!

It’s headed to beat every Martin & Lewis gross to date—because it’s their first show based on a smash musical straight from the Broadway stage. A barrage of big production, blazing color, hit songs, gags and fun fired by your top boxoffice stars teamed with scintillating Janet Leigh and sizzle-lating Sheree North.

SONGS
That’s What I Like • Champagne and Wedding Cake • Money Burns A Hole In My Pocket Ev’ry Street • A Boulevard In Old New York • You Are The Bravest • How Do You Speak To An Angel • You’re Gonna Dance With Me Baby.

Co-starring
JANET LEIGH
Edward Arnold
with
FRED CLARK • SHEREE NORTH

Produced by PAUL JONES • NORMAN TAUROG
Directed by
Screenplay by
JACK ROSE & MELVILLE SHAVELSON

From the Musical Comedy HAZEL FLAGG
Book by Ben Hecht • Music by Jule Styne • Lyrics by Bob Hilliard
Based on a Story by James Street

WHEN SHEREE SHAKESTHE WHOLE TOWN QUAKES!
Anatomically speaking, boys, the gal’s atomic. Stand back while she dances because she hits with a high voltage shock. First time on the screen—for the sensational personality who stopped the show in “Hazel Flagg” and made it the outstanding sell-out it was!
Exhibitors Win Time to Fight Tax

(Continued from page 1)
a formal request for open hearings on the proposed city tax. Coyne said the mayor indicated such meetings could be held before the City Council, the Board of Estimate, or the mayor.
The development eliminates the earlier prospect that the tax would be "railed through" the City Council today without even a fair opportunity for the industry representatives to present their case. This morning the Board of Estimate will meet at 10:30, and the City Council will hold a session at 1 p.m. and a delegation will stand by and during the morning session of the Board of Estimate to await developments.

Yesterday the City Council met for two hours, with Mayor Wagner and Deputy Mayor Epstein behind closed doors. Among those meeting with the city officials were Harry Brandt, president of the Independent Theatre Owners Association; Nicholas M. Schenck, president of Loew's; Emanuel Fristch, president of the Metropolitan Motion Picture Theatre Association; J. R. Vogel, vice-president of Loew's; Samuel Rosen, executive vice-president of Stanley-Warner; Sol A. Schwartz, president of RKO Theatres; Leonard Goldenson, president of American Broadcast-Paramount Theatres; Jerome Chilen, president of Local 34, Cleaners and Porters, AFL; Herman Gelber, president of Local 369, Projectionists Union, AFL; Tom Murtha, chairman of the Tenth District, theatrical locals of New York State, Local 4, IATSE; John McDowell, secretary, Local 1, IATSE; and Coyne.

Among the arguments against the tax presented to the mayor by committee spokesmen were:

[1] The estimate that the five per cent amusement tax would produce $100,000 is erroneous so far as motion picture theatres are concerned. Based on actual box-office figures, the tax would produce not more than $40,000 from films, and probably only $30,000 if attendance is harmed as much as anticipated, it was contended.

[2] A list of 144 theatres closed in the Metropolitan area since 1930 was presented. The loss of jobs by theatre workers, the adverse effect on neighboring real estate and stores was underscored.

[3] The motion picture industry was one of two industries which the U. S. government found most in need of tax relief. Government statistics convinced the President, the Congress and the Treasury Department that the film industry had to have tax relief. The industry was given consideration beyond any other industry. "Now New York City Hall is closing its eyes to the distress of one of the city's most important industries," the statement read.

[4] This threatening tax blow comes just at a time when the struggling theatres are still working their way out of 10-year-doldrums, that competition and the Federal tax. The recent reduction of the Federal tax has not yet had a chance to make the theatres' distresses. It will take a long time to wipe out past losses. The city tax will close many theatres at a time when the city is in need.

[5] New York is the hub of the film business. The national home offices and film exchanges, employing thousands of people, local thesaurus will be affected, as well as the theatres.

[6] The New York City theatres compete with the largest tax-paying groups in the city; they already pay all general taxes, plus a number of special taxes and licenses aimed at this business.

[7] It has always been the policy of the film groups never to oppose any general tax which applies to all business interests of the city. They are bitterly being singled out for a discriminatory tax which will drive away the taxpayers.

A development in the case included a proposal from Local 802 of the American Federation of Musicians, AFL, that the tax be lifted and the present free admissions to radio and television shows, instead of establishing a tax.

Al Manuti, president of 802, said 3,000,000 persons annually take in radio and TV shows and "this has harmed the amusement industry." The city "has not searched enough" for sources of new revenue but has been "too lazy" in proposing the film tax, he added. Rates proposed by the union for radio or TV shows were 25 cents for a half-hour program and 50 cents for an hour show.

Industry Reaction Rapid

The overnight mobilization of the opposition to the tax has set a precedent in the history of the motion picture theatre and the consumers of the emergency committee emphasized. If New York City leaders succeed in killing off the threatened tax, the victory should furnish a fine example to other exhibitors throughout the nation and should serve as a warning to city governments that the industry cannot take another taxation drive down, the committee statement said.

Within three hours after the tax storm broke, a surprise in view of previous assurances that no such tax would be considered, committees were at work. The committee that visited Mayor Wagner yesterday was the most impressive ever assembled by the industry, spokesmen said. In the meantime, thousands of telegrams, telephones, letters and wires from theatre owners and workers are pouring into the Mayor's office.

"Our Hands Are So Aroused"

Oscar A. Dooh, chairman of the executive committee of the Metropolitan Motion Picture Theatre Association, said the field had never been "so aroused." He announced that Albert Sindlinger, noted market analyst whose research was instrumental in the recent reduction of the Federal excise tax, has been retained to compile statistics to determine just what revenues could be realized per cent city tax. Sindlinger also will study the profit situation here to determine the number of local theatres currently losing money.

Trust Edict Ok'd

Denver Appeal Turned Down By High Court

WASHINGTON, May 24.—The Supreme Court today refused to over- rule the city council of Denver in an anti-trust action brought against major distributors by Cinema Amuse- ment, Inc., owners of the Broadway theatre in Denver.

In so doing, the high court turned down a bid by distributors for a rul- ing that the consent decree in the Paramount case should be admitted as evidence in private anti-trust suits against them.

Cinema's suit charged a conspiracy to deprive it of first-run films, and a District Court awarded it $300,000 damages. This decision was upheld by the Tenth Circuit Court of Appeals. And Loew's, 20th Century-Fox and RKO appealed to the Supreme Court.

The Supreme Court today, however, in a decision which would not take the appeal, in effect upholding the lower court decision.

In the appeal, Loew's and Fox argued that the District Court and Circuit Court had been wrong in permitting use of the Paramount consent decrees in the Denver case. They said a Supreme Court ruling that the Paramount decrees were not admissible as evidence in private anti-trust suits would bring an end to many "unjust" exhibitor suits now pending in lower courts.

However, Cinema Amusements an- nounced that the evidence it had pro- duced was sufficient to sustain a ver- dict against the distributors even without reference to the Paramount decree.

The Justices gave no reason today for their decision not to grant the appeal, merely noting that a decision in a long list of orders handed down this afternoon. The decision not to hear the Denver case clears the Supreme Court docket for the time being of all film cases.

3-D Device

(Continued from page 1)

intends trying to interest film inter- ests in the device. Failing in that, he will offer it to television interests, he said. Evans declared the use of the device would save Hollywood over $1,000,000 a year.

"Long Wait" to Criterion

The Criterion Theatre has been se- lected as the site for the New York premiere of "The Long Wait," the Parklaine production starring Anthony Quinn and Charles Coburn.

GREATEST NEWS YET IN THEATRE SOUND!

PERSPECTA STEREOPHONIC SOUND

Multi-directional sound on a standard optical track

This is it! The simple, permanent sound system that solves all the exhibitor's stereophonic sound problems—and it's fully compatible with conventional sound systems. Projection procedures remain the same, too.

Exhibitors with stereophonic sound can switch to Perspecta Stereophonic Sound by installing only an integrator unit, designed, engineered by Fairchild. Equipped for conventional sound need only have additional power amplifiers, loudspeakers and a multiple gang fader.

REMEMBER! MGM, Paramount and Warner Bros. are now filming all productions with this new technique.
Walsh, Brewer

(Continued from page 1)

to deal effectively with certain problems of the Alliance, which he outlined as organization, television, support of exchange workers and contracts for traveling standhogs. Brewer also stated that he resigned his post in Hollywood last year because Walsh failed to support "a sound program for dealing with the Hollywood situation."

Walsh in Rebuttal

Walsh defended his administration, stating if local unions were dissatisfied, he is unaware of it as they had failed to organize opposition. He criticized Brewer for a report Brewer presented to the I.A. executive board in Las Vegas in March, 1955, outlining Brewer's recommendations dealing with Hollywood problems, and also for the manner in which Brewer handled his resignation from the Hollywood I.A. post.

Brewer is in the third week of a cross-country tour in which he is trying to ascertain the feelings of those which the "draft-Brewer" sentiment, first manifested in the West, prevails.

Jury Favor's Theatre

(Continued from page 1)

would not sell it exclusive first-run product or day and date with downtown theatres or moviers. The complaint also charged that Intermountain Theatres, Inc., a subsidiary of Paramount Pictures to prevent the Villa from playing big films. The Villa is a four-year-old de luxe theatre located about seven miles from downtown Salt Lake. Village Theatre sought $250,000 treble damages.

Jury Got Case Wednesday

Arguments in the case took 10 days before it went to the jury last Wednesday at noon. The jury was out Thurs-
day; all day, returning Friday morning and reported they were hopelessly deadlocked. Judge Ritter asked them to deliberate longer. The jury were charged over the week-end and returned their verdict at noon today.

David K. Edwards is vice-president and general manager of Lawrence Theatres.

Ray M. Hendry, vice-president and general manager of Intermountain, said the case would be appealed.

Compo

(Continued from page 1)

del, Harry Goldberg, Oscar Doob, Jerry Piekman and Kenneth Clark. It is also expected that one or more of the three members of the COMPO governing committee, Sam Pinanski, Wilbur Snapper and Al Lichtman, will be present. Coyle and Charles E. McCarthy, COMPO information director, also are expected at the convention. The full committee will choose its own chairman.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS

RADIO STATIONS

50 N. 5th St., N. Y.

EL 5-6045

Specialists in Motion Picture Industry

MOTION PICTURE DAILY

Television--Radio

with Pinky Herman

HOLLYWOOD's Charlie Ruggles, who's been "dabbling" a bit in TV lately, will star regularly in a situation-comedy TV series, "The World of Mr. Sweaney," which formerly was a once-a-week feature on the Kate Smith Show. Supervised by Sam Schiff and sponsored by British Standen, the new program will summer-replace "Eddie Fisher's Coke Time" (Wed. & Fri) and "Dinah Shore Show" (Tues. & Thurs.) over the NBC Network."

Singing star of Coke Porter's "Can-Can," Peter Cookson, will do an "off-off-Broadway" June 5 to fulfill a TV engagement. With his pizzazz and a cincture of charm, Cookson will have his own TV series in the fall. . . . Paul Whiteman's new hour-long musical "On the Boardwalk," which will originate from Atlantic City's Steel Pier, premieres Monday (8:00-9:00 P.M.) over ABC-TV. Produced by Whiteman, the talent-hunt will be directed by Art Stober, with Bernie Lowe musical director. Jack Mindy Carson, Evelyn Aye (Miss America, 1954) and Dudley Wilkenson, of MGM, will judge the first batch of talent.

The lavish and colorful sets being assembled by Guy Lombardo for his forthcoming production of "Arabian Knights," by Carmen Lombardo and John Jacob Loeb, which will premiere June 25th at Jones Beach, may well earn the orb pilot sobriquet, "modern Flo Ziegfeld.

Hollywood personalities, including Teresa Wright, Larry Parks, Shelley Winters, Peter Lawford, Will Rogers Jr., Jda Lupino, Jack Lemmon and others, have been signed to star in a new series of 13 half-hour programs, "Top Plays of 1954," which, NBC announcing Tuesday, June 1, will summer replace "A Round Circle Theatre." Helena Curtis Industries will sponsor the series, . . . Franklin Farrell, columnist on the N. Y. "World-Telegram," and ence of the new "Lunt-Levant at the Shubert," a daily (1:00 P.M.) program of WABC-TV's, will host the series.

Guy Lombardo

celebrities, is the possessor of an easygoing manner aided by bea-
coup savvy on world and local news which make this a breezy, informal and easy-to-listen-to show. . . . Les Paul and Mary Ford will make their final guest appearance June 5 on the Garry Moore, "Ferry Come" TV shows today and the family's "Ferry Come" TV shows, respectively, until after the arrival of Sir Stork expected early in October.

Guy Lombardo

The travelingest (ah there, Mr. Webster) radio-TV figure in America, Harry Wismer, flew to California Friday where he addressed several national Time dealers, thence back to N. Y. in time to launch his new ABC-TV series for the Hearted Racing Association, Sunday, 4;30 P.M. over ABC. With his regular Hearst Metrotone News radio casts (transmitted in 55 cities), his daily radio show, "Wonderful City," beamed via Mutual across 580 stations, and his special sportscasts. Harry's surname would easily be spelled W-H-I-Z-

mer. . . . Tanned as a berry, Chic Siegel, director of activities at Al Prusoff's Glenmore, in Chester, N. Y., enthusiastically reminding a group of pale-faces in front of Lindy's about Glenmore's scenic and rec-

tritional wonders (plug Ellis, Saguaro's local KCOP (Hollywood) series, "Debut," which features budding artists, has caught the eyes and ears of the public and is a cinch to go network real soon.

Harry Wismer

Dr. Frances Horwich, the gracious and most beloved school warm (Miss Frances) of the NBCChildren's "Valued series, "Ding Dong School," responsible for the establishment by the Teacher's College of Columbia U., of an annual $2,000 Frances Horwich Graduate Fel-

lo-ship, will receive a Doctor of Pedagogy degree at Bowling Green State U., June 4, and on June 12, 1954, will be awarded Northwestern U.'s "Merit Award." One Mr. Horwich for having brought such honor, dignity and scholastic achievement to television. . . . A new telefilm series, "This Is Baseball," sanctioned by Com-

missioner Ford Frick, is currently being shot at the Emerson Yorke studios in Gotham with Ted Husing the commentator. The Pearson Ad agency has exclusive sales rights to the 52 subjects.

Optical Device to Be Shown at NTFC Meet

In N. Y. Thursday

The Howell-Rogin eudomous optical device which is said to produce animated effects from film stills and are cells for live television or filmed animation, will be demonstrated at the National Television Film Council luncheon meeting at the Warwick Hotel on Thursday, Mel Gold, NTFC presi-

dent, announced.

The device is considered by its in-

ventors to contribute materially to the production of lower cost film ani-

mations.

RCA Showing Stereo

in Dayton Drive-in

A two-day series of CinemaScope exhibitions for the trade and press representatives is in progress at the Belmont Auto Theatre, Dayton, where RCA stereo sound equipment has been installed.

The showings, the first of which was held yesterday, are being spon-

sored by the Mid-Ohio Theatre Supply Co. of Cincinnati, and designed to point up the values of RCA's two-

speaker stereophonic sound system for outdoor theatres.

Another demonstration will be held today with the attraction 20th-

Century-Fox's "Beneath the 12-Mile Reef." Size of the screen is 38 x 96 feet.

Earlier this month, exhibitors from all parts of Ohio attended showings of "The Robe" with stereophonic sound at Belmont Auto Theatre.

Every week-day is

walt FRAMER

"Top-ranking" day!

STRIKE IT RICH

THE BIG PAYOFF

walt FRAMER

PRODUCTIONS

* "AMERICA'S LEADING INDEPENDENT TV PRODUCER"

1150 AVENUE OF THE AMERICANS,
New York 36, N. Y. • OXFORD 7-3322
President RKO Theatres, says:

"THE CAINE MUTINY is the answer to a theatre man's dream."

THE CAINE MUTINY

STARRING

Humphrey Bogart • Jose Ferrer
Van Johnson • Fred MacMurray

and Introducing

ROBERT FRANCIS • MAY WYNN

COLOR BY TECHNICOLOR

Screen Play by STANLEY ROBERTS • Based upon the Pulitzer prize winning novel by HERMAN WOUK
Directed by EDWARD DMYTRYK • A COLUMBIA PICTURE • A STANLEY KRAMER PROD.
MOTION PICTURE DAILY

VOL. 75. NO. 101
NEW YORK, U.S.A., WEDNESDAY, MAY 26, 1954
TEN CENTS

Public Hearing June 1

N. Y. C. Exhibitors Rushing Tax Opposition Campaign

New York City’s Board of Estimate yesterday approved the proposed five per cent municipal tax on admissions and referred it to the Finance Committee, which will hold a public hearing on the proposal at City Hall next Tuesday. No action will be taken by the City Council on the tax until sometime after the public hearing.

Thus, the metropolitan theatre and other entertainment organizations gain at least a week in which to rally and express opposition to the proposed measure.

The opposition planned by the emergency committee will get under way immediately in the form of paid advertisements in daily newspapers setting forth the damaging aspects of the tax and enlisting public support in opposing it; in its streets and trailer shows which will be shown on the screens of every theatre in the city and will constitute one of the most complete testimonials of the screen in its own cause in a community in the history of the industry, and in public demonstrations by unions, guilds and others likely to be adversely affected by the tax.

The first of such rallies will (Continued on page 6)

Progress Reported

DEBATE RENTALS IN ARBITRATION

But Both Sides Agree On Unrestricted Number Of Pre-released Films

By LESTER DINOFF

The issue of film rentals as an arbitrable subject cropped up here yesterday as industry representatives entered their second day of discussions designed to formulate a workable plan for an industry arbitration system. A heated debate was touched off when A. Montague, vice-president and general sales manager of Columbia Pictures, asserted that exhibition “directly or indirectly” will have the rentals point included as an item on the agenda of the sessions.

Representatives of exhibitor organizations, the Motion Picture Association of America and the general sales managers committee of the MPAA entered the understanding that film rentals were not to be included.

Montague, taking the floor during the last minutes of yesterday’s sessions, which were interrupted by a recess to allow two exhibitors to attend the New York City admission tax hearing, stated that Southern California Theatre Owners’ Association’s representative Harry C. Arthur, Jr., would object, before the meetings are concluded, the touchy subject of film rentals.

Max A. Cohen, Independent Theatre Owners’ Association, (Continued on page 4)

‘The High and the Mighty’

[Wayne Fellows—Warner Bros.]
(CinemaScope)

HERE is something different in entertainment which for that reason, and because it is expertly put together and richly endowed with production values, is sure to garner a swelling chorus of favorable word-of-mouth which will place it high on the want-to-see list of every theatre patron. It is a virtual cinch to be among the top box office entries of the year.

“The High and the Mighty,” as the millions already familiar with the Ernest K. Gann best-selling novel are aware, is a “Grand Hotel” type of story which etches the individual dramas presented by the passengers aboard an air liner which is imperiled by mechanical failures en route from Hawaii to San Francisco. William A. Wellman has directed with such deftness as not only to show the effects of impending doom on the characters of such a varied lot as might be found among the passengers and crew aboard an air liner but also to make of the threatened flight a completely believable and personal experience frangth (Continued on page 4)

Expanding Program

Set Huston-AA Deal; Wyler, Wilder Contracts Pending

A deal whereby John Huston will become a producer-director-writer with Allied Artists has been signed and contracts calling for the services of Billy Wilder on the same basis are being drawn, Steve Broidy, Allied Artists president, announced yesterday. At the same time, Broidy said that negotiations between his company and director William Wyler were expected to be completed shortly. The Huston and Wyler are Academy Award winners. Huston’s pact involves a minimum of three pictures on an exclusive arrangement.

First Huston production to launch the new association will be Rudyard (Continued on page 4)

N. J. Exhibitors Hail Showings Of New Lenses

New Jersey Allied’s “comparative” demonstration of anamorphic lenses at the Mayfair Theatre, Hillside, N. J., yesterday, was “revealing” and “informative” according to exhibitors who attended. Approximately 70 theatre men from all parts of the state saw four different makes of lenses put into operation, using clips from Warner Brothers’ “The Command” as the guide.

Expressions of opinion following the showings pointed to a need for similar demonstrations in all parts of the state. (Continued on page 2)

Challenge US Right To Sue in Schine Consent Decree Case

BUFFALO, May 25—The right of the government to institute civil contempt of court proceedings in cases where it has suffered no direct loss came under attack in Federal Court here today as a hearing on motions involving Schine Chain Theatres, Inc., its officers and affiliated corporations began before District Court Judge John Knight.

The Schine chain, its officers, J. Meyer Schine, John A. May and Louis W. Schine; three other individuals and eight other corporations have (Continued on page 6)
Motion Picture Daily, Wednesday, May 26, 1954

**Personal Mention**

ARTHUR SYDNEY ABELES—managing director of Warner Brothers Pictures, Ltd., London, will sail May 26 for Canada and the United States to be on hand tomorrow to open the “Queen Mary.”

HARRY F. SHAW, division manager for Loev’s Poli-New England Theatres, and Mrs. Shaw will return to Connecticut early in June from San Francisco.

Jules Lazarus, Warner Brothers Eastern District division manager, is in Boston from New York.

JACOB H. KARP, executive assistant to Y. Frank Freeman, Paramount Pictures studio vice-president, has returned here from Europe and Israel.

LIVIO DOTTOR, manager of the State Theatre, Jewett City, Conn., has been named manager of the new Plainville (Conn.) Drive-in.

E. K. “Ted” O’Shea, Paramount Pictures distribution vice-president, has returned from Salt Lake City and Denver.

LOUIS ASTOR, Columbia Pictures sales executive, is in Los Angeles from New York.

F. T. DANA, Universal Pictures Eastern sales manager, will return here today from Glensville, N. Y.

ROSS HUNTER, producer, will arrive here today from London via B.O.A.C. Monarch.

AVA GARDNER will arrive in New York today from Europe and will leave here tonight for Hollywood.

C. ROBERT FINE, president of Perpecta Sound, Inc., has left New York for the Coast.

F. K. DAKLY has been named assistant manager of the E. M. Loew’s Theatre, Hartford.

**Bank Elects Balaban**

Barney Balaban, president of Paramount Pictures, has been elected a director of Manufacturers Trust Co., which he recently joined as Horace C. Flanigan, president.

**'Robe' in 1-Track Sound on June 19**

Prints of 20th Century-Fox’s first CinemaScope production, “The Robe,” will be available for exhibition with single magnetic and single optical track sound on June 19, Al Lichtman, director of distribution, stated here yesterday. “There has been much interest expressed in full magnetic sound since the release and little interest by exhibitors in optical sound,” he said.

**New Lens Modifiers, Anamorphic Print Shown by Tushinsky**

HOLLYWOOD, May 25.—A new all-purpose anamorphic print and new kit of modifiers for projection lenses were announced by the camera co-inventor, Joseph Tushinsky, at a trade demonstration this morning for exhibitors and technical executives involved in stereo television and audio techniques. Tushinsky also disclosed for the first time that tests have been successfully concluded at Bell Telephone laboratories that CinemaScope’s three constituent prints can be transferred satisfactorily by the Superscope system to a single 35mm form that could be used for both projectors and projectors. These developments have transpired subsequent to the new exhibition demonstration in New York, previously reported in Motion Picture Daily.

Refers to N.Y. Showing

At the demonstration Tushinsky said in part, “When Superscope was shown to New York exhibitors, they brought up the difficulty of securing anamorphic prints in various ratios, realizing as this was, inherent to the variable system, Superscope set about to develop an all-purpose anamorphic print which would be shown through Superscope projection lens at any ratio between 1.66:1 to 2:1 without destroying the original composition, utilizing the existing projection lenses. With this print, the exhibitor never uses an aperture less in height than the original frame. Now, with the new wide screen also added another problem,” he continued. “With every different size aperture, the equipment needs another development for the benefit of exhibitors—Superscope projection lens modifiers. With this kit in his possession, the exhibitor can modify one prime lens into several focal lengths without loss of quality or light—feel this can open the way to standardization.”

**Silver Lode** Used

The all-purpose print and lens modifiers were demonstrated with scenes from Fox’s “Silver Lode.”

Tushinsky told Motion Picture Daily that several weeks of tests conducted with CinemaScope footage supplied that convinced him in results gratifying to both parties, and that a meeting would be held shortly with CinemaScope executives to decide whether and to what extent Superscope systems will be used by CinemaScope. Asked directly whether the Superscope procedure reproduced the CinemaScope screen result without seams, Tushinsky said, no, but that it minimized them, and that it does eliminate jiggles.

**Luraschi Elected**

HOLLYWOOD, May 24.—Luigi Luraschi, head of Paramount’s studio public relations department, has been elected chairman of the international committee of the Association of Motion Picture Studios, succeeding William Gordon.

**Pitt, Still Hit By Transit Strike**

PITTSBURGH, May 25.—The transit strike of 2,700 trolley and bus operators of the Pittsburgh Railways Co. continued in its fifth week yesterday, with simple business in the downtown theatres, with no sign of the strike ending. In most cases, business was down at least 40 per cent. The three local dailies are trying to help by contributing gratis promotional ads urging patrons to come downtown.

**New Lenses**

(Continued from page 1)

the country, inasmuch as both the demonstration and answer forum which followed gave exhibitors an op ortunity at the many of the confusing technical issues clarified.

Developed on a comparative basis were the Tushinsky and Gottschalk Super Panatar prism anamorphic and Bensch & Lomb’s and Walter Futter’s Golden Scope optical Anamorphic lens. Each was given the same treatment in presentation.

Arranging in order of appearance were National Theatre Supply, Anamass Supply and Joe Hornstein, Inc. Irving Doffinger served as chairman of the event, sponsored by Willbur Stoop on behalf of the New Jersey Allied unit. George Hornstein set up the equipment.

**Operation Manhunt** Title for UA Film

“Operation Manhunt” is the final title for the forthcoming United Artists release formerly called “Igor the Spy,” filming of which was completed weeks ago by an all-canadian company in Canada where the story is set.

The feature-length picture is based on the experience of ex-swedish military clerk Igor Gouzenko when he went into hiding nine years ago under Canadian government protection after giving information about an international atomic ring.

**'Dork' Bows June 16**

“Johnny Dark,” Universal-International’s color by Technicolor production with a sports car racing background and starring Tony Curtis, Piper Laurie and Don Taylor, will be exhibited in an op ortunity in Canada where the story is set.

The feature-length picture is based on the experience of ex-swedish military clerk Igor Gouzenko when he went into hiding nine years ago under Canadian government protection after giving information about an international atomic ring.

**Dial 'M' Held Over**

PHILADELPHIA, May 25.—Following a big first week, Warner Bros.’ “Dial M For Murder,” released with Ray Milland, Grace Kelly and Robert Cummings, holds for a second week in its world premiere engagement at the Ritz Theatre here beginning tomorrow.

Gottschalk Reveals Installation Plans of New Printing System

HOLLYWOOD, May 25.—Robert Gottschalk, president of Panavision, Inc., today announced that the Technicolor company’s new Panavision Camera System, which is under development at the Technicolor company’s Micro Panavision Printing System, and that this anamorphic optical system, first installed at the Technicolor company’s facility here, will be installed shortly in two other major studios. The Technicolor installation followed tests of another Gottschalk equipment on loan, Gottschalk said.

Gottschalk said, regarding the new Panavision Printing System, “Panavision will supply the installation and its auxiliary equipment and its function at this time because production and quality have reached a sufficiently high level of both the MPPS and Super Panatar projection system.” The latter was brought on stream last month. MPPS is to be used in conjunction with existing standard optical printers for purpose of anamorphic reproduction of wide-screen formats to film not photographed at a wide-screen ratio and, conversely, reducing wide-screen formats to standard ratio without exposure at the Cinemascope ratio or greater.

**Has Delivered 316 Pairs**

“In conjunction with the manufacture of MPPS, said Gottschalk, Panavision is installing a Super Panatar projection system for theatres. So far we have delivered 316 pairs of Super Panatar 35mm projection systems to theatres and we will have 2,000 pairs on order.”

Projector lenses, obtainable from Radiant Screen Corp., and its outlet, cost $895 per pair.

MPPS is Gottschalk’s second installation, to be followed by the Super Panatar projection system having preceded it, and a third will be announced next month. That will be the Apa-Panatar Taking System, round out the Gottschalk lens trilogy, taking in the whole photographic side of the industry.

**Fred Schaefer Dead; Edited Press Books**

Funeral services were held inNorwalk, Conn., on Monday for Fred Schaefer, who was press book editor for 20 years and publicist for 40 years prior to his resignation in 1952. Schaefer died in Norwalk Hospital last Friday after a lengthy illness. He was 85 years old. Before joining RKO Radio he was with United Artists. He entered the industry with Vitagraph in 1917 and also was with the old General Film Co.

**$50,000 Fire Hazes Oklahoma House**

OKLAHOMA CITY, May 25.—The Frontier Theatre burned down yesterday, with damages estimated at $50,000. Cause of the fire was not known. The blaze began 30 minutes after the theatre had been closed. The firemen were called shortly after the start of the blaze. The building was a total loss.

The front, a suburban theatre that is engaged in art films, had a $10,000 fire a few months ago.
"I'm usually silent, but I've gotta talk now. I watched M-G-M making 'VALLEY OF THE KINGS' over here and I haven't seen anything so exciting in thousands of years. They've really captured the mystery and majesty of this fabulous land of the Pharaohs."

The Box-Office Sings!

"VALLEY OF THE KINGS"

Flaming COLOR!

M-G-M's mighty production starring

ROBERT TAYLOR · ELEANOR PARKER

CARLOS THOMPSON

With

KURT KASZNAR · VICTOR JORY and SAMIA GAMAL

Written by ROBERT PIROSH and KARL TUNBERG

Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram

Photographed in EASTMAN COLOR

Print by TECHNICOLOR

Directed by ROBERT PIROSH

TRADE SHOWS

JUNE 18th
Spirited Debate on Arbitration

(Continued from page 1)

Arbitration Owners Association representative, with a heart, declared: "There shall be no limit to the number of pre-release films, but in doing so, the exhibitor makes himself subject to the provisions of arbitration." Much of the time yesterday was taken up by various interpretations of MPPA president Eric Johnston's instructions to the exhibitor organizations to attend the discussions. Arthur, president of SCTOA, interpreted the Johnston letter as an invitation to "improve" and "expensive method of arbitration of disputes." There is nothing in the letter which permits the arbitrators to decide "any or any" disputes, Arthur said.

Joe Koechle, general counsel for Paramount Pictures, took issue with the SCTOA representative over the interpretation and offered his own. He said there was an express mandate of the court to award public the SCTOA demands for arbitration prior to the meetings.

"There are two reasons why I am speaking, so strongly at these sessions," he said. "I am correcting false impressions of fact and I am trying to do everything I can to further my position in this discussion," Koechle stated.

Exhibition's stand on local arbitration tribunal's makeup was altered unaffectedly to a "two-way" arrangement, and Mr. Lichtman, with the same appeal rights. However, Mr. Lichtman, speaker for distribution, felt that the salaried managers and distribution can not alter its position in these discussions.

"Nothing will come of this unless there is a down-to-earth desire to arbitrate any and all disputes in the process of orderly distribution of films," Arthur said.

Levy Opposes Arthur

"Under a system of self-regulation is forthcoming from these meetings, the SCTOA will ask for aid from outside the industry," Arthur said. "Levy said that TOA is willing to go into the meetings as long as possible and doesn't subscribe to the SCTOA stand for arbitration.

Prior to the opening of the day's sessions, both exhibition and distribution held closed meetings. It was revealed by the executives that details of the meetings are not subject to arbitration, Mr. Lichtman, SCTOA representative, stated that distribution could change clearance at any time and there was no set pattern for them. He also proposed that distribution take the attitude that it is better to deal with the industry by providing better pictures.

Lichtman responded: "Give us a chance to do business, to have unity, let's trust each other and in that spirit accept the distribution proposals."

Pre-Releases Discussed

There was much discussion by both sides concerning pre-releases, Mr. Lichtman advocated a clear-cut pre-release and questioned M-G-M on advertising the re-issue of "Gone with the Wind," which he termed a "joke.

Arthur stressed that a "start from scratch" method of setting up arbitration boards should be made. Ray Weisman, president and attorney for the board, stated: "We cannot commit ourselves to any machinery which will arise in future arbitration on questions of different situations which will be satisfactory to both sides.

S. Fabian, member of the TOA committee, suggested that if there is something on exhibitor thinks should be arbitrated, then, he said, "Let's arbitrate.

National Appeal Board Asked

Another topic of discussion was the setting up of local arbitration tribunals and a national appeal board. Arthur asked that new challenges which are posed by new film production methods and distribution systems be eligible for arbitration. Distribution was not allowed to get away with more pictures or items, but the problems but allowed that any subject not covered at the discussions should be considered arbitrable in the future.

Lichtman proposed that a continuing point be taken to take up all future matters for arbitration which are not now included. The committee handle and participate in arbitration of future exhibitor-distributor disputes as they arise, Lichtman suggested.
Pathé now offers
Full Pathécolor Facilities in England!

Pathécolor Processing and Printing

Now Pathé accepts all phases of color film processing and printing in three strategically located spots—Hollywood, New York and London. In all three laboratories, Speed, Quality and Service is a guiding rule.

Pathé has America's most modern color developing and printing facilities.

Negative reports in 24 hours, dailies in 48 hours. For top quality and lower production costs, specify Pathécolor processing and printing wherever your pictures are being produced.

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For the past 40 years Pathé has steadily been building a reputation for the phenomenal speed and quality of their negative processing and printing. From all over the world have come enthusiastic letters of commendation from producers of all types of motion pictures. Every job—large or small—is given the same careful attention. Expert consultant service available to all producers.

A NEW QUALITY STANDARD FOR THE INDUSTRY

Pathé Laboratories, Inc., is a subsidiary of CHESAPEAKE INDUSTRIES, INC.

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Pathé LABORATORIES - HOLLYWOOD 6823 Santa Monica Blvd., Hollywood 9-3761
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GREAT MOTION PICTURES ARE PROCESSED BY Pathé.
**Schine Case**

(Continued from page 1)

been named by the Department of Justice as civil and criminal contempt show cause orders charging them with alleged failure to comply with the 1940 anti-trust consent decree issued by Judge Knight. The decree ordered the Schine chain to divest itself of 38 theatres and to make periodic films competing to theaters first run films. On order of Judge Knight the three corporation officers came into Federal court today to post surety bonds of $2,500 each, set by the court.

Attorney Frank G. Raiche, representing the Schine defendants, had asked Judge Knight to set a "nominal bond, not in excess of $500."

Reserve Dismissal Decision
Raiche noted that other defendants, Howard M. Antvill, Donald G. Schine and Buffalo Council President Elmer F. Lux, described as officers of subsidiary corporations, would post bonds after the court has ruled on motions to dismiss the charges against them. Decision was reserved on the motions to dismiss.

Raiche requesting dissatisfactorily, that the government cannot bring civil contempt proceedings in such cases.

Joseph E. McDowell of Washington, trial attorney for the Anti-Trust Division of the Department of Justice, contended that the government may bring civil contempt charges to "pool" compliance with the court's deck.

**MACO Leases 2 in St. Paul, Sioux Falls**

MINNEAPOLIS, May 25—Minnesota & Wisconsin has leased two of its theatres, one in St. Paul and the other in Sioux Falls, S. D.

The 640-seat Capitol in St. Paul has been leased to Martin Ledoflel of Minneapolis, who took over May 10 and closed the house temporarily for the installation of new projection screen and other equipment changes.

The Sioux Falls house involved is the 850-seat Orpheum, which has been leased to the Sioux-Minnesota Playhouse, which will use it for the 1954-1955 stock season.

**'Canyon' in S.F. Today**

SAN FRANCISCO, May 25—“Black Horse Canyon,” Universal-International’s adventure film starring Joel McCrea and Mari Blanchard, will have its world premiere here tomorrow at the Golden Gate Theatre, launching a series of territorial openings with the use of “Black Flame,” the trained horse which appears in the film.

**Hawaiian Circuit Gets 11 Para. 1st Run**

HONOLULU, May 25—The Royal circuit here, which has been on a second-run policy, with the exception of Republic Pictures, will shift to first-run as a consequence of competitive bidding involving 11 Paramount Pictures, Paramount has awarded Royal first run on “Elephant Walk,” “Casablanca’s Big Night,” “Here Come the Girls,” “Monday Night,” “Forever Female,” “Money From Home,” “Red Garter,” “The Naked Jungle,” “Alaska Sea,” “Toreador,” “Cage Fever.”

These pictures will play day-date-first run in Honolulu at the King Theatre, downtown, and at 10 newspapers. In the heavily populated Kaimuki residential district, where the Palace. All top pictures will have a minimum of two weeks day-and-date and the King with Queens one week following at the Palace.

**Naturama in 3-D and Wide Screen Shown**

DAYTON, O., May 25—Naturama, which is said to combine wide screen and 3-D, was demonstrated here for industry representatives. The picture proportions were reported to be the same as those of CinemaScope. Of the images projected from a 35mm strip. Regular standard projection equipment was used with no change to the projector or the lens, but the installation of the Naturama superimposing attachment, which measures 11 by 10 inches and two inches thick, was necessary. This device, designed by Mrs. Jane E. Bernier, president of Synthetic Vision Corp., manufacturer of the device. A demonstration for exhibitors will be held here shortly, Mrs. Bernier said.

**Exhibitors Rush Tax Opposition Drive**

Tax Will Close 138 Theatres: Cohen

Max A. Cohen, president of Cinema Circuit and a representa- tive of Independent Theatre Owners Association, disclosed at the Hotel Astor indication on arbitration that if New York City imposes a five per cent tax on theatre tickets will close two of his theatres within the week.

It is expected that if the tax is imposed, 138 New York City theatres will have to close, he said.

Exhibitors’ opposition was officially organized.

Accepting the admissions tax proposal yesterday, the Board of Estimate abandoned a proposal made earlier for a payroll tax, of one-fourth of one per cent, one-half to be levied on the employer and one-half on the employee, which had been a possible alternative to the admission tax.

Details have not been made known by the city but it is believed the proposed measure, when drafted and introduced, will call for the five per cent tax. The city is now on lower admission. In other words, it is not expected to include an exemption of tickets below a certain price. As the new Federal tax does on tickets of 50 cents or under.

This morning’s meeting at the Astor will be followed by a campaign to fight the tax and the mobilization of 10,000 industry workers in a proposed march on City Hall Tuesday. Also, at the Astor, they will hear speakers.

Oscar Doob, chairman of the executive committee of the Metro- politan Theatre Owners Association, said the Randorf Circuit collected 11,000 anti-tax signatures from patrons attending the circuit’s theatres yesterday which will be sent to City Hall.

**Expect Overflow Attendance**

Doob said the meeting will overflow the Astor, which seats 2,004, and would probably “block traffic” in the vicinity. Howard H. Brandt, president Independent Theatre Owners of New York, and Eman-uel Fried, president of the Independent Theatre Owners Association, will act as co-chairmen of the rally.

**N.T. MagnaBuy**

(Continued from page 1)

per cent participation in the profits
of National. The conditions obtained by the Justice Department involve compulsory licensing of the Todd-AO process. The trusteeship of the common stock held by National and guarantees as to the booking of Todd-AO films without discrimination. These are the conditions:

Natrona has agreed to buy any such company stock it acquires under the warrant to dispose of each block of stock within five years of acquisition. Moreover, if National, in its capacity as Ma- na has ever exceed six per cent of the outstanding shares, as might happen, for it is reserved to National, it will disperse the excess within six months.

**Theatre-by-Theatre Stipulation**

Any license granted to Maga to National on any Todd-AO picture must be granted theatre-by-theatre, solely on the merits and without dis- crimination in favor of National. Moreover, in case Maga releases a conventional version of a picture made in the Todd-AO process, it must license that version theatre-by-theatre and on the merits to all the way down the line, with respect to all theatres and not just to National Theatres. Finally, five years after the first public exhibition of a Todd-AO fea- ture, Todd-AO must, for the follow- ing five to 12 years, grant non-exclu- sive production licenses upon non- discriminatory terms to any applicant.

**Grady In Civic Post**

James T. Grady, division president of Loew’s Theatres in Westchester County and The Bronx, has been elected president of the Westchester Civic and Commerce Association.
**French Gov't Unit Sponsors Salute to UA 35th Birthday**

PARIS, May 25. — International motion picture stars and industry leaders attended a special film showing at the Cinemathéque Theatre here tonight honoring United Artists' 35th anniversary.

The program comprising highlights from UA films through the years included scenes from pictures dating from 1919, the year of the company's founding, to the present. The showing was climaxd by a sequence from "Man With a Million," forthcoming Technicolor romantic comedy starring Gregory Peck.

Arnold M. Packer, United Artists vice president in charge of foreign distribution, headed the contingent of UA officials attending the International Anniversary tribute sponsored by the French Government Cinema Museum.

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**To Show Perspecta In Paris on June 1**

The first demonstration for the French trade and press of Perspecta stereophonic sound has been scheduled for the Rex Theatre, Paris, on June 1, according to word received from M-G-M's Continental European headquarters in Paris. It will be followed by additional demonstrations in all French key cities.

Demonstrations are also being scheduled for the near future in capital cities of all European countries, to introduce to exhibitors, producers, equipment manufacturers and dealers the single, optical track stereophonic sound system which has been adopted by M-G-M, Paramount Pictures and Warner Brothers.

**Perspecta Sound in UK's ABC Circuit**

Arthur M. Loew, president of Loew's International Corporation, announced today that word had been received from England that the ABC circuit will equip its theatres with Perspecta stereophonic sound.

Installation will proceed immediately to permit the showing of Perspecta sound prints on the circuit of "Knights of the Round Table," "Rose Marie," "The Student Prince" and "Rhapsody."
The Most Powerful National Advertising Campaign In The History of 20th Century-Fox Is Pre-selling Demetrius and The GLADIATORS color by TECHNICOLOR the CINEMASCOPE production that begins where The Robe left off!

Starting May 31 in LIFE, LOOK, THIS WEEK, AMERICAN WEEKLY, PARADE, PICTORIAL REVIEW and 15 OTHER MAGAZINES!

(TOTAL READERSHIP: 175,114,561)

DATE IT NOW! Play it in genuine 4-TRACK, MAGNETIC, HIGH-FIDELITY, DIRECTIONAL-STEREOPHONIC SOUND also available in 1-TRACK, HIGH-FIDELITY, MAGNETIC SOUND • 1-TRACK OPTICAL SOUND
Producers Told:
Theatres Need
26 More ‘A’s

This Season

Thousands of Playdates
Open, Says O'Donnell

DALLAS, May 26—Texas exhibitors, on the basis of a study made for Texas COMPO, require 26 additional "A" features this season to fill 27,167 playdates available in the state's theatres now because of product shortage, Robert J. O'Donnell, co-chairman of Texas COMPO and general manager of Interstate Circuit here, asserts in a letter addressed to the heads of every producing company.

O'Donnell estimates that this represents $3,899,722 in added revenue to the companies and, extended nationally, to another $70,899,720. At the nation's box offices it represents an estimated $200,000,000, O'Donnell said.

His letter states: "In our opinion, 26 more ‘A’s would not eliminate the present serious shortage but they would pay compound dividends to production, distribution and exhibition."

He reports that the survey showed that 685 of Texas' 1,424 theatres are desperately in need of one-half additional picture each week; 379 are seriously in need of one-third additional picture each week, and 126 are vitally

(Continued on page 2)

Name Drafting Committee
For Arbitration System

Schlaifer to UA in
Special Sales Post

L. J. (Jack) Schlaifer, veteran industry sales executive, will rejoin United Artists with his appointment as special representative, it was announced by B. G. Kranze, general sales manager for UA.

Schlaifer, who takes over his new post immediately, was first associated with United Artists in 1928 and later served the company in a number of key sales positions until 1934.

Under the appointment, which is in line with UA's expanded product program, Schlaifer will cover the entire United States and Canada territories.

Seattle Censors Ask
Theatre Cooperation

SEATTLE, May 26.—A revision of the Seattle city censorship ordinance stipulates that the board no longer will have authority to insist that a film be banned or that certain scenes be eliminated. It would be authorized only to recommend such action to theatre owners.

However, the board would be granted authority to request exhibitors to limit admission on specific occasions to adults only.

In revising the present ordinance, the board made no attempt to define "indecent, immoral or obscene." In avoiding such definition, David Levine, president of the City Council, said:

(Continued on page 4)

City Tax Protest

N.Y.C. THEATRES TO
GO 'DARK' MONDAY

Offer Decca Shares
For 'U' Common

Decca Records, Inc., has announced that it is offering to the holders of common stock of Universal Pictures Co., 954,574 shares of Decca capital stock in exchange for their shares of Universal common at the rate of 25 shares of Decca stock for each share of Universal common. The offering will expire on June 30.

(Continued on page 2)

By FRANCIS BACKILMAN
A simultaneous "blackout" of over 600 theatre marquees through the New York Metropolitan area is scheduled to take place Monday evening at 9:00 P.M. in protest of the city ticket tax, Emanuel Frisch, Metropolitan Motion Picture Theatre Association, announced at an industry mass meeting which jammed the Rivoli Theatre on Broadway here yesterday morning.

Frisch said the theatres will be asked to turn off their outdoor lights

(Continued on page 4)

MAKELIM CLAIMS 1,600 DEALS
NOW SIGNED FOR HIS LINEUP

Approximately 1,600 contracts have been signed nationally for the Hal Makelim production program. Makelim reported yesterday from Baltimore, where he met with approximately 100 exhibitors representing Allied Motion Picture Theatre Owners of Maryland, Theatre Owners of Washington and the Independent Exhibitors of Virginia.

Makelim said he was convinced that the final total of contracts would exceed 3,000.

By telephone, Makelim told MORROCO PICTURE DAILY that American Broadcasting Paramount Theatres may be the first major circuit to sign an across-the-board deal. In Boston, he said, Arthur Howard signed a contract for 105 theatres for which the

(Continued on page 4)

Joint Eight-Man Group Representing
Distribution-Exhibition to Report
To Full Committee Within 60 Days

By LESTER DINOFF

A joint eight-man exhibition-distribution drafting committee, which will attempt to set up a simple, inexpensive arbitration system for the industry, was agreed upon yesterday by both exhibition and distribution representatives at the conclusion of the third and final day of discussion which have been conducted at the Astor Hotel here.

The drafting committee, which will report to the general exhibition-distribution group in not more than 60 days, will study all proposals which are forwarded to them by the various exhibitor-organizations whose representatives are attending the conferences here in order to set up rules and regulations of an arbitration plan.

Theatre owners and operators affiliated with Theatre Owners of America, Southern California Theatre Owners Association, Independent Theatre Owners Association and Metropolitan Motion Picture Theatre Owners Association will be polled by their headquarters in an effort to determine disputes which they believe to be arbitrable. Exhibitor officials in each association will then sift the complaints in order to eliminate those that are "ridiculous" prior to forwarding them to the drafting committee.

The exhibitor-distribution committee

(Continued on page 2)

New Trailer Policy
For Fox 'C'Scope

In line with its policy of making CinemaScope productions available in the three major sound systems, 30th Century-Fox yesterday announced that it would make available four types of trailers for each CinemaScope picture.

A CinemaScope trailer with four-track magnetic stereophonic sound will present picture highlights and emphasize the value of that particular sound system.

A standard 2-D trailer with optical sound which may be used on 2-D programs will point out the value of stereophonic sound.

A CinemaScope trailer with optical sound can be used also on one-track magnetic sound system credits which are available through National Screen Service.

A standard 2-D trailer which may be used on either optical or one-track magnetic equipment will be available

(Continued on page 4)
**Personal Mention**

**HARRY M. KALMINE**, vice-president and general manager of Stanley Warner Corp., left New York today for the "Ozzy Merry" yesterday for Europe.

**Norman R. Rydew**, head of Greater Union Theatres, Australia, and Mrs. Rydew, who have been visiting here for three weeks, will leave tomorrow for Chicago and Hollywood en route to Sydney.

**Jay Bonafied**, executive vice-president of RKO-Pathé, and Sydney Kramer, general sales manager, returned to Philadelphia yesterday from New York.

**Al Hanson**, SCTOA representative at the arbitration discussions, celebrated his 60th birthday yesterday at the Room on the Roof of the Astor Hotel here.

**Charles S. Steinfeld**, Warner Brothers, eastern publicity director, is in Washington today from here.


**Dolph Schludorff**, Loew's assistant treasurer, will leave here for the Coast tomorrow.

**'Egg and I' Endorsed By 'Sneak' Audience**

In preparation for the re-release of "The Egg and I," Universal sought audience reaction to this seven-year feature at a sneak preview in the Garden Theatre, Paterson, N. J., and the results were high. The audience warmed completely to the trials and tribulations of Claudia Cohen and Dougie Mac-Murray in their efforts to establish a successful chicken farm.

The intervening years have dimmed the sparkling comedy and rural "happiness" that set up this product years ago, but the current audience was time high grossers. And it was the springboard that sprang "Ma and Pa Kettle" into national prominence. "The Egg and I" still is top film far.

**'Egg' Pre-release Premiere In Des Moines, Omaha Today**

DES MOINES, May 26.—Universal's "Egg and I," which is being re-released by the company in July, will have a dual pre-release world premiere tomorrow at the Des Moines Theatre here and at the Omaha Theatre in Omaha, launching 50 dates in the two territories.

**'Bride' Open**

"Always a Bride," new J. Arthur Rank Organization's comedy, will have its American premiere at the Astor Theater in New York today.


**Name Drafting Committee**

(Continued from page 1)

**Theatre Needs**

(Continued from page 1)

**Theatres Need in need of one-fourth additional picture...**

This means 27,167 playdates available now in Texas which yield on the average 850 tickets per playdate, O'Donnell said, providing the basis for his estimated statewide and national totals. O'Donnell requests information as to the time they would need to release so that we can schedule for this season.

**AA'Brody Promises O'Donnell Six or Eight Top Pictures**

**HOLLYWOOD**, May 26.—Steve Brody, president of Allied Artists, today replied to a letter from Robert J. O'Donnell, of Interstate Circuit, in which O'Donnell stated, "1,412 Texas theatres are in desperate need of additional top product. Brody, after citing yesterday's announcement of a deal with John Huston, wrote in part:"

"It is our hope and desire to add six, and possibly eight, pictures in the coming season. We are prepared to release available pictures for 1954-55. We have been, and are, concerned with the distributor's viewpoint as to the number of pictures available, and are at the same time expanding the number of pictures in our release program. It is in the interest of our strong conviction that we can make a definite contribution in developing the source of supply and we aim to do so."

**Smith Sues Lippert For 'Contract Breach'**

Claiming $90,000 due him for commissions and percentages, Joseph Smith, former sales manager for Robert Lippert, filed suit in New York Supreme Court yesterday against Robert Lippert, Lippert Pictures, Tele-Pictures, Inc., Lippert Theatres, and the Associated Official Films and William F. Brody.

Smith charges breach of contract and seeks a judgment for expenses due under his contract. He was sales manager from September, 1956, until early this year. He is sued for separate causes of actions.

**Bessey Ends Tour**

H. M. Bessey, executive vice-president of Altex Service Corp., has returned to New York headquarters following a series of meetings with Altex division and branch managers. Bessey was in the field covering territories in New York, Ohio, Nashville, Birmingham, Charlotte, and Atlanta.

The Altex official also conferred with distributors on various concerning details of forthcoming Perterson stereophonic sound installations.

**FPC Dividend**

**OTTAWA, Ont., May 26—**Famous Players-Canaan Corp. declared a common stock dividend of 37½ cents for the quarter ending June 30 payable to shareholders of record on June 10.
TODAY!

WARNERS BROS: TWO-CITY WORLD PREMIERE FOR THE BIG TWO-YEAR BEST-SELLER!

AT THE EGYPTIAN IN LOS ANGELES AND AT THE PARAMOUNT IN SAN FRANCISCO!

The 2400 miles from Honolulu to San Francisco Bay that bared all the passions a man or a woman ever tried to hide!

WILLIAM A. WELLMAN’S

THE HIGH AND THE MIGHTY

CINEMASCOPE

IN WARNERCOLOR AND STEREOPHONIC SOUND

STARRING

JOHN WAYNE, CLAIRE TREvor, LARaine DAY, ROBERT STACK, JAN STERLING, PHIL HARRIS, ROBERT NEWTON, DAVID BRIAN

PAUL KELLY, SIDNEY BLACKMER, DOE AVEDON, KAREN SHARPE, JOHN SMITH

Screenplay by ERNEST R. GANN
Music composed and conducted by OLMAN TUNMUS
Produced by WILLIAM A. WELLMAN
Written and Directed by WILLIAM A. WELLMAN
DISTRIBUTED BY WARNER BROS.
Makelim

(Continued from page 1)

latter does the booking and buying and that another blanket deal was for 84 theaters.

Makelim stated that every theater, first run and neighborhood, in Baltimore had signed for the product line-up and that he expected the quotas to be exceeded for the area.

In Boston, buyers and bookers representing more than 100 theaters in the New England area attended the meeting on Tuesday. Natihan Yannis, of Fall River, Mass., served as chairman. Accompanying Makelim on the nationwide tour is Sam Nathanson, vice-president and general sales manager of the Makelim organization.

Levine to Handle

(Continued from page 1)

Makelim: Levine's territory for the deal will include that covered by the Boston and New Haven film exchange areas. Similar regional distribution rights will be set up elsewhere around the country for the Makelim pictures.

Seattle Censors

(Continued from page 1)

"I understand the New York legislature has spelt out its conception of such terms, but I frankly don't see how it can be done." The council, said Levine, is interested primarily in obtaining a clear picture of the practices of the theater owners "in protecting our teenagers and holding down juvenile delinquency."

C'Scope Trailer

(Continued from page 1)

with a similar credit tag from National Screen.

The system will be used initially on "Garden of Evil." An innovation on the 35mm trailers will be the inclusion of scenes filmed with anamorphic lenses with the aspect ratio approximating that of the camera.

'Scotch' to 60th St.

"Scotch on the Rocks," written by Eric Linklater and produced by John Grierson as the latest Group 4 presentation from London, will have its American premiere at the Trans-Lux 60th Street Theatre following the current run of "Pickwick Papers." Reissued by Kingsley International Pictures, "Scotch on the Rocks" was directed by John Eldridge.

'Caine' June 24

Columbia Pictures' "The Caine Mutiny," will have its world premiere at the Capitol Theatre here on June 24. The Technicolor version of Herman Wouk's Pulitzer Prize-winning novel was produced by Stanley Kramer.

Massillon, O., Cuts

(Continued from page 1)

at "9 P.M. sharp," all over the world's largest newspaper market. An all-night demonstration, attended by over 3,000 industry employees, local union officials and members outlined their anti-tax campaign and told the assembled audience all theaters, like all businesses, may remain closed until only 1 P.M., Tuesday, the day the emergency committee goes before the City Council for an open hearing.

City Hall 'March' Planned

At 9:30 A.M. the same day, over 10,000 employees, representing local exchanges and home offices, workers in the various areas of the motion picture industry, their neighbors and friends and local merchants who will be affected by the tax, are scheduled to march on City Hall in a giant protest rally and demonstration.

Harry Garfin, business representa
tive of the Projectionists local, IATSE, and Sol Perwin, business representative, Stage Employees Local 1, IATSE, will act as coordinators of the demonstrations. In the "blackout" demonstration will occur at the peak Broadway theaters in the Midtown section. It will be and will be joined by Times Square's legitimate theaters and the looters and operators of the small screen which make Broadway a night-time magnet for out-of-towners and sightseers. Indications are it will build all of the entire amusement center of the city.

Protest to Be Continuous

The protest mass meeting yesterday launched a public campaign of opposition which will continue while the tax remains. The city's Municipal leaders have said that the city may remain closed until 1 P.M., Tuesday, the day the emergency committee goes before the City Council for an open hearing.

Although the Federal tax exempt admissions up to 50 cents, the city tax will exempt admissions only up to 10 cents, thus making it even more difficult for non-taxpayers. Announcements. Commenting on industry protests against the tax, Mayor Wagner said "the new taxes we are asking can be quickly reaped at every time the legislature is called to special session to enact the 'handless' fiscal program I have presented." He referred to pending requests for further financial aid from the State.

Frisch Outlines Additional Moves

Other steps in the industry's opposition campaign outlined by Frisch include:

A series of petitions, to be handled by the individual local unions and distributed to their patrons for signatures protesting the tax. The suggested wording of the petitions reads as follows:

We protest the imposition of the five per cent tax.

Coupled with the petitions are emergency trailers to follow every show. The trailers will be shown at once and will run continuously until further notice, Frisch said.

Local film exchange and home office employees are now preparing the petitions for distribution. They will be packaged and delivered to the Rivioli Theatre Monday morning after they are signed.

Film-by-film blowups of the full page ad appearing in today's local newspapers will be distributed to all Network Projectionists Union AFLCIO members prominently in front of the theaters.

Theatres to Make Signs

Signs to be used at Tuesday's City Hall demonstration will be made on 14x28 signs, indicating the name of the home office, the exhibitor represented and the method of protest. Signs will be raised by individual theaters. Frisch said the demonstrators will mass in front of City Hall at noon Tuesday, when the tax becomes effective, until the end of the open hearing inside.

A campaign bulletin will be circulated outlining the steps taken in the fight against the tax, Frisch said.

It emphasized the short time the New York Emergency Committee has to present its case to the city administration and to the public, Frisch said. It added that the committee has raised the issue of the tax with local neighborhoods.

Condemnation Is Widespread

The industry executives and labor leaders of the city are in full condemnation of their legislation. The Consumers' Union of America and "Theatre Owners of America"

With Walsh when he said this "is not our fight alone," it is the fight of the entire industry. He called for protest "parades up and down Broadway" and industry, the public, and the mayor's action a "sting in the back." The union president said the mayor was doing a complete about-face after asking for his to sign the 1953 campaign for office. He said the mayor and his advisor don't know the in- ternal problems of the industry. He said they are talking about." Gerber was referring to what he said were City Hall figures and tax figures of "years ago when business was good."

Cites Labor Difficulties

He revealed that members of his union are currently working 22, 24 and 28 hours a week, and that most of the theater owners have not been able to push the tax. "We are proud of what the industry did in and for New York," Frisch stated.

"We stand by and let them ruin us, he added.

Before the meeting opened, a group of men and women comprising local union officials and theater owners of the Rivioli with improved placards and slogans. Some read: "Mr. Mayor, why do you think people in the city are tools. Why are we in the City Hall?" Why are we in the City Hall?"

We kick us when we're down?"

Berlin Festival Entries

The following pictures will be entered in the Berlin Film Festival, according to the Motion Picture Association of America: "Elephant Walk," Paramount; "Kittens for a Blanket," Paramount; "M-G-M; "Garden of Evil," 20th Century-Fox; "Magnificent Obsession," RKO Radio, and "The Living Desert," Disney. The festival opens June 18.

"Long Wait" Scores

United Artists' "The Long Wait," grossed $37,885 in its opening week at the Woods in Chicago, UA announced. With Allen Skirball in Cleveland, it drew $11,000 in five days, according to UA.

$85,000 for 'Coins'

A $95,000 gross was racked up by 20th Century-Fox's "Three Coins In The Fountain" in its first week at the New York Roxy, theatre reports dis- close.
SPECTACULAR AREA PREMIERE IN CLEVELAND-CINCINNATI AREAS JUNE 23!

Big-time advertising, exploitation, TV, radio and general promotional plans aimed at top grosses for a top action-spectacle show!

Directed by RICCARDO FRED A • Music by RENZO ROSSELLINI • Director of Photography GABOR POGANY • Produced by SPARTACUS CONSORTIUM

FROM RKO THE SHOWMANSHIP COMPANY
Vice President and Director of Loew's, Inc., says:

“I thought Columbia’s ‘Eternity’ was tops. They’ve done it again with **THE CAINE MUTINY!**"

**STARRING**

Humphrey Bogart · Jose Ferrer
Van Johnson · Fred MacMurray

and Introducing

ROBERT FRANCIS · MAY WYNN · COLOR BY TECHNICOLOR

Screen Play by STANLEY ROBERTS · Based upon the Pulitzer prize winning novel by HERMAN WOUK

Directed by EDWARD DMYTRYK · A COLUMBIA PICTURE · A STANLEY KRAMER PROD.
Preliminary Parley

To Start Arbitration Ball Rolling; 1st Meeting Wed.

By Lester Dinoff

The joint distribution-exhibition named to formulate the basis for an Industry arbitration system has set a luncheon session on Wednesday. This, it is believed, will be a preliminary conference of the eight "framers" for the purpose of establishing a method of operation for its task.

While both industry branches appear to be in accord on the general principles of the proposed arbitration system, which when formulated will be presented to the Department of Justice for approval, indications yesterday that there may be some definite disagreements when the committee starts to put the proposals in writing.

The group is composed of Herman Levy, Theatre Owners of America general counsel; Simon Fahim, TOA; Leo Brecher, Metropolitan Motion Picture Theatre Owners Association; Max A. Cohen, Independent Theatre Owners Association; Adolph Schimmel, Universal general counsel; A. Mont.

(Continued on page 3)

Grainer, Raftery

Win in Shea Case

ALBANY, May 27.—The Court of Appeals today denied a petition by Gerald Shea, president of Shea Enterprises, for leave to appeal from dismissal of his 1951 complaint charging E. C. Grainger, former president and general manager of Shea Enterprises, and Edward C. Raftery, former treasurer, with mismanagement of the estate of Mrs. Shea, founder and head of the circuit.

Grainger and Raftery were the sole

(Continued on page 3)

Maxkelin, in Indiana,

Promises Production

INDIANAPOLIS, May 27.—"The pictures will be made," Hal Maxkelin, promotor of the Maxkelin production plan, declared after a meeting with 60 state exhibitors at the Hotel Lincoln here today. He said commitments have been so encouraging that he will positivly go ahead with production. Exhibitors attending represented 210 theatres.

Commitments were made in excess of the quota for the Indianapolis area by W. A. Carroll, secretary of the Allied Theatre Owners of Indiana, reported.

6 Dividends Declared

By General Precision

Directors of General Precision Equipment Corp. have declared the following dividends on the company's stock:

A dividend of 40 cents per share on the common stock; a regular quarterly dividend of $1.25 per share on the $5 dividend cumulative preferred stock; a regular quarterly dividend of $1.25 per share on the $5 dividend cumulative preferred stock, series A, 1952; a dividend of 62½ cents per share on the $5 dividend cumulative preferred stock, series B, 1954, for the period April 30, 1954 to June 15, 1954, and a regular quarterly dividend of $1.25 per share on the $5 dividend cumulative preferred stock, series B, C and D.

All dividends are payable on June 15, to stockholders of record on June 7.

Johnston Warns of National Trend If City Tax Is Passed

Johnston, president of the Motion Picture Association of America, warned of national repercussions if the proposed New York City five cent admission tax is passed. This warning was embodied in a telegram to Mayor Robert Wagner from the MPAA offices in Washington. The telegram read:

"Only my sincere belief that the proposed action of the City of New York in imposing a local admission tax will have the most severe national repercussions on an important industry leads me to intercede with you. The serious economic effect of motion pictures was thoroughly studied and recognized by the Congress of the United States in voting overwhelmingly to relieve the industry of a part of the Federal admissions tax" (Continued on page 3)

Demonstration Tuesday

To Be Extended 1 Hour; Expect 10,000 to March

The simultaneous "blackout" of more than 50 New York City theatre marqueses Monday night at 9:30 P.M., in protest against the city's proposed five cent per ticket tax, will be joined in by many of New York's largest merchants' associations, Ernest Emerling, director of advertising and publicity for Loew's Theatres, announced on behalf of the N. Y. C. emergency committee.

Six of the associations, including those representing businessmen on Broadway, Coney Island and Pitkin Avenue in Brooklyn; Fordham Road, the Bronx; A. V. E. N. E., Queens, and 86th Street in Yorkville, have agreed to turn out their store and advertising signs when the theatres black out Monday night, Emerling said.

This demonstration represents one of the most concerted protests ever conducted by businessmen against proposed tax legislation, exhibitor leaders said.

In another development, the scheduled rally and march on City Hall Tuesday morning by local industry

(Continued on page 3)

Reade Critical of

Johnston's Speech

A sharp criticism of an address made in Omaha on Monday by Eric Johnston, president of the Motion Picture Association of America, was issued here yesterday by Walter Read, president of the Theatre Owners of America.

Read asserted that Johnston had placed all segments of the industry in a compromising position by implying

(Continued on page 3)

Cook to Executive

Post With Hayward

HOLLYWOOD, May 27.—Leland Hayward has announced that he has signed Norman Cook as executive production assistant and general manager. This is the first executive appointment Hayward has made to date for his new film producing organization.

Cook will leave his present post as

(Continued on page 3)
Altec, RCA To Install Pola-Lite 3-D Units

The Pola-Lite Co., manufacturers of the single-track projection system, has initiated a new sales policy on the company's new 3-D units. Headed by Al O'Keefe, vice-president in charge of distribution for the company, a tour is being arranged to meet exhibitor requirements in all situations.

Tenarken Theatre To Paramount-Gulf

MEMPHIS, May 27—A change in the organization of American Broadcasting-Paramount Theatres this week brought the Strand Theatre in Memphis under the Paramount-Gulf operation whose headquarters are in New Orleans.

Exact future status of Tenarken Paramount Corp., which has operated the Strand and other theatres in Tennessee, Arkansas and Mississippi from its Memphis headquarters has not been decided, but the position of the Tenarken general manager has been abolished. Jack Katz, who held the position since Tenarken was formed about two years ago, is awaiting another assignment with AIP-AT. However, E. A. J. Simpson, district manager for Tenarken, continues in that capacity with Paramount-Gulf, and G. Carroll Beasley continues as the Strand manager.

Army Theatres Get Stereophonic Sound

WASHINGTON, May 27—The Army and Air Force Motion Picture Activities have placed in operation their first stereophonic sound equipment in most of its larger theatres, service chief Fred Band said today. He declared that he thought that during the 90-day period theatres might get the new equipment.

Four-in-One-Show

STRATFORD, Conn., May 27—The Stratford, Conn., theatre has been the first theatre to play the U. S.—a combination of SuperScope, CinemaScope, stereophonic sound and Amp-O-Vision—is being used for M-G-M's musical "Rose Marie," which opened this week at Albert M. Pickus' Stratford Theatre. By the time the show is released it will be unique of the Theatre Owners of America executive board, Amp-O-Vision is Pickus' own device.

Set 'Lode' Dates

First engagement of RKO Radio's "Silver Lode" has been set for the Palace Theatre, Cincinnati, on June 26, with "The Lonesome Trail," coming up at the Orpheum, Minneapolis; Orpheum, St. Paul; Missouri, Kansas City; Orpheum, St. Louis; Elgin, Chicago; and Orpheum, Denver. Second engagement is set for the Paramount, Memphis, on July 3.

WB Unveils 'Mighty' In Coast Premiere

HOLLYWOOD, May 27—Warner Bros. "The High and the Mighty" had its world premiere at the Egyptian Theatre here tonight and it was regarded as one of the most spectacular of so-called gala openings. An array of stars, industry leaders and state, city and county officials participated in the festivities.

John Wayne, who heads the starring cast of the picture, served as host at the ceremonies, which included introducing other members of the cast to the radio and TV audiences. Wayne is the Hollywood columnist and commentator, who took over the emcee chair at the conclusion of the show.

Besides Wayne, others in the cast are Claire Trevor, Laraine Day, Robert Stack, Jan Sterling, Phil Harris, Robert Newton, Deputt Bowers, newcomers Doe Avedon, Karen Sharpe and John Smith.

Other features of the premiere were fashion show, a seven-foot reproduction of the Ernest Gann book, from which the picture was adapted, specifically the experience of the pilots who had trained for the operation. Special permission was obtained to show the interior of the film and 150-foot red carpet under the Egyptian canopy.

Memorial Rites for Fred Weller Held

Memorial services were held at Hollywood Park, April 26, yesterday for Fred Weller, who developed Cinerama. Weller died on May 18. The services were conducted by Dr. William H. Hens, Among those who attended were Si Fabian, Hazard Reeves and Louis de Rochomgen.

The owners of the services, Doctor Hess presented to Mrs. Weller a portfolio of letters of tribute from top industry executives, including Lowell Thomas, Martin Quigley, Russell Downing, Adolph Zukor, Fabian, Reeves and others.

To Cite 'Obsession'

The motion picture division of the General Federation of Women's Clubs will present a special citation to "Mighty Obsession," Universal International's Technicolor film production based on the Lloyd C. Douglas book, for the first half of 1954," at the Federation's annual convention to be held in Denver next week.

$16,839 for 'Plaisir'

In its first week at the Normandie Theatre, here, the Max Ophuls production, "Le Plaisir," has broken the record set the opening week by "Enchanted," for the theatre for Saturday business. Topping "Encore," "Le Plaisir" did $3,300 on Saturday and $2,450 on Sunday. The record for the first week was $16,839, the theatre announced.

Republic Dividend

A dividend of 25 cents per share on preferred stock, payable quarterly, was declared yesterday by the board of directors on Republic Pictures, Inc., under the set of common stock. Dividends payable at the rate of 3% on the common stock. The stock is traded over-the-counter.

Tests of Phonoine Start Here Monday; Will Run 7 Days

The first private, experimental tests of Zenith's Phonophone system will be initiated in the New York City area on Monday, Seymour Handly, executive assistant toGNZ, general manager, WOR-TV, announced yesterday. The tests, to run seven days, will begin at 9:30 A.M., and continue to 9 P.M. daily.

The Federal Communications Commission recently granted WOR-TV a 90-day test of the system beginning May 15. Employing WOR's television facilities, the Phonophone system will be used to be loaned to Zenith for the experiment, the tests will be confined to the Manhattan City Metropolitan area.

Dr. Alexander Ellett, Zenith's vice-president in charge of research, will supervise the operation. Handly said that it will comprise seven field camera crews operating throughout the city with Phonophone "decoders." The experiment will determine what distances the system will project, and how it will react to fringe areas and other obstacles in the Phonophone system. The Phonophone will be an important element in the New York area, according to Handly.

No telephone lines will be employed and images will be received only on test receivers equipped with air code transmitters, station spokesmen said. The system will not be used on television patterns, films and some live pick-ups.

RKO Preparing to Release Ruarik Film

Newspaper columnist Robert C. Ruark, named "realistic," the African thriller in color, produced by RKO-Radio, is currently being edited in preparation for an early release by RKO Radio.

Photographed by Ruark and his party in the course of a three-month safari that took them through both inhabited and before unexplored areas of Africa, the negative of "African Adventure," which was recently brought back to the United States, is in the hands of executive vice-president of RKO Radio, immediate conferences with Ruark at his home in Madrid.
**Mercants Joining Tax Protest**

(Continued from page 1)

employees will be extended to 1 P.M. Local industry leaders will present their grievances at an open hearing before the City Council. Among the concerns, local and national, that will be raised are the tax changes and home offices, workers in every phase of the local theatre industry, their neighbors on the wards and local merchants who will be affected by the tax, are scheduled to march and demonstrate as the open hearings are held.

In addition, local theatres have been asked to keep their doors closed until 2 P.M., the same day. Yesterday the committee reported the theatres would be closed until 1 P.M.

**AFM Supplies Band**

The stated three-and-one-half hour rally protesting the imposition of the tax will include a band supplied by the American Federation of Musicians, eight sound trucks circling City Hall and playing "There's No Business Like Show Business," and as many film delivery trucks as can be mustered. Also participating will be representatives of the projectionists Local No. 306, IATSE, and Sol Eckman, general representative of Stage Employees Local No. No. IATSE, will act as coordinators of the rally.

With Garfman acting as chairman, the emergency committee also appointed "captains" who will recruit as many demonstrators from each of the five boroughs as possible. They are: Mr. Edebro, RKO Theatres, Manhattan; Irwin Gold, Randorf Circucit, and Sigurd Xeko, RKO, Brook-

**Granger**

(Continued from page 1)

surviving trustees of the estate. The complaint against them was brought in Surrogate's Court, the Bronx, and was successively rejected up to and including an action filed in the state's highest court. No further appeal is possible, so the court's action today rendered it impossible for Granger and Raftery to complete exorcisation of the Shea charges.

**Bushkill Theatre To Summer Stock**

Capt. Harold Allen's Bushkill (Pa.) Playhouse has been leased for presentation of summer stock and will open its season June 25. New seating is currently being installed.

Allen, former director-executive with United Artists here, is American representative for Norman B. Rydge, head of Greater Union Theatres, Australia. He operates Bushkill Lodge in association with the theatre.

**Two Conn. Drive-ins Plan June Openings**

HARTFORD, May 27---Early June openings are planned for Connecticut's newest drive-ins, both projects, both in Groton, a suburb of New London.

The units are the Route 12 Drive-In, being built by Groton Open Air Theatres, Inc., and the Bridge Drive-In, being built by Associated Management Corp.

**Rydge on U.S. Product**

(Continued from page 1)

round-the-world tour on which he was accompanied by Mrs. Rydge.

The G.U.T. head said he had been most interested in witnessing demonstration by managers who conduct a complete exorcisation of the Shea charges.

**Says Home Business Is Excellent**

Ryidge related that theatre business Down Under has been excellent. He attributed much of the improved attendance throughout his own circuit to his current incentive program for managers of the G.U.T. circuit. Under the plan, prizes are awarded to managers who better their previous attendance records, regardless of seating capacity of theatre, location or any other factors. Rydige believes this basis convives every theatre manager that he has a chance to win the prizes offered on a continuing basis. Theatre managers participating in the plan, as well as the managers, $5,000 having been distributed in one recent contest.

He said that an eight-day period is set aside annually for G.U.T. theatre managers to work with local and national charity efforts. During his absence more than $20,000 was collected for distribution among approved causes.

Ryidge, who is in partnership with J. Arthur Knapp in his Australian theatre circuit, which conducts a variety of enterprises in addition to theatres, visited London before coming to New York. It will be a few weeks, conferring with home office executives and seeing new product. He was especially enthusiastic about what he described as "one of the most fascinating things," the Caine Mutiny," which he said he believes will set a new box office record in Australia, possibly exceeding the one set by "From Here to Eternity," which played circuit.

Leve Aide to Zabel At Fox West Coast

HOLLYWOOD, May 27---Edwin F. Zabel, general manager of Fox West Coast Theatres, has transferred M. Spence Leve from the Northern California division managership to the Los Angeles office as his assistant.

It was announced by Sam Leve, up to replace Leve in San Francisco.

**Sitting Bull to Bowl In Rapid City Aug. 19**

HOLLYWOOD, May 27---W. R. Frank, producer, has disclosed that his production, "Sitting Bull," will be presented after General Aug. 19 in Rapid City, S. D.

Johnston

(Continued from page 1)

barden. With this relief New York theatres would have a chance to pull up their flag and fight.

"The imposition now of a new local admissions tax would be a redlining blow to New York motion picture theatre business. At the same time it would result in similar taxes all over our country because New York is the commercial capital of the world. Quite clearly the relief that the Congress held we needed would be largely nullified.

The proposed tax would set in motion another cycle of theatre closings in New York and elsewhere.

As mayor of New York yours will be the last word. I ask you please count on your assistance in this matter so essential to the welfare of a vital medium of expression.

**Reade Critical**

(Continued from page 1)

that an increase in the number of television stations and the development of home pay-as-you-see television will be helpful to production, distribution and exhibition.

The TOA president declared that the statements "made by Mr. Johnston were unmerited and a lack of understanding of the economics of the motion picture and television industries." Reade added that "the results of impartial scientific research disclosed that Mr. Johnston was badly informed concerning the facts."

**Cook in New Post**

(Continued from page 1)

general manager for Rodgers & Hammerstein's Oklahoma! (May 21) is associated with his new executives duties on June 1.

The first production on the Hayward schedule will be "Mr. Roberts," which will be produced this summer for Warner Brothers, with John Ford directing. Another Hayward production, Ferris Bueller, directed by Robert Allen, will be produced by Warner Brothers, will be Charles A. Lindbergh's Pulitzer Prize winner, "Spirit of St. Louis," which will be written and directed by Billy Wilder.

**V.C. Tent Here to Close for Summer**

New York Variety Club Tent No. 35 will close its headquarters in the Piccadilly Hotel for the summer and possibly find new quarters into which to move in the fall, chief barker Edward Fabian announced this week. A committee was formed last week to find a new home for the tent.

Fabian explained that the decision was based on last summer's experiences when it was found that so few members used the club from the end of May until Labor Day that it was inconsistent with the economic program to keep it open. Business, however, will be conducted as usual at Fabian's office in the Paramount Building.

Johnstown House Razed

ALBANY, May 27---The Strand Theatre building was operated by Mr. and Mrs. Leland Warner on lease from Clarence Dopp, is being demolished to make way for retail stores.
Hearts are always young

Oldsters come—and recall, tearfully, the days of their youth. Youngsters come and find themselves heart and soul in the good old days when bicycles were built for two—and more. That's today's wide-screen entertainment as it thrills the audience—entertainment based on new technics in production, processing, projection. The Eastman Technical Service for Motion Picture Film is helping the industry master these technics. Branches at strategic centers. Inquiries invited.
and gay—on the new, wide, wide screen

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Arbitration
(Continued from page 1)

Reviews

“Man With A Million” (J. Arthur Rank–United Artists)

This is a gay comedy about an American stranded penniless in London who suddenly finds himself in possession of one million pounds. The screenplay was ably adapted by a story by Mark Twain by Richard Booth, and directed by Michael Powell and Emeric Pressburger. The story is simple, the dialogue is funny, the acting is good, the direction is effective, and the picture is thoroughly enjoyable. It is recommended for all audiences.

Jungle Man-Eaters” (Columbia)

The latest in the Jungle Jim series offers the normal quota of action and adventure for the modern audience. It is a well-made film with a good cast, including Johnny Weissmuller as the leading man. The story is well paced and the action is thrilling.

“Always A Bride” (J. Arthur Rank–U-I)

AWAYS A BRIDE is a light, farcical film which should prove popular with audiences partial to British comedy. Peggy Cummins, Terence Morgan and Ronald Squire are starred and James Hayter, Marie Lohr and James Hayter are also featured. The picture is directed by Michael Powell and Emeric Pressburger.

Eleven Scopes
(Continued from page 1)

2-D, with regular optical sound, selling CinemaScope and stereophonic sound; one in CinemaScope, with regular optical sound, in theatres equipped for one-track magnetic or for regular optical sound; and one in 2-D, with regular optical sound, for use in theatres equipped for either one-track magnetic or regular optical sound.

Install CinemaScope in Two More Theatres

Drive-ins figure prominently in the latest batch of CinemaScope installations in the United States and Canada. Among the theatres announced this week in wires to the 20th Century-Fox home office from the field, are the following: Roxie Drive-In, Mitchell, Illinois, all of which will open “The Rode” on May 26.

Also reported equipping for CinemaScope are thefollowing: Grand, Harlan, Ky.; Belmont Auto, Dayton, Ohio; and the Paramount Auto-Vue Drive-In, Bloomington, Indiana.

The Jack Armstrong circuit of Ohio is readying five new CinemaScope installations, including two drive-ins in Cleveland and three in Columbus, all of which will be equipped for one-track magnetic or regular optical sound.

Set Final Plans For Virginia Convention

RICHPOND, Va., May 27.—Final plans for the Virginia Motion Picture Convention will be announced this week at held at the Chamberlin Hotel, Old Point Comfort, Va., June 8-10, were announced by Sol Gutes, Norfolk, and Roy Richardson, Norfolk, chairman of the convention.

Speakers for the three-day session are Edward Minzer, New York; Paul Colman, special counsel for COMPO; Ben Marcus, president of Allied States Association; Rube Shor, chairman of Allied’s committee, who will conduct a special drive-in session; Mike Simons, director of exhibitor relations of the Allied-Movies, Inc., who will present his plans for making 12 features per year under Allied’s new principal director, Charles Cohn, the Virginia exhibitors only will be a projected group insurance plan and the increased rates Virginia Electric Power Co.’s contract which are threatening to hit some theatres drastically.

Gates and Richardson pointed out, however, that everything would not be business, as three suppliers and two companies are holding parties.

Cinerama European Scenes Completed

Louis de Rochemont has returned here from Paris abroad the “Queen Mary,” having completed the European sequence for “Cinerama Holiday,” which he is producing for the Squires and the Allied Artists.

John and Betty Marsh, the young Kansas couple who are featured in the picture, were followed the producer back from Paris with the next few days to make the final scene of the picture in New York with Dick Beals, Toller, the Swiss couple who are co-starred with them in the film.
Tradewise...

By SHERWIN KANE

W HATEVER the outcome in the New York city council today of the metropolitan industry’s all-out attempt to avert imposition of the city’s five per cent tax on admissions, it can be said without argument that despite the totally unprepared state in which the New York city industry first learned of the tax threat, and in the few working days since that were available to it to organize and fight a campaign of opposition, an impressive achievement stands to its credit.

If the fine campaign that has been waged falls short of its goal of averting the threatened tax, it will be solely because New York’s entertainment industries were marked from the very beginning by the "patriot" for a bit of political revenue-raising which it had been decided at the outset would be steamrollered through.

It will not be because the metropolitan industry did not fight hard enough or effectively enough. Had the other amusement industries subject to the tax organized as quickly and fought as determinedly as did the city’s theatres, there might not be any doubt today about the outcome.

As the New York World-Telegram & Sun” said editorially last week: “When you think of the five per cent tax, think of Mayor Wagner.”

Members of this industry should think, also, of Mayor Wagner’s earlier assurances to them that his administration entertained no thought of enacting a tax on admissions.

MEMBERS of the executive committee of Theatre Owners of America have a wonderful opportunity in connection with their scheduled meeting in Hollywood this month to confer with producing organizations interested in doing something about the need of so many exhibitors for additional product.

As Bob O’Donnell, speaking for Texas COMPO, told production

(Continued on page 2)

Fifteen, All WV Slated for 1954

By Paramount

HOLLYWOOD, May 31—A total of 15 features, all in VistaVision, including two currently in work, has been scheduled by Paramount Pictures for the balance of this year, it was disclosed today by the studio. All will concentrate on top stars, producers and directors.

Starting dates are set for the forthcoming productions, virtually all of which will have color in Technicolor. VistaVision cameras are fast being made available so that the entire schedule will be filmed in the new medium.

As "Strategic Air Command," James Stewart-June Allyson starrer directed by Anthony Mann and produced by Samuel J. Blumenstock, now is in final

(Continued on page 7)

WB Aims for Record 2,000 ‘Them’ Playoffs

What is regarded as the quickest playoff in key and secondary runs ever attempted will be the goal of Warner Brothers in the 2,000 saturation playdates of “Them!” starting June 15, which will be backed up by what is said to be the most extensive daytime and nighttime television and radio spot penetration campaign.

This campaign, according to Mort Blumenstock, vice-president in charge of advertising and publicity, is designed to cover the entire territory area in the U.S., with an excess of 600 prints, also reported to be a new high for the company. Blumenstock said that the TV and radio promotion is tied into, but does not supersede, the newspaper campaign in local situations.

Leaders to Speak

INDUSTRY POISED FOR TAX ‘MARCH’

N. Y. Exhibitors Ready To Demonstrate Today

At City Hall Hearing

In the wake of last night’s simultaneous “blackout” of more than $50 film industry offices, the industry here is primed for its open hearing before the City Council Finance Committee this morning at City Hall in its fight against the proposed five per cent amusement tax.

Over 50 film industry, labor, merchant and civic group leaders have informed the New York City Emergency Council, spokesman for the industry in its fight against the proposed tax, that they will take part in the open hearing.

Committee spokesmen said they will “until midnight if we have to.” The administration has promised the industry it will receive all the time it needs to present its case. The finance committee, composed of 12 members of the City Council, will hear the industry’s arguments and then submit its findings to the Council, which will vote on the measure tomorrow, committee spokesmen indicated. When the

(Continued on page 3)

TOA Executives to Oregon Unit Meeting

PORTLAND, Ore., May 31—Oregon Theatre Owners, one of the newer units of the Theatre Owners of America, will hold its first convention here on June 9 at the Benson Hotel.

Among the national executives of TOA who are scheduled to attend the sessions here are Walter Reade, president; Herman Levy, general counsel; Alfred Starr, former president and board member, and Roy Cooper, vice-president of the TOA western division.

‘Seven Brides for 7 Brothers’

(M-G-M)

(CinemaScope)

INTEGRATING lavish production numbers with a romantic down-the-farm theme, M-G-M has a musical treat in “Seven Brides for Seven Brothers.” It would be an outstanding piece of entertainment on a conventional screen, but utilizing the panoramic sweep of CinemaScope, the medium in which it was reviewed, the producers have come up with a fast-paced, imaginative picture that should score solidly at any type of box-office. It’s the kind of picture that should appeal to the severest critics as well as the easy-to-please.

A splendid cast headed by Howard Keel and Jane Powell turns in stellar performances and keeps things moving without a letup. The film, latest in a long line of fine M-G-M musicals, should do strong business. Colorful production numbers, directed by Stanley Donen and deft supervision by Jack Cummings, give greater scope and lavish

(Continued on page 3)
This Is Final Day For RKO Tenders

Stockholders of RKO Theatres Corporation have until today to tender the company's stock at a price not exceeding $6.50 a share, the theater circuit closing the book on the tender today.

Tenders must be received by the Irving Trust Co., Corporate Trust Division, 101 William St., New York City.

Tuesday, June 1, 1954

### Personal Mention

AL CROWX, president of Moulin Rouge, has returned to New York from England.

EDWARD C. GRANGER was in Washin-ington on Friday, returning from England to attend the graduation of his daughter, ALICE PATRICIA, who took her A.B. degree from Trinity College in that city.


EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his as-sistant, have returned here following a trip to Chicago and Western cities.

Saul J. Ullman, Fabian Theatres division manager, was honored at a dinner given by the Albany (N.Y.) Variety Club for his work as chairman of the Big Brother Committee.

TIM CLAGGERT, publicist for the Motion Picture Association of America, is vacationing at Cape Cod from New York.

EDWARD CUTLER, RKO Radio book-er in Cleveland, and BETTY IMMERS, man of that city, have announced their engagement.

MOORES KEEN, partner in the Burnside Theatre Corp., East Hartford, has left Hartford Hospital following surgery.

SEYMOUR SIMON, Chicago attorney producing in film cases, was married in Cleveland to MRS. ROSLYN BIROL of that city.

DR. CHARLES R. DALY, technical examiner at the Paramount studios, is in Chicago from Hollywood.

WILLIAM GRAHAM, executive of the Schine Circuit, was in Albany from Glens Ferry, N.Y.

CARL BOVEZ has been named manager of the Rock Hill Drive-in, in Sullivan County, N.Y.

HENRY ROGERS, publicist, left here Sunday for B.O.A.C. Monarch for London.

ROBERT DEVOR, Paramount Pic-ures unit publicist, has left here for Cannes, France.

SPREE PERAKOS, general manager of Perakos Theatres Associates, has returned to New Britain, Conn., from New York.

J. M. SALZBURG, producer of the Jimmy Durante golf films, has left here by plane for the Coast.

GENE KELLY has returned to the Coast from New York.

### Senate Unit Amends Tax Revision Bill to Include Admissions

WASHINGTON, May 31—The Senate Finance Committee went through the formality of amending the tax revision bill so that it would include the new admissions tax rates that went into effect April 1. The revised version of the revision bill is a complete rewrite of present tax laws. However, if the revision bill passed the Congress had not finished action on the excise tax bill, and so the House version of the revision bill included the admissions tax at $6.50 a share, as originally voted by the House.

Later, in the excise bill which has now become law, Congress voted to exempt tickets up to 60 cents and to make the tax 10 per cent on the high-

### Fox Setting Big TV Promotion for 'Evil'

One of the most extensive national television campaigns, budgeted at $250,000, has been scheduled by 20th Century-Fox for "Garden of Evil," CinemaScope and Technicolor horror picture. The campaign, which was released in July, it was announced over the weekend.

The campaign, which was premiered in mid-June with special an-

### Four Films in June From United Artists

Four productions, headed by "Man With a Million," will be released by United Artists studios through an agreement disclosed on Friday by William J. Heineman, UA vice-president in charge of distribution. The filmed dramatization of the mark Twain story will be followed by "Holston's Choice," "Go" and "Challenge of the Wild."

"Holston's Choice," produced by David Lean, will star Charles Laughton and John Mills.

"Go," an Ivan Tors production in 3-D, has Richard Egan, Elle Grant, Marshall Thompson and Dowling in its cast, while "Challenge of the Wild" is a drama of life in the Arctic and sub-Arctic wilderness, filmed in Technicolor color by the Technicolor company of America. Frank Graham, former exhibitor, is writer, producer, director and photographer.

### 1st 'Hans' Reissue Date Is June 9

Samuel Goldwyn's "Hans Christian Andersen" will open June 9 at the Paramount Theatre, Portland, Ore., in a general re-release.

Had it been the general re-release of the Danny Kaye Technicolor musical, he said.

### James Lannon Dead

James Lannon, art director and ac-count executive of an important advertisers advertising agency, died at the weekend of complications following an operation for cancer of the stomach.

### Consolidated Dividend

OTTAWA, May 31—Consolidated Theatres, Ltd., has declared a divid-

### New Altec Deal

M. G. Thomas, division manager of Altec Service division office in Atlanta, has announced signing of a contract with Dixie Amusement Co., 301 N. 19th St., Chattanooga, Tenn. The contract covers five theatres.

### Tradewise...

(Continued from page 1)

companies last week, there is among the 1,400 odd theatres in his state playing time available for 26 more "A" pictures than are now in sight for this season.

"O'Donnell most likely will be in at the end of the year," said Al, Hollywood wood meeting. The problem he cites, for small city and subsequent run theatres, at least, is not a regional but a national one. Hollywood is the place to do something about it.

### CinemaScope Data

Film Ready June 7

June 7 has been set by 20th Cen-
tury-Fox for the completion of scor-
ning and editing of an industry film report on CinemaScope and stereophonic sound, the company announced at the weekend. The film, created throughout the world last spring, 20th-Fox said.

Presentation of the film will be held at a special luncheon meeting for ex-
hibitors and members of the trade and consumer press and executives from all branches of the industry. The film will show how the Hollywood studios are being used in the filming of the demonstration subject, the company said. Running time of the film is expected to exceed one hour, according to 20th-Fox.
Ezell Stereo Device
To 20 Drive-ins

Twenty drive-in theatres throughout the Midwest will be equipped for Cinemation presentations by July 1 with stereophonic sound equipment developed by Claude Ezell and associates, Ezell disclosed here. Ezell stated that eight installations were already in progress throughout the South and Midwest equipping outdoor theatres with the equipment.

20th Staff

(Continued from page 1)

ger of the Boston office, has been promoted to management of this exchange, while John Peckos, salesman in the Boston exchange, has been promoted to the position of sales manager of that office.

Chicago 'American' Increases Ad Rates

CHICAGO, June 1—Amusement advertising rates are being increased by the Chicago "American," according to a notice which appeared here, with downtown theatre line charges going from $1 on weekdays and $1.05 on Sundays to $1.10 and $1.15, respectively.

Neighborhood theatre charges will rise from 95 cents and $1 to $1 and $1.05, and next week will 'again production costs have forced this necessary move."

Industry Will 'March' Today on City Hall

(Continued from page 1)

Council passes the legislation it goes to the Mayor's Estimate and then to Mayor Wagner for signing. This gives industry two additional opportunities to present its fight in open hearings before a joint legislative committee.

The newsday today will cover the march and rally on City Hall by employees of national and local motion picture companies, which have already been made for the demonstration.

Over 10,000 employees, representing local exchanges and home offices and workers in every other department of the local film and theatre industry, are expected to turn out for the City Hall rally. They will mass in front of the building and wait the ending of the hearing, according to industry officials. All theatres throughout the city have been asked to keep their doors closed today until 2:00 P.M.

Among the industry and union leaders who will be on hand to testify before the Finance Committee this morning are: Nicholas M. Schenck, president, Loew's, Inc.; Harry Brandt, president, Independent Theatre Owners Association; Emanuel Fisch, president, Metropolitan Motion Picture Theatres Association; Julius R. Vos, vice-president, Loew's, Inc.; Samuel Rosen, executive vice-president, Stanley-Warner Corp.; Sol A. Schwartz, president, RKO Theatres; Leonard Goldenson, president, American Broadcasting-Paramount Theatres; Robert Coyne, special attorney, Council of Motion Picture and Allied Labor Organizations; Julius Chacekin, president, Local 54, Cleaners and Porters Union, AFL; Herman Gelber, president, Local 366, Teamster Warehousemen's Union; Charles M. Hayes, executive secretary, Local 1, IATSE, and members of the emergency committee.

Richard F. Walsh, IATSE president, will also appear on behalf of members of the Ladies' Garments employees of seven of the city's largest mercantile associations representing I.M.A. 449, Converse Island, Boston Avenue and Flatbush Avenue in Brooklyn; Fordham Road, the Bronx; Jamaica Avenue, Queens, and 86th Street in Yorkville.

Publicists in Strong Protest

In another development, the Screen Publicists Guild, Local 20, sent a letter strongly protesting imposition of the 5-cent tax on publicist's picture showing at the weekend. It read: "The Screen Publicists Guild, representing advertising, publicity and promotion employees of motion picture companies in New York, wishes to register the strongest possible protest against the provision in the proposed five per cent tax on amusement admissions." The letter continued : 'The tax is a shameful thing to attempt to levy a tax on an already burdened industry—a tax which will definitely result in the loss of jobs. There are alternative taxes which may inconvenience some citizens, but they are far more welcome than a tax that will cost jobs."

Schreiber, Flick at Michigan U. Forum

ANN ARBOR, Mich., June 1—Sidney Schreiber, general counsel of the Motion Picture Association of America, and Dr. Hugh Flick, director of the motion picture division of the New York State Education Department, will be principal speakers at the summer institute series of the University of Michigan here on June 17.

Both Schreiber and Doctor Flick will discuss the problems of the motion picture industry in relation to official controls vs. self-regulation of communications media.

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Both Schreiber and Doctor Flick will discuss the problems of the motion picture industry in relation to official controls vs. self-regulation of communications media.
Fly United's new DC-7s—the nation's fastest, finest Mainliner flights in history now link the entertainment capitals of the U.S.A. with unexcelled speed, incomparable luxury and convenience.

Starting June 18, United's great, new DC-7 Mainliners offer swift nonstop flights overnight from Los Angeles to New York in only 7½ hrs. You enjoy wonderful comfort as well as speed in United's DC-7s, with improved cabin pressurization and soundproofing, plus restful, fully reclining seats of new and exclusive design. Westbound from New York, your nonstop DC-7 Mainliner leaves at noon and arrives in Los Angeles at 4:55 p.m.

En route, United DC-7 Mainliners cruise at 365 m.p.h. powered by 4 turbo-compound engines, developing 13,000 h.p. You fly as high as 25,000 ft., enjoying delicious table-served, full-course meals, prepared by world renowned United Air Lines chefs. Snacks and beverages are also offered, and there's a roomy lounge for congenial visits with other passengers.

And starting July 1, DC-7 Mainliners go into service nonstop to Chicago in just 5½ hours. Additional DC
Fastest airliners!

365 mph NONSTOP SERVICE between Los Angeles and New York, only 7 1/4 hrs.!

Even your luggage gets extra-special, extra-fast handling on United DC-7s. In fact, United has the only DC-7s with cabin-level baggage compartment where built-in racks offer extra speed in delivering your luggage at destination.

For the newest and best in air travel, fly United's DC-7s. Make your reservations now. Contact your nearest United ticket office or see an Authorized Travel Agent.

With reservations—and we suggest you make them soon—call or write United or an Authorized Travel Agent.
Radio-TV Receiver Production High, RETMA Reports

WASHINGTON, May 31—Nearly 2,000,000 of the latest sets, and over 3,250,000 radios were manufactured during the first four months of this year, the Radio-Electronics Television Manufacturing Association has reported. Average weekly production of both products remained at approximately the level of March.

Cumulative television production in the first 17 weeks of this year totaled 1,904,718 units until it was reported, compared to 2,827,821 receivers manufactured in 1953 and 1,967,708 in 1952 comparable periods.

The radio output totaled 3,326,800 sets in the 17-week period, RETMA reported, compared with 2,993,720 radios produced in the first four months of 1953 and 4,863,456 sets in the 1952 period.

April Below March

Total television set production in April of this year was 1,745,235 units compared with 1,904,718 in March and 1,807,878 sets manufactured in April a year earlier.

The output of radios totaled 745,235 units compared with the five-week March production of 940,352 sets and 1,158,936 radios manufactured in April 1953.

Of the nearly 2,000,000 TV sets produced in the first four months, 450,252 were equipped with UHF tuners at the factory, including 1,125,833 manufactured in April. Of the April radio production, 1,019,088 sets were equipped with FM tuning facilities, RETMA reported, and an additional 2,578 television sets were manufactured with FM circuits.

Despite TV, Canada Business Holds Up

OTTAWA, May 31—Despite the spread of TV sets in Canada, including the ten Canadian TV stations, sets will be in operation by the end of 1954, it is learned that theatre attendance is holding up well and in some areas likely to be higher for the first four months of this year than in 1953.

TV Okay to Fergum

MANSFIELD, O., May 31—William Butts, an examiner for the Federal Communications Commission, has endorsed the application of the Fergum Theatres for the construction and operation of a television station there. The recommendation is the result of the FCC's dismissal of a competitive application filed by the Mansfield Journal Co., which the applicant requested.

Television--Radio

with Pinky Herman

TELEVISION, like Little Topsy, has 'grown up.' And like Topsy, it is required to master "thinges to do or not to do—or what's the correct approach, according to Emily Post," American Rayon Institute has a telefilm, "Report from New York," in which the famous names of New York, including the stars... Maggi Ettinger has flown to Hollywood to set up the firm's new offices; returns to New York about middle of June... One of the most popular orchestra figures in the country, Gregory Coleman, who retired from his orchestra two years ago to recuperate from a broken back, is making a record for an ingenious window washer gadget which will earn him a mint. Couldn't happen to a more deserving fellow... For easy listening Saturday nights (9:30-midnight) tune in to Bill Hanahan, genial host of "Bill's Place" dispensing philosophy, good humor and musical chatter-NBCBatter.

Although everyone, and that includes NBC, expects it to be called "The Sid Caesar Show" when it premier's in the fall, there is strong objection to the title from—and here's a real Broadway story—none other than Sid Caesar, himself. Apparently Jon & Sparkie, the ABCgrex rude duces, will make a personal appearance tour next month at Salt Lake City, Reno and Casper, Wyoming. In the last six weeks, Jon and Arthur has animated clips four times larger than the TV audience and interest continues at about 100,000 people. Why this fine program isn't brought to New York and presented as a TV network daily strip is something we can't understand...

Radio Program Productions have an exciting tie-up in "Adventure with Jethro Adams," shot in several South American countries... Gary Stevens leaves tomorrow for Hollywood with a T Package, "Hollywood, U.S.A." a four-months-a-week live show, which is sold to the movie producers, will originate each week from a different film studio, designed to sell 'going to the movies' to TV viewers. If this program is sold, it'll be seen TVs NBC.

Sid Caesar

Peter Arnell's new CBS-TV quizzer, "What's in a Word?" which bows in next week, will have Clifton Fadiman, moderator, with Anna Lee, Audrey Meadows, Russell Nye and Jim Moran, panelists... Hank Leeds, producer of Freddie Robbins' "Coke Time" MB Series and Jeanne Harrison, also a producer of radio and TV Vehicles, were visited by Sir Stork last week, who put together an all-star roll called bundle and named Liza Beth... Danny Dare has acquired Malcolm Wald's sketch, "The Great Collaborator," for his forthcoming musical revue, "That's Life," which will be given a try-out at the Las Palmas Theatre in Hollywood next month, headed for Broadway in the fall... The motion picture version of "Life with Father" will be re-issued this fall to coincide with the return of the program to the air.

Waring hosts play to songpluggers and music execs at his Shawnee Inn & Country Club next Tuesday. This is Tina Pan Alley's most popular annual event.

Vivian Gray, formerly secretary to Fred J. Mahlstedt, director of operations and production at CBS TV, has done a terrific job since she promoted to administrator of that net's film booking dept. In her case, C-B-S stands for Capable, Beautiful (she used to be a photographer's model) Successful... John Mahlon has added Geo. F. Foley to become comptroller of Guild Films, Guild, in the midst of a film production, against a $5,000,000 anticipated $15,000,000-10 billion year. Could be with Liberace, Elizabeth (Betty White), Joe Palooka, Frankie Laine and Flora Zabach... The Two & One Trio (Rosa Rio, Eddie Litvin and Boyd Christian), have created a new electronic sound on their radio and TV shows. Rosa used to present music with the band when she solo'd a piano organ series via ABC... Gerry Gross and Norman Basar rate an accolade for their declaration of war against juke dehumanity. Their "Junior Olympics" which will WNTVP off Saturday (5:30-6:00 P.M.) June 26th, will host youth clubs in and around New York.

Setting World Wide Perspectives Showings For Next 3 Months

Within the next three months, more than 40 major trade and press demonstrations of Perspectives stereophonic sound will have been held in important films, TV stations, according to Arthur M. Loew, president of Loew's International. All the demonstrations are being run under the joint sponsorship of the overseas offices of MGM, Paramount and Warner Brothers, the three companies which have adopted the Perspectives system for all their pictures.

Seven demonstrations have been completed to date, and Loew said, "Definite dates for 13 additional demonstrations have been set. At least 20 more demonstrations are planned for which dates will be fixed in the near future. We will continue the demonstrations until all segments of the industry everywhere have the opportunity to see for themselves."

Licenses Facts Signed

Loew also announced the signing of licensing agreements for the manufacture of Perspectives stereophonic sound input units with the following firms: Microtechnica of Turin, Italy; Elsba of Milan, Italy; the Brockett-Simpex Co. of France, and the Japan Victor Co. of Tokyo. Active negotiations are under way with several other manufacturers in other parts of the world. It is expected that these negotiations will be completed by the end of the year. Manufacturers have adopted the Perspectives system because they are the only special equipment that the system requires in the booth, one being needed for each theatre, regardless of the number of projectors, Loew said.

Among the demonstrations scheduled are the following: Mexico City, Mexico, Robal Theatre; Brussels, June 1, Metro Theatre; Paris, June 3, Odéon Theatre; Buenos Aires, June 4, Metropolitan Theatre; Pahe Palace Theatre; San Juan, June 4, Metro Theatre; Bogota, June 7, Metro Theatre; Bordeaux, June 10, Fortuna Theatre; Lisbon, June 10, Metro Theatre; Rio de Janeiro, June 23, Metro-Passeio Theatre; Algiers, June 24, Metropole Theatre; Jakarta, June 29, Metro Theatre; Santiago, July 2, 3, Metropolitan Theatre; Montevideo, July 7, Metro Theatre, and Santiago, July 14, Metro Theatre.

Others to Follow

Demonstrations will also be held in the following cities, with dates still to be set: Buenos Aires, Venice, Brusels, Frankfort, Hong Kong, Bombay, Delhi, Buenos, Ronald, Berlin, Singapore, Panama City, Manila, Johannesburg, Stockholm, Bangkok, and Caracas.

Atom Short Subject

Al Bondy is distributing a 10-minute subject dealing with the harnessing of the atom to power submarines. Produced for General Electric by the Filmmaking Co., the film will be available to theaters.

MOTION PICTURE DAILY

Tuesday, June 1, 1954

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS

RADIO STATIONS

50 E. 58th St., N.Y. E. 5-6000

Specialists in Motion Picture Industry
MPEA Board Meets Today in New York

The regular annual board meeting of the Motion Picture Export Association will take place here today. It is expected that present officers will be re-elected.

Set Overseas Debuts
For Fox's 'Egyptian' 

A series of international premieres—larger in scope and scale than previous openings—are scheduled to be launched June 2 in Miami and New York. The Fox release, "The Egyptian," will be the first of the series. It will be shown in 200 theaters in the United States and in 30 foreign countries. The premiere will be attended by President-elect John F. Kennedy and his wife, Jacqueline. The film is directed by William Wyler, and stars Charlton Heston, Yul Brynner, and Carol Channing.

The French Film

HOLLYWOOD, June 1.—The Macro Film Council has announced the release of "The French Film," a compilation of scenes from French films. The film will be shown in 50 theaters in the United States and in 10 foreign countries. The premiere will be attended by the French ambassador, Jean Poujade, and his wife, Berthe. The film is directed by Jean Renoir, and stars Jean Gabin, Irène Galter, and Yves Montand.

Paramount Lists 15 VV for This Year

(Continued from page 1)

Review

"Johnny Dark" (Universal)

THAT popular pairing, Tony Curtis and Piper Laurie, share the top roles in "Johnny Dark," a new romantic western comedy, which was produced in color. Tony Curtis, as Johnny Dark, is a rugged, romantic lead, and Piper Laurie, as Susan, is a strong, independent woman. The film is directed by Robert Aldrich, and stars Tony Curtis, Piper Laurie, and Andy Devine.

Buffalo Pastor Hits
Action Against 'Line'

BUFFALO, June 1.—An attempted appeal of the Legion of Decency to bring about a boycott of the Lafayette and the affiliated Basil community theatres for the period of six months, and to continue the boycott for an indefinite amount of time, is characterized by the Legionary as "The French Line." It has been attacked by the Rev. John Paulus, pastor of the Hol- len Church of the Annunciation.

The Legion characterized the Catholic effort as "reaching the stage of a Spanish Inquisition and then taking the proportions of the rights of free legal enterprise." He described the boycott as "fitting democracy below the belt" and concluded: "God help us never to reach a point where we may prefer censorship to free discussion."

Producing Abroad

Criticized by Senator

HOLLYWOOD, June 1.—Sen. Thomas Kuchel, a strong supporter of "the trend to do the necessary," has criticized the various overseas producers for their "runaway" production practices. Kuchel has been a vocal critic of the motion picture industry for many years, and has been a leader in the fight against the "runaway" phenomenon. The Senator has been quoted as saying: "The trend to do the necessary is a trend that has been going on for too long. It is time that we took a hard look at the situation and decided what we were going to do about it."
The question of which weekly trade paper is "first in value to the industry" is a matter for industry judgment. Boastful self-assertion, no matter how boldly or repeatedly proclaimed, does not convert claims into facts.

But since it is not always possible for all who read and listen to have the necessary direct actual contact with the field to know the facts, it is understandable that some may be misled by vague and reiterated claims of being "first in reader preference" and a variety of other loose assertions.

As to the broad term of "value to the industry," Motion Picture Herald leaves the answer to the individual members of the industry. The record of each of the 39 years to date and the calibre of every week's issue of the Herald is the only evidence anybody in the industry needs.

On "reader preference," the facts are simple: Everybody who is anybody in or connected with this industry, and who can afford the subscription price of the Herald, receives and reads it regularly.

Many of them also receive several other weekly trade papers (all of which are available at $1.00 to $1.50 per annum). Few of them actually read more than one. That many low-priced papers remain in their wrappers or are perused by only minor staff members is a matter of common knowledge.

Certain it is that the more than fifteen thousand subscribers who pay a much higher price for the Herald than for any other weekly trade paper do so because they prefer it, have greater confidence in it, and find its services of greatest value to them.

Other evidence of reader-preference is obvious every week in the year. For example, when a man writes to a paper, he naturally selects the paper he reads; the Herald receives and publishes more letters to the industry from exhibitor and other executives than all other film trade papers combined!

Then there is the highly significant fact that in an industry which has not increased the total size of its executive personnel in many years, the continuous stability of the Herald's circulation is shown by the consistency of its audited figures. There have been no incredible jumps resulting from questionable "circulation" promotion drives.

It should also be noted that in 1922 the combined circulation of all weekly film trade papers (when there were more theatres than today) was slightly less than the Herald's present circulation. That should be remembered in judging heavily inflated circulation figure claims.

Finally, the Herald does not:

1. Make any effort to sell subscriptions that have no real value in market coverage.

2. Sell any subscriptions for "less than postage cost" for the sake of inflating "circulation" totals.

3. Indulge in other methods of promoting "circulation of questionable value.

4. Knowingly accept advertising for product deemed to be harmful to the industry (several more such specimens have been declined this year).

5. Place misleading interpretations upon any parts of Audit Bureau of Circulations figures in order to influence advertising from concerns which do not understand the motion picture theatre market. (A.B.C. statements do not define how many "subscribers" are theatre owners or executives, or indicate the size or importance of theatres included in any figures.)

Motion Picture Herald penetrates to over 96% of the buying power of the U.S. motion picture theatre field, plus the cream of the foreign markets. It reaches the right people in the right places, gets the advertiser's message to the people who count—the people who buy!
Holiday Swells
Box-Office of
N.Y. First Runs

The Memorial Day weekend swelled New York first-run grosses with "Executive Suite," and "Three Coins in the Fountain" chalked up outstanding business at Broadway's showcase houses.

The M-G-M film, "Executive Suite," currently in its fourth week at the Radio City Music Hall, grossed $182,000 over the holiday period and is heading for a $600,000 week, Russell V. Downey, president and managing director, reported yesterday.

Twentieth Century-Fox's CinemaScope production at the Roxy Theatre, "Three Coins in the Fountain," grossed $76,000 during the "big" weekend with $90,000 expected for the second week, William Modiar, acting director of the theatre, stated.

Both houses drew high attendance figures besides grosses. The Music Hall attendance figure was estimated at 90,000 for Memorial Day, Downey said.

Two new films which opened, Republic's "Johnny Guitar" at the Mayfair and Paramount's "Secret of the Incas." at the Bria, also did very well at the box-office. The Republic (Continued on page 6)

City Council to Consider
N.Y. Admission Tax Today

LONDON, June 1.—Britain's Postmaster General has registered opposition to the proposal of Labor Members of Parliament that a British film quota be provided in the Government's bill setting up the new Independent Television Service. They argue that otherwise American TV films would be dumped here indiscriminately.

The Postmaster General, who is in charge of the bill, agreed that film producers and technicians would like to protect their interests but warned them against trying to turn the television industry into a closed-shop for British-produced films. If we were to adopt that attitude, he cautioned, we must expect retaliation from countries professing to set up their own television stations.

The Ministry has visions of Britain leading the world in the TV field.

"I think we are on the verge of (Continued on page 6)

British Minister Opposes TV Film Quota in New Bill

5,000 Demonstrate Against Proposal at Mass Rally in Front of City Hall; Top Industry Leaders Heard by Finance Group

LONDON, June 1.—Alan Halsall, member for the Tory party, argued in the House of Commons yesterday that the Government's plans for the new television industry were a "Bigness" and not a "Bill" and that the public's interests were at stake.

He warned that if the television industry were allowed to develop at the present rate, there would be "a deplorable decline in the quality of programmes and in the public's interest in them."

He added that the Government had not been able to answer his question as to what would happen to the public service broadcasting or to the public interest.

He said that the Government's plans were "an attempt to make the public service broadcasting under the control of the new television industry."

The Government's plans were "a complete failure of the public service broadcasting system," he said.

He added that the Government's plans were "a complete failure of the public service broadcasting system without the public service broadcasting."

To Name Receiver
For British Lion

LONDON, June 1.—The English government yesterday announced that the National Film Finance Corp., had appointed a receiver and manager for British Lion Pictures because of loss of the company's earnings, share capital, and also a substantial part of the £3,000,000 ($6,000,000) NFFC loan to British Lion, now recognized as irrecoverable.

The government has written off £2,000,000 ($4,000,000) of the loan as a loss.

A government spokesman told Commons that the appointment of a receiver is being taken in order to safeguard its position and also to secure the company's future.

Col. 39-Week Net Up 859%

Figures for the 39-week period ending March 27, show a net profit after taxes for Columbia Pictures of $2,644,000 as compared to $1,010,000 for the like period in 1953, an increase of 859 per cent.

This is equal to a dividend of 3 1/2 cents on each of the 757,843 shares of common stock outstanding on March 29, compared to 15 cents per share for the same period last year.

The net profit before taxes amounted to $6,296,000. The Federal government was the recipient of $2,600,000 and state and foreign governments profited to the extent of $1,032,000. A comparison of these figures with those for the period ending March 28, 1953, shows an increase in the net profit before taxes of $5,225,000, an increase of federal taxes paid of $2,535,000 and an increase in state and foreign taxes of $336,000 in the current year.

On Paramount Product

BALABAN CITES FLEXIBLE POLICY

Ontario Exhibitors In Tax Relief Drive

TORONTO, June 1.—The exhibitors of Ontario have thrown down the gantlet in their demand to the provincial government for a reduction in the admission tax, particularly on lower priced, as administered under the Hospitals Tax Act, because of the increasing stringency.

An organized group, known as the Ontario Theatre Exhibitors Committee for Admission Tax Relief, got busy at a meeting here today on the drawing up of a brief for early presentation to the cabinet.

Paramount's concentration on outstanding product and the company's immediate policy of producing every picture that "we believe can pay for itself and return a profit without limitation as to number, cost or over-all budget," were high-lights in president Barney Balaban's statement to stockholders at their annual meeting here yesterday.

Balaban explained that "in our business we can no longer plan for a volume of pictures to be delivered at some time in the future. The public has become most selective (Continued on page 7)

AB-PT Ready to Finance Pictures

American Broadcasting-Paramount Theatres is willing to finance independent foreign and U. S. producers if the story, cast and director are acceptable to the company, and, in turn, will guarantee a specified number of playdates. Leonard H. Goldenson, AB-PT president, said.

Goldenson stated that "even though AB-PT will be involved in the independent production, the films when (Continued on page 7)

Brewer to Announce His Slate Today

HOLLYWOOD, June 1.—Roy M. Brewer, who returnetd to the weekend after touring the nation to determine the potential LATSE support for his candidacy to replace Richard E. Walsh as international president, will announce his slate at a press conference tomorrow noon. Brewer said he was led by the support extremely favorable to his campaign.

On Paramount Product
This Is the Army

Earned $7,800,000

With the announcement last week that the score of Irving Berlin's "This Is the Army" would be turned over to the "God Bless America" Fund, War Industries Board, to obtain distribution of the motion picture "This Is the Army," pointed out that the picture had earned more than $7,800,000 for Army Emergency Relief. This sum constituted the profits from the film's production and distribution. A similar gift of $700,000 was made to the Board in 1944, Harry M. Warner, president of the film company, gave to Gen. George Marshall, then Chief of Staff, U. S. Army, the seventh million dollar earned for Army Emergency Relief by the motion picture. The profits from 1944 admissions exceeded $67,000,000, while in 1945, admissions in more than 12,000 U. S. theatres, with exhibitors cooperating toward the purchase of better pictures, were included from the picture to Army Relief.

The picture rights to "This Is the Army" went to Warner Brothers as a result of Jack L. Warner's bid of a $25,000,000 advance. Until then the stage show had earned $7,200,000 for the Relief. The company heads, Harry M., Jack L. and Albert Warner, arranged to turn over all profits from the production and distribution of the picture to Army Emergency Relief.

Goldstein Interests Elect Directors

HARTFORD, June 1.—Robert E. Goldstein, a director of Springfield Safe Deposit and Trust Co., has been elected a director of Nathan E. Goldstein, Inc., real estate and theatre corporation, headed by Nathan E. Goldstein.

Ernest E. Goldstein, of Washington, D. C., has been elected to replace his brother, Davis, who is going to Europe. Re-elected were Nathan E. Goldstein, president; treasurer, and Ralph W. Cole, vice-president and clerk. Nathan E. Goldstein is former president of Western Mass. Theatres, Inc.

Weissberg Dies; Was Amer. Display Head

Funeral services will be held at Riverside Memorial Chapel here today at 11:45 A.M. for Leo Weissberg, general manager of American Display Co. for 19 years, who died in an emergency operation Monday night.

Weissberg, who was born in Cleve- land 42 years ago, had been with National Screen Service, the parent com- pany, for 20 years.

To Set Arbitration Meeting 'Shortly'

A subsequent meeting of the drafting committee for arbitration will be set up shortly as tentative meeting plans for today have been put off, mainly due to the New York City exhibitors' campaign against the proposed five per cent levy on theatre admissions.

In a few days, it was learned yesterday, that schedules of the eight-man distribution-exhibition drafting committee will be determined. The committee has to report to the full committee representing exhibition and distribution with- in 30 days. The chairman is former M-G-M vice-president in Hollywood, Dore.
Reelect MPEA Officers and Directors

The board of directors of the Motion Picture Export Association, at its annual meeting yesterday reelected all the officers of the association which preceded the board meeting, all of the present directors were reelected.

These include the following directors-at-large: Eric Johnston, Barney Babban, Samuel S. Brodie, Jack Cohen, J. W. Langer, Arthur P. Kim, Milton R. Rambach, Nicholas M. Scheneck, Samuel Schneider, Spyros P. Skouros and Douglas Yates.

Representative directors reelected were: Richard W. Altschuler, Repub- lic; Warner W. Holz, RKO; Walter G. Cohen, Warner Bros.; Louis Luber, United Artists; George Machacek, Loew; Norman H. Ritchie, Allied Artists; Felix M. Socie, Universal International; Emanuel D. Silverstone, 20th Century-Fox; J. William Piper, Paramount; and Bernard E. Zeeman, Columbia.

British ABC Circuit Orders Perspecta

LONDON, June 1—The large ABC circuit here has announced that it will equip “a number” of its theatres with Perspecta sound. The circuit already has equipped with or placed orders for 160 CinemaScope screens.

Costs for installation of the equipment here, revealed recently by Charles Goldsmith, M-G-M assistant managing director, are dependent on the size of the theatre. For a 1,500 to 2,000-seater it will be about $2,200 ($1,560). If the theatre has an up-to-date single channel installation it need add only two new ones and that would bring the price down to $1,800 ($910).

Theatres already equipped for magnetic sound are easily convertible by the addition of the Perspecta inter- \rater which costs $350 to $400 ($980 to $1,120), Goldsmith added. M-G-M here recommends the John L. Stable- ford screen, which costs about $10,000 per foot square.

‘Hans’ Release Set for June 9

Samuel Goldwyn’s “Hans Christian Andersen,” erroneously publicized here as a pre-release, will open June 9 at the Paramount Theatre in Portland, Ore., in its national general release play. The production has played in pre-release situations.

Tax Decision Seen Today

(Continued from page 1)

building, two bands of musicians contributed music and sound tracks playing “The Sound of Music” which opened at the State the other night. At one point of the hearing, all doors were ordered closed, and another session began as a speaker took the rostrum.

A spokesman for local exhibitors said that the special committee probably not act on the measure at once. It would, he said, probably set a special committee session to decide what action to take on the bill as soon as the City Council all speakers have been heard from.

Murphy Sees ‘Odd Bedfellows’

Actor George Murphy, past president of the Screen Actors Guild, sum- marized the arguments of local exhibitors and union leaders after the hearing had entered its eighth hour, beginning Monday. Murphy cited what he called a union of ‘odd bedfellows,’ management and labor, from the time the bill against a measure which the industry could not “stand.” In the most dramatic speech of the day, Murphy had indicated to his audience their minds and conscience before de- ciding on the bill.

One of the Murphy asked the committee to think they could keep the local industry in New York City, rather than have to drive it out. “If you need Murphy or me,” he said. He received an ovation when he fin- ished his talk. Before Murphy left, exhibitors of the theatre, both motion picture and legitimate, was essential to New York City.

Brandt in One-Hour Talk

Harry Brandt, president of the Independents National Committee for the Protection of New York, opened the hearing with a speech which lasted well over an hour. He said if the tax is not passed, it will mean “a momentous change” for exhibitors. He called the measure, if passed, a “death sentence” by the New York City administration. If the bill becomes law, Brandt said, the “light will continue.” He said he would, in the absence of the actual facts, accept the conclusion, which stated that, as of Saturday night, 625,664 signatures had been received on anti-tax petitions circu- lated by the Independent National Committee for the Protection of New York City. A “conservatory estimate,” Brandt said, would put the total figure to date at over $500,000. That conclusion, ac- cording to Brandt, is based on collect- tions made over the past weekend.

Before he concluded, Brandt named the names of several of the councilman of the city. Councilman Quinn of Queens asked if he would object to the closing of the theatre if the tax goes through. Brandt replied, “Yes.”

Coyne Discusses Finance

Robert Coyne, special counsel to the President of the Motion Picture Organizations, urged the committee to investigate the financial status of local exhibition operating, and that the tax books are open to investigation.

“Our case is on the level,” Coyne said. He invited the closest scrutiny possible by all city officials. Coyne said to the councilman from Hollywood, “all phases of the industry,” have been on the “down side,” and he said, “all phases of the industry, we are not in the future.” Coyne added, “We want a chance to help ourselves,” he said.

500 film employees representing 175,000 film industry employees, were represented at the hearing. Richard F. Walsh, JATSE, president of the committee: “What happens in New York City will happen all over the country.

Walsh Pleads for Aid

“If you keep the tax off,” he said, “I will ask you to go to the councilman to recognize the fact that we need help. We all work here to make a living” he said, “don’t drive us out with this tax.” Walsh cited ad- mission-free television and radio shows as one answer to the problem.

Herschell Gellar, president of Local 306, IATSE, joined with Walsh in condemning the tax. “Over 500 pro- fessional jobs have been lost in the past four years,” he said, “and a total of 500 are doomed.”

In addition to motion picture ex- hibitors, so did all the executives of New York’s three major league baseball teams, merchants assoc- iations and civic groups spoke against the assessment tax.

SPG Names Lasky to Direct Membership

HOLLYWOOD, June 1—Arthur Freed, president of the Screen Producers Guild, today disclosed the ap- pointment of Jesse L. Lasky as chair- man of the committee for the future year, succeeding William H. Wright.

S. L. Oakley, Texas Leader, Dead at 49

BEAUMONT, Tex., June 1—S. L. Oakley, former executive and former resident of Dallas, died at his home here, following a lingering illness.

Oakley was vice-president and general manager of Jefferson Amusement Corporation, the largest theatre chain in Texas. He was associated with these companies 27 years, starting his career as a theatre manager Dallas.

Justman Not Selling M. P. Center Studio

HOLLYWOOD, June 1—Following widespread, miscellaneous published reports that the Motion Picture Center studio would be sold to an- other studio for a syndicate, MGP president Joseph Justman today issued a formal statement saying that all reports to that end have been called off and “MPC will continue under the same management as before.”

Completed in 1946 on the Holly- wood site originally occupied by the Franklin, the studio has been re- nowned as a studios, for television film producers, principally.

Crafts Weekly Wage In April, $117.54

HOLLYWOOD, June 1—Craft union workers in studios averaged $117.54 weekly earnings in April, State Department Industrial Relations’ monthly report revealed, compared with $119.17 the previous month. The week averaged 39.4 hours, in March it was 40.7.

Five-City Opening For ‘Silver Lode’

“Silver Lode” will have its first showing in five cities beginning June 22, it was announced yesterday by Charles Boasberg, RKO’s general sales manager.

The Technicolor western drama will open at the Keith Theatre, Syra- cuse; Orpheum, St Paul; Missouri; Kansas City; Orpheum, Denver; and Orpheum, Seattle.

On June 30, the RKO release goes into the Grand Theatre, Columbus, O., and the Fox, World, and New Amsterdam, New York.

No Operator, So ‘Salt’ Fails To Premiere

CHICAGO, June 1. “Salt of the Earth,” film alleged to be Communist- inspired, failed to open as scheduled in the Cinema Amex here Friday night when no projectionist appeared to show the picture for the assembled first night audience. The patrons’ watching speeches from the theatre’s stage by Mandel Terman, owner; Juan Chavez, owner; and Ben Blumen, Herbert Bibernik, who directed the picture and is here to supervise its distribution.

The film’s original premiere here, scheduled to have taken place at the Theatre on May 14, also was cancelled when the theatre’s management asked to be excused from the contract, which led to the filing of a breach of contract suit by the I. P. C. distributors of the picture.

Other interests in the controversy ads July 15 it begins a run of the anti-subversive committee of the American Legion, department of Illi- nois, who last week sent a letter to Police Commissioner Timothy O’Con- nor asking that the film’s license be revoked by the American Civil Liberties Union, which has been the target of many editorials in the “Gar- risonian,” community newspaper which has accused the management of following the Communist line.

Clamanage said if the theatre was fined during performances of the picture it would be as result of special block ticket sales at reduced prices to “subversive” organizations, and that it would be a “profit making” for the Daily Worker” and the “National Guard.”
"LEO's IN THERE PITCHING!"

The Busiest Studio in Hollywood is M-G-M! Here's an "On-The-Scene" Report for the exhibitors of America!

The Eyes of the Industry are on M-G-M!

Day and night at the World’s Largest Studio, ceaseless activity on every set, the greatest in years, sends a thrill of optimism throughout the land! The confidence of the Friendly Company in motion picture business, represented by multi-millions of dollars in production expenditure, tells America that the screen is headed for a new era of popularity and prosperity. M-G-M, The Leader, points the way with Big Attractions, current, coming and in production!

"SEVEN BRIDES FOR SEVEN BROTHERS" (CinemaScope — Color)

Wherever you go in Hollywood you'll hear about this amazing CinemaScope musical, the freshest idea, the fastest-paced entertainment in years. Seven lusty mountain brothers abduct seven lovely village girls; they are marooned when an avalanche of snow shuts them off from the outside world. By the time Spring comes, they don't want to be rescued! It's The Love-Making Musical, in Blushing Color, the gayest bundle of song, dance and saucy humor that audiences have seen in years. Jane Powell, Howard Keel and a screenful of uninhibited young talents will pack your theatre with joy and customers!

"BEAU BRUMMELL" (Color)

Previewed last week at the Paradise Theatre in Hollywood, this picture takes its place with the masterpieces of M-G-M showmanship history! A spellbound audience breathlessly followed the absorbing drama of the handsome adventurer who rose from obscurity to fame, envied by men, adored by women, handsome, reckless, proud. He loved and was loved by one he could not have. So it was with his fascinating life, told in magnificent Color against the spectacular backgrounds of his era in this fabulous attraction filmed by M-G-M in the original locales abroad. Stewart Granger creates an Academy-Award challenging role; Elizabeth Taylor is seductively exquisite; Peter Ustinov as the weak, sensation-seeking Prince is even more stunning than he was as Nero in "Quo Vadis." Write it down: "BEAU BRUMMELL" will make screen history!

"VALLEY OF THE KINGS" (Color)

It couldn’t have been better timed! The newspapers and magazines will talk for months about the new discovery of ancient treasure at a pyramid in Egypt. You’ll see it happen in M-G-M’s attraction in which the exciting Color backgrounds of Egypt merge with a pulse-pounding love story of a research expedition to yield a big-time attraction. M-G-M is first to make a Hollywood-produced film in the mysterious land of the Nile. To the fabulous land of the Pharaohs M-G-M brought a whole company to film the story of the man who helps a girl unearth the secrets of an ancient tomb only to find she has a husband who is a villain and that both their lives are in mortal danger! Robert Taylor, Eleanor Parker, Carlos Thompson head a cast of hundreds.
"BRIGADOON" (CinemaScope—Color)

In the course of its notable production of screen musicals, M-G-M has brought many famed Broadway attractions to films, but none so gloriously as the celebrated, the enchanting, prize-winning musical stage hit "BRIGADOON," which it now offers to the world in magical CinemaScope. "If you love someone deeply enough, anything can happen—even a miracle"... this is the beautiful theme that pervades every brilliant, Color-splashed, spectacular number, every heart-stabbing love song, because truly this picture is dedicated to a deathless love. Rich in humor, action, romance, Big in eye-filling wonders, "BRIGADOON" is destined to rank with Academy-Award winner "American In Paris" as the ultimate in M-G-M musical triumphs. Starring are Gene Kelly, Van Johnson, Cyd Charisse with Elaine Stewart and hundreds in the cast.

"THE STUDENT PRINCE" (CinemaScope—Color)

The echoes of the trade-shows of this joyous Color-glorious CinemaScope production are still heard on every Film Row and now the trade press shouts its praises. M-G-M has devoted every resource of its acknowledged musical production skill to this beloved Sigmund Romberg all-time operetta favorite. This story of the handsome Prince and the Barmaid at Old Heidelberg is the attraction to which the youth of America will flock. Such happiness, such soul-stirring love songs, such rapture of carefree student days! Pretty Ann Blyth is the Barmaid; Edmund Purdom, handsome young star, a new personality for the fans is the Prince. He kisses with his own lips but sings with the glorious voice of Mario Lanza. Not since Lanza's romantic voice thrilled the fans in "The Great Caruso" has such singing been heard on the screen. Prepare now for a major M-G-M-Musical attraction!

"BETRAYED" (Color)

Once more the mighty production planning of M-G-M spans the ocean to create a pulsating screen drama rich with eye-filling, authentic scenes in stunning color. For the first time a Hollywood company of top stars combines the exquisite beauty of Holland, its richness of tradition, its dykes and storied settings, with a tale worthy of such an enterprise, a story of spies, suspense and supreme sacrifice. Clark Gable makes his first screen appearance since record-breaking "Mogambo" and the girl opposite him is seductive Lana Turner, an explosive combination, plus a third big name for marquee power, Victor Mature. Clark as a leader of the Intelligence, Lana as the beauty involved in high intrigue, Victor Mature as "The Scarf" a shadowy dare-devil of resistance. At cross-purposes in love and intrigue, each personality is etched crisply, appealingly, to make an attraction of high-voltage success.

AND MORE!

Take a trip around the humming M-G-M Studio. Here's what you'll see!

"DEEP IN MY HEART" (Color)

It glows with Big-name musical extravaganza brilliance. It's the story of Sigmund Romberg and out of it M-G-M creates a Big Show in lavish Color with a wealth of entertainment. Jose Ferrer rivals his "Moulin Rouge" performance. For each role an equally expert talent was chosen: Merle Oberon; Helen Traubel, famed opera star now a nightclub sensation; Walter Pidgeon and others plus guest stars, each of whom does a great number; Cyd Charisse, Vic Damone, Howard Keel, Gene Kelly and his brother Fred; Tony Martin, Ann Miller, George Murphy, Jane Powell, Debbie Reynolds, Tamara Toumanova, Vera-Ellen, Esther Williams and more. Much of it is completed and every evidence points to one of the Biggest, if not the Biggest in the tradition of M-G-M's Ziegfieldian-type musicals.

"THE LAST TIME I SAW PARIS" (Technicolor)

This is the story of a dramatic love conflict between two sisters who love the same young man. Told against the background of the world's most romantic city, it packs an emotional punch to spellbind audiences everywhere. The cast: Elizabeth Taylor, Van Johnson, Academy Award Winner Donna Reed, Walter Pidgeon, Eva Gabor and others. Watching the cameras filming it is assurance of a powerful, romantic Technicolor attraction!

"THE GLASS SLIPPER" (Color)

Its filming is being noted nationwide because its producer, director and star are the same that gave the world "Lilu" (winner of the Oscar for music and now enjoying successful repeat bookings while continuing merrily in its 2nd year in New York!). The footage seen thus far promises a more wonderful, more enchanting exquisite color entertainment than even its famed predecessor. Leslie Caron, Michael Wilding and the celebrated Ballets de Paris are just a few of the talent assets of the cast.

"GREEN FIRE" (CinemaScope—Color)

Another Big One in CinemaScope nearing completion at the studio after filming in South America. It is an adventure-packed love story of the search for an emerald mine. Stewart Granger, Grace Kelly, ever growing in popularity, and Paul Douglas journeyed to the danger-infested mountains of Colombia to enact the drama of lust for the most concentrated wealth of all—the emerald of Green Fire. Something to look forward to.

"ATHENA" (Color)

This riotous comedy brings a gay company of youthful talents to the screen in a blaze of Color, romance and fun. A young lawyer falls in love with the daughter of a faddish household and before she renounces astrology and carrot juices for the red-meat of romance, there's a harvest of comedy, songs and girl-boy appeal. The cast: Jane Powell, Edmund Purdom (star of "The Student Prince"), Debbie Reynolds, Vic Damone, Louis Calhern, Linda Christian. They deliver merchandise for the millions of America's young folks.

"JUPITER'S DARLING" (CinemaScope—Color)

To the never-ending good news at the busy M-G-M Studios add this Big attraction now being directed by the man who made "Show Boat" and "Annie Get Your Gun." Only CinemaScope could do it full justice. Bigness is inherent in its theme, mighty Hannibal and his fabulous legions, about to attack Rome, diverted by the ruse of a beautiful girl. The elephant sequence, original and eye-filling, is just one of many visual excitement; its rich, new popular score of songs and the glories of its production pageantry make it an attraction of top magnitude. The cast of terrific talents are headed by Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders.

WATCH THE M-G-M STUDIOS! OPTIMISM IS ON THE MARCH! THIS IS JUST PART OF THE PRODUCTION AND PREPARATION PLANNING FOR A NEW AND GREATER ERA OF MOTION PICTURES!

P.S. SPEAKING OF OPTIMISM: The trade is joyous over the first return engagement of David O. Selznick's production "GONE WITH THE WIND" in Atlanta where it is topping all its previous successful appearances, even the very first, historic World Premiere! Get ready for GWTW!
Grosses

(Continued from page 1)

western grossed almost $25,000 over the weekend and is expected to reach $35,000 for its first week gross. The Paramount film is expected to top $34,000 for its first week.

Paramount’s “Elephant Walk,” currently in its sixth week at the Astor Theatre, is expected to reach a mark of close to $5,000 by the weekend. The film played to 25,000 patrons over the weekend. “Knock on Wood” at the Capitol Theatre is expected to reach $85,000 in grosses for the week ending today.

“Gone With the Wind,” a re-release from M-G-M at Loew’s State, grossed $48,000 during the three-day holiday weekend and is expected to reach the $85,000 mark at the end of the week.

“Dial M for Murder,” a Warner Bros. picture currently at the Paramount Theatre, grossed $37,000 for the three-day weekend. It is reported. They added that a $65,000 week is expected for the film.

Moulin to Produce

“I Am a Camera”

The John Van Druten play, “I Am a Camera,” will be made into a picture by Moulin Productions and Rouban Films. It was revealed here yesterday by Alfred Crown, president of Moulin Productions. He said that no release date has yet been closed for distribution.

Stars of the picture will probably be “the actress who played in the English stage production, Dorothy Tutin, and Dirk Bogarde, the Moulin president stated.

Clarify ‘Ecstasy’ Rights

Following 15 years of international litigation, the Czech Government has established and acknowledged that the copyrights are hers. The rights for the film “Ecstasy,” starring Hedri Laman, belong to Gustav Machaty, who is author, producer, director and owner of the picture. In 1925, the U.S. Supreme Court upheld the U.S. Court of Appeals in its decision that the copyrights of “Ecstasy” were in control of the original distributors, Electa Films, of Prague, which company is controlled by the Czech Government.

Asides & Interludes

—by Al Steen

THE current transition to new techniques reminds us of those days when the industry was bridging the gap between silent and sound pictures—when jokes like this were very funny.

The theatre janitor rushes to the manager’s office, “Boss,” he says, “the electricians have made a horrible mistake. They’ve crossed the wires of the cooling system with the speakers. The blower is singing ‘Sonny Boy’ and the horn has blasted the screen into the first row balcony.”

** * * *

But now we have jokes like this:

He: “I’d like to see you in 3-D.”

She: “I don’t mean I shall be in pictures.”

He: “No, 3-D. That’s the number of my apartment.”

Or, 1920: Pola Negri

1954: Pola-Lite and Polaroid

And as the after-dinner speaker says, that reminds us of a story. A drunk came out of a theatre where a three-dimensional picture was showing and insisted on paying another admission price. He swore he saw the picture in six dimensions.

Universal liked that story so much that it offered a bonus if we added the same if we paid it the “French Line.” Sorry, but we can’t use tities in this department.

** * * *

Of course, that first yarn concerned the days before air conditioning when the fans make attendance a restriction and no money is made in popcorn. But don’t get us wrong. Many an exhibitor has booked a fortune-teller as an extra attraction and billed him under the name of “Popcorn” so that the theatre could show a profit.

Irving Mack’s house organ, “Inspirations,” tells about a department store that advertises that with every set of dishes purchased, it will give away a coconut picture theatre.

** * * *

Limerick

A Mexican exhibitor named Horatio,
Had a theatre that was called the Palacio,
He used to be 순서
But now he’s insane,
A victim of aspect ratio.

** * * *

At the arbitration meeting at the Hotel Astor last week, a group of exhibitors was standing around trying to identify each other. A young G.I. was standing nearby. The dialogue of the film men went something like this:

“Are you TOA?”

“No, I’m ITOA.”

“Well, I belong to SCTOA.”

“That’s interesting,” said RKO. “Glad to know you, I’m AB-PT.”

Somebody turned to the soldier and said, “Are you MPTAO?”

“No,” said the soldier, “I’m AWOL.”

An exhibitor out in Racine,
Desired to have a wide screen,
So he gave away glasses
To the lads and the lasses.

And the glasses had anamorphic lenses on them so that it looked as if the screen was wide but it wasn’t, but what difference did it make as long as the picture looked fat instead of lean.

(Forget the rhythm—at least, it rhymes.)

40 Cinci. Dates Set

For ‘Sins of Rome’

Forty dates have been set for the Cincinnati area premiere on June 23 of “Sins of Rome,” the Monarch Theatre, Direct New York London BRITISH OVERSEAS AIRWAYS CORPORATION Reservations through your travel agent call B.O.A.C. at 342 Madison Ave
New York 17, N. Y., tel. MU 7-8900

Seattle Orpheum to Road Show Policy

SEATTLE, June 1—The 2,000-seat Orpheum Theatre here, operated by the Monarch Theatres, will become a road show house during the summer months. No pictures will be shown and road show attractions have been booked.

Ontario

(Continued from page 1)

most tremendous developments in the television field. Television stations will be set up all over the world. In many places, where the number of local artists is very strictly limited, there is no need to exist in many cases, both by ourselves or by the Americans. We want that somebody to be us.”

As for the programme, there is still a lot of time. There exists an attitude here at home, and do not try to protect British films because they are British films. Why, we may even risk having the loss of a home market will be swept aside in the opportunities that there will be for sending their products abroad. I see no reason why this country cannot become the Hollywood of the world, I think there are enormous possibilities here,” he told the House.

Several Closings in Illinois Small Towns

CHICAGO, June 1.—Advent of the annual box-office slump has caused a group of theatre closings in small towns throughout Illinois, some permanent, some for the summer.

Those closing permanently are the Taizewell, Washington, owned by the Bajestro; the Princess, Levistown; the Glassford, Glassford, and the Tampico, Tampico, which is being shut down by owner A. Tomkinson because of poor health.

Frank Stewart has closed his Rivoli, Danville, for the summer, and the Wilton, Wilmington, has been bought by the Anderson circuit by James Butler, who also operates the Mar in Wilton and is considering reopening the Wilton and closing the Mar.

Park Theatre Dark

In Reading Dispute

READING, Pa., June 1.—The Park Theatre closed its doors here after 27 years of operation. A dispute with the Reading Projectionist Union, which has been in negotiations with the theatre for conversion to 3-D, CinemaScope and stereophonic sound equipment, Jay Enan-

Skelton, editor, said the group of unions received 20 per cent of the gross and the payroll was 43 per cent of the gross.
Paramount Has Flexible Policy

(Continued from page 1)

in its motion picture preferences." He emphasized that now, "each picture plans its own marketing campaigns. As a result, Paramount does not plan a specific number of pictures nor does it follow predetermined patterns in a given budget during a given fiscal period.

Points to Diversified Interests

Reviewing company progress in terms of new product, current earnings and important technical developments, Mr. Shattuck stated: "Paramount now finds itself with a healthy motion picture business and diversified interests in a number of new and growing areas."

In discussing the prospects for color television, Balaban referred to what he called confusion in the public mind concerning the size of color television picture, the cost of the set and what sets would be available at reasonable prices. He stated that "the notion that color television pictures are limited to black and white is absolutely wrong. Balaban said that "21-inch and 24-inch chromatrons, the "Lawrence" color television picture tubes, have been developed at the Television Laboratories, Inc., and are now sufficiently developed to provide the popular-sized larger picture to which the public is accustomed, in high quality color."

Sees 21-Inch Color TV Near

The Paramount president then stated that color receivers are being quoted for color TV receivers have no relationship to the mass product in prospect, but that a "color television set will be selling for around $600."

Balaban then revealed that International Telemeter Corp., an affiliate of Paramount Pictures, has made important scientific contributions in the development of "electronic memory" devices. He announced that the company in Australia/Technicolor is the first major film laboratory in the United States which has demonstrated the feasibility of making electronic memories for creative use. He emphasized that "the Telemeter Corp., in cooperation with the Eastern Research Laboratory, has now developed a system whereby pictures can be stored in a memory bank and then used to make color pictures."

Further Balaban announced that negotiations are now being concluded for additional contracts with Argonne National Laboratory of the Atomic Energy Commission and the Radio Research Laboratory at Chicago.

Clariﬁcation of Paramount's position in regard to various aspects of the motion picture business was made in a question-and-answer period yesterday following the agenda of the stockholders’ meeting. Highlights of this session were as follows:

Q. What plans has Paramount for showing films on television?
A. Paramount hasn't any plans for entering the television film market as a producer or seller of any of its films for TV showings. At present, the TV market does not offer enough compensation for us.

Q. Has box-office attendance increased?
A. Attendance is being reported at another piece of furniture in the house. While figures are unavailable, attendance at theatres has improved since television has reached its level off period and the industry has overcome its obstacle.

Q. Why doesn’t Paul Raibourn own stock in the company?
A. That is a personal matter which concerns Mr. Raibourn. In my opinion, the amount of stock which an officer of the company has does not enhance his ability to perform his duties.

Q. How many women own stock in Paramount and why isn’t a woman on the board of directors?
A. There is no record kept of stock which women own in Paramount. If a shareholder desires to have a woman on the board of directors, nominate one on the ballot.

Q. What does Paramount think about the development of electronic recording equipment?
A. We are taking no active interest in it, but Paul Raibourn and Loren Ryder are watching its progress.

Paramount Officials Will Model Shirts

In a "Knock on Wood" promotion, the Victor Haun Shirt Co. of Paramount has "loaned out" six of its execs as shirt models for advertisements in national magazines during June. Appearing in the advertisements will be A. W. Schwab, president; engaged; E. T. O’Shea, vice-president; R. W. Davis, assistant vice-president; Hugh Owen, Eastern, and Southern division manager; Slid Blumenstock, assistant to the vice-president; and Burt Champion, publicity manager.

ANSWERS ‘HOLDERS QUERIES’

(Continued from page 1)

AB-PT

(Continued from page 1)

ready for distribution, will also be offered to other exhibitors.

On the strength of an AB-PT guaranty, the independent producer may seek additional financing from a bank, he said. 

"the AB-PT guarantee will not become a producer of films," the executive stated. This statement by Goldenson disclaims any previous reports that the "AB-PT guarantee" would also enter the producing ranks if the product shortage is not alleviated within the near future.

The plan of financing independent producers and supplying playdates has been studied for some time, it is understood that Paramount is leaving for Europe shortly to attempt to have additional product, produced in England, nor is it a screen available for U.S. distribution. It is expected that Goldenson will meet with Arthur Rank and officials of the UFA studios in Germany to urge foreign film producers to utilize American writing and directorial talent and make films which will be acceptable in the United States market.

New Firm Building Conn. Drive-in

HARTFORD, June 1—Construction of a 600-car drive-in theatre has been started at South Windsor, Conn., by the newly-formed South Windsor Realty Corp., July 1 opening is planned.

Officers of the new venture include Abraham Bronstein, Hartford, president; Pasquale DiFranco, New Britain, vice-president; James V. White, East Hartford, secretary; Attorney Bernard E. Francis, West Hartford, treasurer; and Israel Bromberg, Hartford, assistant treasurer. The screen will measure 102 feet wide and 70 feet high, with car capacity to be increased to 600 by Spring, 1955.

Project will be known as the East Hartford Family Drive-In Theatre.

Ana-Ta-Han’s New Title

"The Devil's Pitchfork" is the new title that has been assigned to the Josef von Sternberg Japanese production by the film’s American distributor. The new title, which replaces "Ana-Ta-Han" because the original title caused difficulty in pronunciation, according to Arians.

Sir Philip Warter Here

Sir Philip Warter, chairman of Associated British Picture Corp., has arrived here from London for conferences with American producers, officials, associates of his company.

Hertz, Austen C. Keough, Earl I. McEntee, Maurice Newton, Raibourn, Edwin L. Weis, George Welter and Adolph Zukor, was re-elected by the stockholders. The inspectors reported that 2,207,588 stock certificates for the stock were voted and 1,711,780 were represented by proxies at the meeting.

The stockholders also voted to allow the management to eliminate 125,000 shares of common stock which cost $2,250,000. This money will be used for working capital.

The board of directors will meet tomorrow to elect and reelect officers and to discuss other business.
SUMMER TIME IS CIRCUS TIME

The circus is back... because available. Now is the time to date it and schools closed, millions of youngsters are choice in summer entertainment. Booking.
DeMille's
The Best Show on Earth

the greatest boxoffice show on earth is
campaign it for July and August. With
their families will make it their first
it to repeat its never-equalled grosses!
U' Production in Upswing; '14 Pictures In Various Stages

HOLLYWOOD, June 1.—Launching a new wave of summer releasing, Universal-International has started shooting two more pictures to give the studio its most extensive stages of production, scoring and editing.

First of the new films to hit the starting line is "Five Bridges To Link," starring Tom Tryon, who is in production in Boston with Tony Curtis, Julia Adams and George Nader in the top roles. The film will be directed for Producer Aaron Rosenberg.

Other new starter is "Smoke Signal," Technicolor production which has started on location on the Colorado River with Dana Andrews and Piper Laurie co-starred and Jerry Hopper directing for Producer Howard Christie.

"Destry" Now Shooting


Others now in the cutting rooms are "Four Guns To The Border," Technicolor, starring Jeff Morrow; "So This Is Paris," Technicolor musical starring Tony Curtis and Gloria Dehaven; "The Big Clock," Technicolor and starring Jeff Morrow; "Ripochet Romance," starring Marjorie Main and Chill Wills; "Bengal Rifles," Technicolor, starring Rock Hudson and Arlene Dahl; "Dawn At Socorro," Technicolor starring Roy Calhoun and Piper Laurie; "Naked Alibi," starring Sterling Hayden and Gloria Grahame; "Frank Joins The WACS," starring Donald O'Connor, Julia Adams. Chill Wills and Manie Van Doren, and "The Black Shield Of Falworth," Technicolor production starring Lex Barker, Mala Powers and Howard Duff.

53 Ontario Houses Prepare for 'Scope

TORONTO, June 1.—Some 53 theatres in Ontario are being prepared for CinemaScope projection.

Represented in the total are seven suburbs and 46 theatres of the Famous Players Ltd., the circuit which will have complete stereoscopic sound. Odeon Theatres are going ahead with its 23 Ontario situations.

Twinex Century Theatres are readying 11 houses for CinemaScope, while Ottawa Valley Amusement Co. also is equipping four indoor theatres with single-track magnetic sound.

Blame Reissues

CLEVELAND, June 1.—Subsequent run exhibitors and those in the surrounding area claim that patronage in the community is down this week compared to last year. This was the time last year. Blame is placed largely on the number of reissues now in release to swell the decrease in new product, according to the exhibitors.

European Business 'Great,' Says Nathan

"Business is great" in Europe, John Nathan, Paramount's Continental European manager, has informed the home office. Nathan is in New York on an annual visit and expects to return to his post in a week.

In all, the screens and allied equipment have been well accepted by European exhibitors, declared Nathan. Installations of the new equipment is "progressing normally," he added.

The current product shortage in the United States is not being felt to Europe, Nathan said. He attributes this to two things: import restrictions and an increasing number of European productions.

Paramount's biggest seller in recent months has been "Hollywood Holiday," which is in its 17th week in both home and B.C. and grossing well in other locations, according to Nathan.

B.C. Drive-ins Use Free Gas 'Gimmicks'

VANCOUVER, B. C., June 1.—Continued interest in drive-ins, for which the B.C. area has always been noted, has become so keen that one exhibitor is featuring a "bucket-carload" system on a twice-per-week basis and another is serving free gas to the first 100 cars.

Weather conditions have not been forcing too many with the drive-in operators. Most of them have been forced to push back their opening date because of stormy, cold rain and winds, and temperatures below freezing.

The 1,000-car Paramount Drive-in is scheduled to be the first outdoor theatre in Canada to show CinemaScope sometime this month with "Beau Bridge."

Famous Players circuit is planning to install VistaVision in most of its B. C. theatres as soon as the units are ready.

Barnett to Speak

WASHINGTON, June 1.—Herbert Barnett, executive vice-president of the Motion Picture Association of America, will speak on "Censorship in the Era of Technicolor," at a luncheon of the Motion Picture and Television Broadcasters Council of Columbia on June 24, council president Virginia Rolligge Colliers has announced.

Canadian Meeting Is Held By Popcorn Association

TORONTO, June 1.—Practical discussions on concessionery sales and equipment in theatres came to the fore at the third annual Canadian regional conference of the International Popcorn Association at a one-day gathering of executives in the King Edward Hotel.

The program was under the direction of J. J. Fitzgerald, jr., president of the PCA, and Frank Spligeal, secretary. Sydney Spligeal, also Toronto, who holds as chairman of the IPA of Canada. The former is head of Theatre Confections, ltd., subsidiary of Famous Players Canadian Corp., and Spligeal holds the post of general manager of Super Puff Popcorn, Ltd.

Prominent in the convention proceedings was Thomas J. Sullivan of Chicago, executive vice-president of the International Association, and the speakers included:


The functions consisted of a lunch by courtesy of the Coca-Cola Co. of Canada and a cocktail party under the auspices of the Pepsi-Cola Co. of Canada.

Receiver for British Lion

(Continued from page 1)

limitation of important distribution and studio facilities afforded by British Lion.

The intention is to organize a new central booking office, sub-branching British Lion’s distribution function and with the share capital of the new organization, if the time of NFFC. The government thus becomes the controller of the country’s third largest distribution organization. The Shepperton studios’ future is uncertain for the time being. A subsidiary of British Lion, it is likely that will be used. This event, the new company will not embark on production of its own. Its activities will be limited to giving distribution guarantees to approved independent projects, with NFFC presumably finding the end money.

British Lion’s dramatic collapse is a sorry blow to the country’s production prestige but the fact is the company’s history is one of NFFC’s creation. The company’s ordinary shares of one shilling par value were acquired right through the NFFC’s creation. The NFFC report shows a net loss of £1,190,340 for 1953 which, with the accumulated deficiency brought forward makes a total deficiency during the past five years of £2,600,495.

Seven Films Start; 25 in Production

HOLLYWOOD, June 1.—The weekend witnessed the American industry bowing the start of seven and completion of six others during the preceding seven days.

"The Leopard" (AA); "$1,000 Bill" Telecraft Prod. (Ind.); "Little Red Monkey," Anglo-Guild Films; "A Man From Toronto," "Cross To River Cross," CinemaScope; Eastman (M-G-M); "Five Bridges to Cross," Technicolor (U.-L.); "East of Eden," CineScope; WarnerColor (Warner); Eureka; "Jungle Gents" (AA); "Mr. Mannerly," "Crash," (Ind.); Palo-Alto (Ind.); "Thunder Pass," W. T. Broidy (Lippert); "Shield for Thee," B-C (Shoemaker), etc.—(Reader Is "Vera Cruz." Heclt-Lancaster, SuperScope, Technicolor (U.).)

16 Area Debuts for 'The Long Wait'

United Artists’ "The Long Wait," film with Jack Palance’s mystery story, which is currently in the third week of its world premiere engagement in future Chicago, has been set for 16 new territorial openings during the month of June, it was announced today by William J. Heineman, vice-president in charge of distribution for UA.

Regional sendoffs will be held at the Palace, Milwaukee, June 2; Loew’s State, Memphis, June 5; Town, Baltimore, June 9; Loew’s Richmond, June 12; Loew’s State, Houston and the Orpheum and State, Boston, June 17; Loew’s Poli, Bridgeport; Loew’s State, Norfolk and the Warner, Worcester, June 19; the Majestic, Dallas; Aztec, San Antonio and the Hollywood, Fort Worth, June 22; Loew’s State, Chicago, June 25, and Loew’s, Rochester, June 25, and Loew’s, New Orleans, June 26.

First Wisc. Drive-In With Wide Screen

MILWAUKEE, June 1.—the Bikini Drive-In, located here on last Friday became the first drive-in in Wisconsin to open with a wide screen color drive-in. The new drive-in the taid it a 103 x 48 job that he had installed in front of the old screen. SuperScope Lenses and the Twinkle Screen Surfase with plans have been made for Stereo- phonic sound.
Review

"Barefoot Battalion"
(Peter Boudoures-Leon Brandt)

LIMITED audiences are indicated for this import despite an interesting cast and picturesque locales and its semi-documentary nature. The dialogue is in Greek and English subtitles and is provided. It apparently was shot on a small budget by Peter Boudoures on location in Athens and Salonic with Greek and a few American camera. However, this fact is not noticeable in the film. Camearman Micalis Gaziadis did a remarkable job of capturing the charm and beauty of the Greek countryside and blending it into the story.

Only two professional actors appear in the film. Scenes depicting the Spartan army were taken with a hidden camera and reflect the naturalness of people going about their daily chores. The original story and screenplay were written by Rico Kastiotis from actual occurrences.

The Barefoot Battalion is a story of children orphaned by the Nazi conquest of their country who united to defy and harass the enemy during the occupation. They specialized in pilfering food from their conquerors and distributing it to their starving countrymen. In the course of their activities they picked up a shin of old shoes and used it to deliver the German. He discovers the thieves but can not convince the commandant that mere children have perpetrated the crime. His attempt to locate the headquarters of the battalionQuickly the pace of the picture and provides its climax. The children who play the members of the group in the film were for the most part recruited from orphanages and some of them were actually members of the real Barefoot Battalion. The director was Gregg Tallas.

Running time, 89 minutes. General classification. Release, in June, F. S.

Kalver to COMPO Poll Unit for Allied

Roy Kalver of Deetar, Ind., president of the Indiana Allied Theatre Owners, will represent national Allied on the committee named by Council of Allied Theatre Owners. He apprised of plans for a national audience poll to select the best picture of the month, season and year.

Announcement of Kalver’s appointment was made by Robert W. Coyne, COMPO special counsel. Coyne explained that those affairs will make it impossible for Kalver to attend the committee’s first meeting at the Hotel Astor, June 8. Also, Allied’s immediate vice-president, William A. Carroll of the Indiana Allied office will act as substitute.

6 Percentage Suits Filed in Portland

PORTLAND, Ore., June 1—Six percentage actions were filed in the Federal Court here against Carlie S. McNeill, Paramount, Loew’s, 20th-Fox, Warner Brothers, United Artists and Universal each filed a separate action involving the same complaint.

The Portland firm of Maguire, Shields, Morrison & Bailey represents the distributors with Sargoy & Stein, of counsel.

Call’s interviewed Greer Garson, star of M-G-M’s “Her Twelve Men,” for the June issue. The star said, “Beauty is a state of mind.” A photo of Greer Garson in full color wearing a bathing suit illustrates the article. It will be the first time that Garson has appeared on the screen so attired.

A Kapsalidis caricature in full color based on “The Caine Mutiny” will appear on the front cover of “Pictorial Reviews” June 27 issue.

Stimson Ronberg’s familiar and beloved ladybug is now available as a reproduction and he indebted niece in old Heidelberg is as industrious as romance itself. He appears in “American Magazine.” He’s a G-M-M’s new CinemaScope version of “The Student Prince” the girls are prettier, the students lessnabder, and the songs gayer than ever.

WALTER HAAS

Kalvar to COMPO Poll Unit for Allied

Hansel Exploitation To Terry Turner

Terry Turner of General Telecard has been engaged by Michael Myerberg Productions as director of exploitation, television and radio promotion for Myerberg’s “Hansel and Gretel.”

Turner, who will remain with the office of General Telecard, formerly was exploitation director of RKO Radio Pictures.

Paramount Gulf and Tenarken Circuits Now Consolidated

NEW ORLEANS, June 1—Consolidation of the operations of Tenarken Paramount Theatres, Inc., with the Gulf Paramount circuit, among other things, the Tenarken circuit, operating in New Orleans was announced here by Henry G. Platt, vice-president in charge of operations for the latter.

“Jack Katz, general manager of Tenarken, has resigned,” said Platt, but the two will continue working, and the operating personnel of the Tenarken group will remain unchanged, with Alex Thompson as district manager at Memphis.

Tenarken theatres are located in six cities covering Tennessee, Arkansas and Kentucky.

Paramount Gulf operates in 21 cities in the five-state area of Louisiana, Mississippi, Alabama, Texas and Florida, with the 350-seat Saenger, New Orleans, its flagship. Both companies are subsidiaries of American Broadcasting-Paramount Theatres.

Biak to Operate Bridgeport House

HARTFORD, June 1—Norman Biak, partner of Leonard Sampson and Robert Spodick in the Sampson & Spodick Theatres at Norwalk and Westport, Conn., is taking over active operation of the Sampson-Spodick first-run art Cinema, Bridgeport.

Sampson and Spodick will maintain their interest in the theatre as well as the Crown and Lincoln, New Haven.

WHAT’S ALL THE EXCITEMENT ABOUT

PERSPECTA STEREOPHONIC SOUND?

A FRANK DISCUSSION OF THE FACTS

Q How many Fairchild Perspecta Stereophonic Sound units are there in the theatre world?
A Only one! A single Fairchild Perspecta Integrator serves all projectors in a booth and controls the sound through any three-channel sound system. Nothing is left to chance. It’s simple, it’s durable, it’s easy to use.

Q What about costs and installation time?
A The Fairchild Perspecta Integrator costs $990. A complete installation can be made in less than a day without any loss of showing time and, incidentally, without continuous maintenance and replacement of magnetic heads.

Q Where do I go to find out more?
A Call—we’ll write—or write Ray Crews at Fairchild. He understands exhibitors’ problems—can answer your questions immediately.

SHOWPLACE OF THE EAST

MOULIN MILL THEATRE SERVICE brings
TO THE EAST

Three Channel Interlock Projection

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FAIRCHILD RECONDITIONING EQUIPMENT

MOTION PICTURE SOUND DIVISION • WHITESTONE 57, NEW YORK

MOTION PICTURE DAILY

Wednesday, June 2, 1954
but

NO COINS

will add up to the

COINS

you’ll gross with 20th Century-Fox’s

"3 COINS

IN THE FOUNTAIN"

CINEMASCOPE

Color by Deluxe • In the Wonder of 4-TRACK HIGH-FIDELITY
MAGNETIC DIRECTIONAL-Stereophonic SOUND

starring CLIFTON WEBB • DOROTHY McGUIRE • JEAN PETERS • LOUIS JOURDAN • MAGGIE McNAMARA
ROSSANO BRAZZI • Produced by SOL C. SIEGEL • Directed by JEAN NEGULESCO • Screen play by JOHN PATRICK
Delay Vote on N.Y.C. Tax Until Today; Bill Amended

Exemption to 50 Cents Proposed; Some Opposition Looms Among Councilmen; Finance Committee in Closed Session

By FRANCIS BACKILMAN

New York City's exhibitors yesterday gained more time in their battle to prevent imposition of the proposed city five cent amusement tax. The City Council Finance Committee, after discussing the tax for an hour behind closed doors, decided to deliberate for another day. Yesterday's scheduled City Council open hearing, which was expected to bring a vote on the measure, was pushed back to 2:30 today. A special meeting will be held tomorrow night to make an Estimate, which must approve the measure before it is presented to the Mayor for a public hearing.

The delay came over a proposed amendment to the tax law. If adopted, it would grant an exemption on film admissions up to 50 cents. Harry Brandt, president of the Independent Theatre Owners Association, is pressing for an exemption on all admissions up to $1.

Because it now contains an amendment, the tax bill must receive at least a two-thirds vote before it can pass the Finance Committee. Concurrently, opposition to the five cent tax is increasing.

City Cuts Estimate Of 5% Tax Yield

In a surprising development in local exhibition's fight against the proposed five cent admission tax here, the City Council Finance Committee yesterday reversed itself when it was said it now expects to receive only "four to five and one half million dollars" in revenue from film theatres alone, if the tax is passed.

Up to yesterday, the city administration, basing its argument on City Budget Director Abraham Beane's figures, said it expected to get $9,000,000 in taxes from film houses in the city.

Committee chairman Edward Cunningham (D., Bronx), said spokesmen for exhibition had been mistaken in assuming the $9,000,000 figure had been proposed by the city administration.

The amusement tax would raise some $17,000,000 a year from all city entertainment sources. A payroll tax of one-quarter of one cent would raise $30,000,000 a year.
Personal Mention

LEO McCAREY, 'producer-director'-writer, is visiting New York from Hollywood.

KEVIN JOSEPH FITZGERALD, son of John McG. Fitzpatrick, president of Famous Players Canada Inc., was married at the Church of Notre Dame Dec. 22, 1953, to Monte Carlo, Qu., Elizabeth McEVEIN of Toronto.

R. L. BOSTIC, vice-president of National Theatre Supply, with head-quarters in Memphis, has been named a Kentucky colonel by Gov. Lawrence W. Wetherby of that state.

GRACE MILNE, secretary to DENNIS SHEL, circulation manager of Quigley Publications, will be married on Sunday to James SPANO at Inmaculation Church in the Bronx.

R. W. BOSTON, vice-president of Famous Players Canadian Corp., has been elected president of the Citizens' Research Institute of Canada.

MARTY WOLF, Allstel Service Corp., assistant general sales manager, has left here for a trip through the Caro-

ROBERT LIEVY, president of Lipper Pictures, will leave here Saturday for London via B.O.A.C. Monarch.

BOB RAFFAPPA, who, with his father, operates the Hippodrome, Tully, N. Y., and the Balto, has returned there from Europe.

CARL ROMERO, HENRY BRANDON, EBERN BOSNIT, and CHARLES HODGTH, have returned to Hollywood from Mexico City.

WILLIAM E. OSBORNE, assistant export manager of Allied Artists International, who left here some time ago to visit Montreal, has returned here from Europe.

ABE KRAMER, of Associated Circuit, Cleveland, has returned there with MRS. KRISMIAN from Miami.

ED STEVENS, president of Stevens Pictures, Atlanta, has returned there from New York.

ART LEAENZEN, Jr., publicist, is in New York from Detroit.

HENRY HATHWAY, director, arrived here yesterday from Paris.

BILL DAVY will arrive in New York from Paris today.

JAY ROBINSON will arrive in New York Wednesday from Hollywood.

MARCELLO GIBSON, producer, will arrive here from Italy tomorrow.

STEVE COCKHAN has left New York by plane for the Coast.

Two Promotions in FPC Divisions

TORONTO, June 2.—On the rumor list for the past month, but now officially announced, are those of promotions in the organization of Famous Players Canadian Corp., due to resignations.

R. K. Roddick, district manager at Halifax, N. S., has retired, effective July 1, to be succeeded by James McLeary, who has been manager of the Fox Theatre, Hamilton, for eight years. Roddick, who was manager of the Capitol Theatre, London, Ont., before he went to the Halifax area, is the former manager of the Famous Players 25-Year Club, having joined the company in 1929.

ZORN GOING TO CALIFORNIA

The other resignation is that of E.D. A. ZORN, Western District supervisor at Winnipeg, who is moving to California to live. Zorn, who came to the Famous Players in the United States, is to be succeeded by John Fergu-

Chicago Trade Sees Paramount’s TV

CHICAGO, June 2—Paramount’s new demonstration, “Chicago’s Own” the wide- screen television program which opened this morning with introductory and explanatory addresses by Y. Frank Freeman, vice-president in charge of Paramount-division studios, and Dr. Charles R. Daily, Paramount technical expert who worked on the development of this system. Freeman

Then the 4,000 theatremen and members of the press were shown two films, the first a technical description of Vision-Vision and the second a group of scenes from the initial three Vision-Vision productions—Irving Berlin’s “Christmas in Connecticut,” “Three Ring Circus” and “Strategic Air Command” with Jimmy Stewart and June Allyson.

New Ornstein Book

William Ornstein, Loew’s trade press contact, is the author of a second volume of short stories, “Deep Car- rys,” published recently by The Story Book Press, Dallas. This book, “Ma and Me,” also a collection of short stories, is now in its sec-

Mdn. Censors Move

BALTIMORE, June 2.—The Maryland State Board of Motion Picture Censors has moved its head- quarters atop the Lexington Market Building in downtown Baltimore. The new office is officially at 212 Eutaw St., Baltimore 1, Md.

Special Show for Two Love Birds

DETROIT, June 2.—Romantic- and exploitation-minded Detroiters will gather at the Fox Theatre here, to give a spe-

Mexico Reds Asking Film Nationalization

MEXICO CITY, June 2.—Immediate nationalization of the picture industry has been demanded by Mexican power and telephone industries, as a sure means of solving Mexico’s eco-

Simon Joins Buffalo Sales Staff of UA

BUFFALO, June 2.—Mike Simon, assistant field manager in Detroit and former Paramount manager here, has been named to United Artists sales staff here by man-

Degree to Skouras

SPYROS P. SKOURAS, president of 20th Century-Fox, yesterday was awarded an honorary degree of Doc-

Islas Named Manager

MEXICO CITY, June 2.—Alfonso Pinsul Rubi was appointed by the Na-

Nefarnol Accounts

Lynn Farnoll, veteran industry advertising-publicity executive and for the past several years head of his own public relations organization, is expanding into non-industry fields. The Associated Fur Manufacturers has retained the Farnoll firm to handle public relations and advertising for mail-order and consumer information program starting next week. Farnoll has also been retained by Orbach’s department store.

Prizes Contributed for Golf Tournament of the Cinema Lodge

More than $50 film industry and al-

German a Large Donor

William German, Inc., has contributed the prizes to be awarded to each foursome winner while National Service has contributed prizes for the foursome runners-up.

See Hillside Appeal

Briefs in the appeal of Hillside Amusement Co. from the dismissal of its case against Warner Brothers theatres in New Jersey and major distri-

Major Thompson in New Office Here

Major Leslie E. Thompson, for many years in labor relations for RKO Theatres until going on a consulting basis recently, has returned to the Capital Theatre Building here from which he will handle industrial relations accounts.

MOTION PICTURE DAILY Thursday, June 3, 1954
Allied Artists
PICTURES CORPORATION

Takes Pride in Welcoming

One of the World's

Most Distinguished Creators

of

Outstanding Motion Pictures

John Huston

THIS IS THE FIRST OF A SERIES OF IMPORTANT ANNOUNCEMENTS FROM ALLIED ARTISTS
## Motion Picture Daily's Booking Chart

### Week of

<table>
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<tr>
<th>March 28</th>
<th>Allied Artists</th>
<th>Columbia</th>
<th>M-G-M</th>
<th>Republic</th>
<th>Rko</th>
<th>20th-Fox</th>
<th>United Artists</th>
<th>Warners</th>
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</thead>
<tbody>
<tr>
<td>March 28</td>
<td>Loop hole Barry Sullivan Dorothy Malone Mary Beth Hughes (Color) (Bac).</td>
<td>Fange of the Wild</td>
<td>Gypsy Colt</td>
<td>Geraldine Johnson Salt Peters Son of Sinbad</td>
<td>(3-D)</td>
<td>(3-D)</td>
<td>(3-D)</td>
<td>(3-D)</td>
</tr>
<tr>
<td>April 4</td>
<td>Pride of the Blue Grass Judy Holliday Peter Lawford Jack Lemmon</td>
<td>Heat Wave</td>
<td>Red Garters</td>
<td>The Untamed Heroes</td>
<td>(March Releases)</td>
<td>(March Releases)</td>
<td>(March Releases)</td>
<td>(March Releases)</td>
</tr>
<tr>
<td>April 11</td>
<td>The Deep End</td>
<td>Rogue River</td>
<td>Ballad of Baby</td>
<td>The Naked Jungle</td>
<td>(March Releases)</td>
<td>(March Releases)</td>
<td>(March Releases)</td>
<td>(March Releases)</td>
</tr>
<tr>
<td>April 18</td>
<td>Arrow in the Dust</td>
<td>Wyner Waynes</td>
<td>Executive Suite</td>
<td>Casanova's Big Night</td>
<td>(April Releases)</td>
<td>(April Releases)</td>
<td>(April Releases)</td>
<td>(April Releases)</td>
</tr>
<tr>
<td>April 25</td>
<td>Drive a Crooked Road</td>
<td>Sterling Hayden</td>
<td>The Iron Glove</td>
<td>The Cowboy</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
</tr>
<tr>
<td>May 2</td>
<td>The Forty Niners</td>
<td>Bill Elliott</td>
<td>Monster from Beneath the Sea</td>
<td>The Student Prince</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
</tr>
<tr>
<td>May 9</td>
<td>The Iron Glove</td>
<td>Paul Carey</td>
<td>Flame and the Flesh</td>
<td>Calling Scotland Yard</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
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<tr>
<td>May 16</td>
<td>The Forty Nineers</td>
<td>Bill Elliott</td>
<td>The Cowboy</td>
<td>The Student Prince</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
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<tr>
<td>May 23</td>
<td>The Forty Nineers</td>
<td>Bill Elliott</td>
<td>The Cowboy</td>
<td>The Student Prince</td>
<td>(May Releases)</td>
<td>(May Releases)</td>
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<td>(May Releases)</td>
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<tr>
<td>May 30</td>
<td>The Forty Nineers</td>
<td>Bill Elliott</td>
<td>The Cowboy</td>
<td>The Student Prince</td>
<td>(May Releases)</td>
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<td>June 6</td>
<td>The Forty Nineers</td>
<td>Bill Elliott</td>
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### Notes

(Dates are based on national release schedules and are subject to change. Letters denote the following: (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action. Production numbers are in parentheses. Rev. Motion Picture Daily Review Date.)
To our new associate...

We are all extremely happy to welcome

JOHN HUSTON

into the Allied Artists family. It is a source of great personal pride to us that he has chosen our company as the exclusive producing and distributing organization for his future productions. We know that exhibitors throughout the world will find in our mutual plans a profitable answer to their most pressing problem—a source of outstanding product.

Signature: [Signatures]
The Industry's Most-Wanted, Most-Often-Used Reference Book

A simple statement of fact...

THE ALMANAC is referred to far more often, by far more people in the motion picture and television industries—and also by more writers for the public press—than any other reference book. There are obvious reasons for that:

The data in the most-often-used parts of the ALMANAC is not to be found in any other reference book.

THE ALMANAC is the only finger-tip reference volume of its kind—the only thumb-indexed book in these fields. It is correctly described as being "like a library of fifteen volumes in one." No other reference book in these fields can genuinely make that claim.

THE ALMANAC is not given in combination with any other publication. It is purchased for itself alone. Its unique features make it indispensable—worth many times its price—to thousands in the motion picture and television industries.

It is the only accepted "Who's Who and What's What" for the entire field. There just isn't anything like it!

Price $5 post-paid
Dowling,Korda
Set Financing
Deal for Nine

Robert Dowling, president of City
Investing Corp., is expanding his
amusement involve's interests to in-
clude participation in the financing
of nine pictures on the schedule of Sir
Alexander Korda's London Films. The
picture line involves $15,000-
000, according to Morris Helfkin,
London Films president.

The nine pictures will be made in
the next 18 months in England, India,
and other foreign locations. The
schedule covers a release date of
1954.

"The Man Who Loved Redheads," now completed, with Moira Shearer;
"The Time of the Cuckoo," with Kath-
arine Hepburn; "Richard III" in color
with Laurence Olivier; two films star-
ing Alec Guinness, "Arms and the
Man" and "The Lady" in color starring Richard Burton and
Claire Bloom; "Around the World in
Eighty Days," in color; a production
starring Victor McLaglen; "The
Fly's King's General," which will be
produced and directed by Zoltan Korda.

Boston Press Club
Honor's Danny Kaye

BOSTON, June 2—Danny Kaye was
the guest of honor in absenta at the
Boston Press Club's annual meeting
last Thursday. A citation signed by the
local film critics and editors was
unveiled. It honors Kaye in particular for his performance in "Kismet" and "The
Robe" in its seventh week at the Astor Theatre, and for
his "consistently high standards in
performance" since he made his hit
in the musical, "Lady in the Dark."

Jack Brown, Paramount's branch
manager; accepted the citation for
Kaye at an informal reception at the
Press Club. Danny Kaye, himself, is
expected to visit Boston later in the
year, at which time the citation will
formally be presented to him.

To Rule Tomorrow
On Conn. Drive-in

HARTFORD, June 2—Judge Wil-
liam J. Shea of New London Superi-
ate, has deferred until Friday the
prosecution before him of Mayor
Maurice's executive, charged with
learn faith in the teachings of Christ.
In the end, after many trials and
tribulations, Maurice returns to Christ-
ianity as the unstable Emperor is
killed and a new Caesar is named.

Others in the cast include Anne Bancroft, Barry Jones, William Marshall,
Ernest Borgnine, Charles Evans and Richard Egan. Produced by Frank Ross
and directed by Delbert Davis, it is
from a screenplay written by Philip
Dunne, based on a character created by Lloy D. Douglas in "The Robe."

LESTER DIOFF

N. Y. Tax Bill Amended; Vote Today

(Continued from page 1)

with the Corporation Counsel before
the word, "Mature," the test is the abil-
ity of extending an exemption in the
form of tax-free tickets below 25
per cent to only one branch of the city's
theater, and the condescension of
Mayor Edward Cunningham (D., Bronx) told reporters after yesterday's meet-
ing.
He also said that the amendment is
designed to give admissions to chil-
dren's matinees "a break."

Says 83 Houses May Shut

Brundt, after meeting with Mayor
Wagner said: "We are struggling to
get a $1 exemption. However,
said, at least 83 houses in the city
would close if the tax is imposed, ex-
ception or not."

As of 1953, he continued, the Fed-
ger al government collected $14,200,000
in revenues from local houses. This
figure is based on the former 20 per
cent Federal admission tax levied on
the gross of $71,000,000 from New
York's nearly 600 theatres.

Brundt said Albert E. Sindinger,
man of the box office, who prepared data when the industry, gained a result in the Federal admission tax, will be
at today's hearing. Sindinger, work-
ing with a crew of ten men, is com-
plying statistics to back up the local
exhibitors' arguments.

Some observers at City Hall yester-
day believed in delay in voting by
the Wayne committee is not an at-
tempt to prove it is not a "rubber stamp" for Mayor Wagner's administration.
During Tuesday's open hearings, ex-
hibitors had said repeatedly that the
City Council was "going through the
motions" in holding the public session.

This contention was strengthened
yesterday when it became known that a
so-called meeting of Wayne committee
has been held to speed the tax into
law. Such a message is required, because the Wayne committee meeting
some minor technical changes were
made in the bill. Without the special message the tax bill would be shelved for
several days.

Special Session Tomorrow

It was stated the Board of Estimate, which also must approve the measure
before the Mayor signs it into law, is
ready to hold a special session to
morning and approve the measure.
The legislation must be at the Mayor's desk for five days, excluding Sunday.

Opponents of the tax will have two
more opportunities to present their
fight publicly; once before the Board
of Estimate and again at the public
hearings the Mayor must hold before
he signs the tax bill.
Form Variety Tent In Louisiana and Mississippi Area

NEW ORLEANS, June 2 — The train of thought which has been sweeping the minds of a great number of theatre men and affiliates in the South and Midwest lately desires to form a Variety Tent of the Louisiana and Mississippi area, which was finalized last night when a group of enthusiasts met with Col. Bill McCraw, Dallas, Variety International existing Pacific Coast, Benton, Plummer, and Walter, Variety International doughy gai, at a dinner gathering at Arnaud’s Restaurant. A board of directors was elected which consists of Dan M. Branden, president and general manager of Transway, Inc.; Henry G. Platt, Paramount Gulf vice-president in charge of theatre operations; Carl Mabry, president of Motion Pictures Advertis- ings; William Bryan, branch man- ager of 20th Century-Fox; William Holliday, branch manager of the Fox; and James E. Cohen, owner, Lippert Pictures of Louisiana exchange; Louis Borer, of National Service, meanwhile, R. L. Diamond, owner, and M. M. A. P. C. theatre Service Company; L. C. Montgomery, president of Delta Theatres, Inc., New Orleans; James A. Films Abott, and Ernest A. Mack- kenny, treasurer of Delta Theatres, Inc., and manager of the Joy Theatre. The committee elected Baker chief booker, Bab Cohen first assistant booker, William Bryant second assistant booker, Haines Plut, Dough boy and Dan Brandon property master, temporar- ily, or until the Internation- al Tent is formed in New Orleans. The board also designated Elden Briga, Bri-Mont Buying and Booking Service, as chairman of the membership committee.

Council, Agency Men Talk Filming Abroad

HOLLYWOOD, June 2 — APF Films, a division of APF, has been chosen by the president of an international body whose parties have the right to use the sound process of CinemaScope. The motion picture company was selected by the International CinemaScope Committee to produce the first English-language film to be filmed in CinemaScope. The committee consists of representatives from most of the major advertising agencies in the world. The company was chosen for its experience in the use of CinemaScope and its ability to produce a high-quality film.

Fire in Kansas House

KANSAS CITY, Kans., June 2 — When smoke edged from under the door of a second floor storage room at the Avenue Theatre here Monday evening, Leslie C. Rogers, Jr., assis- tant manager of the theatre, lights, told the audience there was a fire but under control, and that they were to pass out quickly. The order had come under their ears calmly and the theatre was emptied quickly. The Fire Department got the smokey air from the room, which returned to the rest of “Executive Suite.”

To Manage Fla. House

ORLANDO, Fla., June 2 — Lynn Gooday, former manager of the Rialto Theatre, has been named house manager of the Beacham Theatre, under city manager Verne Hunter, of Florida State Theatres, upon the resigna- tion of Mabel R. Case.

Aperture

(Continued from page 1)

able: the larger projection aperture allows better utilization of the light available in the projector.

Also pointed out that the “aper- ture provides the theatre with the maximum amount of picture informa- tion available on a given screen by rescaling in no cropping in height and only about eight per cent cropping in width in relation to the regular CinemaScope aperture.”

Additionally, Kelley said, “the cen- ter line of this .785 by .839 square on a standard 0.600 by 0.825 aperture; therefore the proj- ector does not have to be shifted in changing from this CinemaScope pic- ture to standard projection.”

Philadelphia Site of ‘Tanganyika’ Bow

Universal-International’s “Tangan- yika” will have its world premiere at the Theatre in Philadelphia on June 16.

The Philadelphia world premiere will be followed by a Pilgrim Theatre in Boston on June 23 which will launch a series of openings in the Boston and New Haven terri- tories.

Both the world premiere and the Boston-New Haven territorial open- ings will be backed by comprehen- sive promotional campaigns featuring the use of television in the manner of the launching of “Creature From the Black Lagoon” earlier this year, the company said.

“Tanganyika” is set for July release as one of Universal’s important sum- mer pictures.

‘Paradise’ to Loew’s

“The Captain’s Paradise,” the new Alee Guiness comedy co-starring Yvonne De Carlo and Celia Johnson, will open at 29 Key Loew’s theatres throughout the New York metropoli- tan area on Wednesday.

Floyd Buys in Tampa

HAINES CITY, Fla., June 2, Floyd Theatres, with headquarters here, has taken over the Tower Drive- in Theatre, which was re-opened by Carl Floyd, president of the purchasing organization.

Brewer Names His Slate

(Continued from page 1)

he has more than the necessary majority. JATSE votes assured him “at this minute” and will spend his time between day and election tour- ing the country. He leaves Monday to cover the Northwest.

Kelley has covered many aspects of JATSE operations and possible improve- ments during a previous session period, Brewer emphasized as a “prime example” content the Walsh administration, in “an attempt to per- petuate itself in power,” for the past two years when it has interfered with local unisons’ efforts to obtain benefits, pe- riodically sending in international rep- resentatives to give instructions and orders on terms which had previously been decided.

He scored the Walsh administra- tion, also, for failing to organize television workers “doing work tradition- ally belonging to the IATSE” and said he would undertake, if elected presi- dent, to bring into the IATSE fold some 6,000 workers he believes should belong in the union, the play. The candidacy of Walsh has been supported in the local by a number of local supporters, and the candidate himself has been endorsed by the Hollywood 17 studio locals.

The candidate has been par- ticularly lax in its attention to film extra work. The local affiliation in the Bob Banner, general manager of the Hollywood branch headquarters and expanding its province to include the whole Western area.

Brewer would headquarter in New York, if elected, but would travel great part of time, he said.

Mexican Studios Use 893 Foreign Players

MEXICO CITY, June 2—Mexican pictures regularly employ 893 foreign players. The Mexican Actors Union (ANDA), regarding complaints that it is anti-foreign. ANDA details the confusion and number the foreign players as: Americans, 199; Spaniards, 246; Cubans, 10; Argentines, 74; Italians, 9; French, 69; Colombians, Brazilians and Chinese, 12 each; Austrians, 8; Ecuadorians, 5; Uruguayans and Peruvians, six each; Costa Ricans and Venezuelans, five each; Panamanians, four; Germans, 1; British, 1; Portuguese, three each; Dutch, Swedes, and Australians, each.

Flag Calls One ‘C’, Three ‘B’ and 6 ‘A’

“Girls Marked Danger” has been placed in Class C in the latest listing of the National Legion of Decency, which is in line with Class B. “Captain Kidd and the Slave Girl,” “The Saracen Blade” and “Secret of the Redcliffe” have been placed in Class A. Six pictures have been placed in Class A. In Section 1 are “Silver Hands” and “Three Coins in the Fore- tain.” The remaining four pictures, all in Class A Section 1, are “Black Horse Canyon,” “The Lone Gun,” “Tanganyika” and “Unconquered.”

Mexican Group Sees Boom in ‘Quickies’

MEXICO CITY, June 2—The recently established film executive-labor committee believes that the policy of small budget producer 14 days in which to make a picture will bring a swift cash return and offer a solution to the industry’sills.

The permits, which are called “super quickies” by producers, will relieve stress caused by over-production and a shrinking foreign market for Mexican films, it was said.

Two Close in Cleveland

CLEVELAND, June 2—Two the- atre presidents here, they are the Liberty, Lorain and Lorain, and the Look, Warren.

'Scope in UK

(Continued from page 1)

release here and throughout the Commonwealth.

‘‘Anchors Aweigh’’ was screened for the press today and will open at the Carlton and the Marble Arch on Friday, June 7 and in 20 others on June 14. Prints may be expected in New York.

Friendly relations continue to exist between Skouros and the J. Arthur Rank organization, although it is understood no formal talks have yet occurred which might lead to a rapprochement between the two com- panies. Further extension of CinemaScope installations in the Rank circuits. Skouros currently is interested in setting up a studio for the Rank CinemaScope Circuit and the organization of CinemaScope production here.

Ralph Connor Leads In Odion Contest

TORONTO, June 2—Ralph Con- nor, manager of the Odion Theatre, Trail, B. C., was leading at the close of the fifth week in the showmanship division of the annual contest for more than 100 units of Odion Theatres, Ltd., it is announced by W. C. Tyers, head office director of advertising here. The competition is over.

In second and third places were the Odion Theatre, Ladysmith, B. C., and the Glen Theatre, Victoria. The fourth spot is an Eastern Canadian theatre, the Capitol at Niagara Falls, Ont.

Winner of the week’s special showm- anship award of $25 was Frank Marsh, Lux Theatre, Vancouver, in 15th place in the nation’s voting.

'Scope for Tenn. Drive-in

CLEVELAND, Tenn., June 2—Work has begun on the installation of a drive-in ‘‘Anchors Aweigh’’ here. Cletus H. Bent- son, owner, stated that the screen will measure 70 by 160 feet and show a picture 40 by 10 feet. Bent- son also plans to show Vista- Vision.
To Talk Alliance
U.S. Showmen Get Invitation
To U.K. Meet
CEA Leaders Eager to Discuss Global Plan

By PETER BURNUP

LONDON, June 3—American exhibition representatives have been invited to attend Cinematograph Exhibitors' Association's annual convention which opens in Yorkshire, on June 20, at which there will be an opportunity to discuss further C.E.A.'s proposed global alliance of exhibitor organizations.

The C.E.A. proposal, already accepted in France on matters of new technical equipment, was warmly received by many American exhibitor organization officials. Ben Marcus, president of Allied States Association, suggested a meeting in Hollywood this summer for further exploratory discussion of the proposal.

Nothing would please C.E.A.'s president, (Continued on page 2)

Six-Month Extension
For NT Divestiture

WASHINGTON, June 3.—The Justice Department has agreed to a six-month extension of National Theatres' divestiture deadline. The divestiture, originally to have been completed by June 7, 1953, now has a June 7, 1954, deadline. Justice is agreeing to extend this until Dec. 7, 1954.

Approximately 16 theaters remain to be disposed of, out of some 110 that were to be divested under the original 1950 Century-Fox consent decree, according to Justice officials.

Paramount Directors
Reelect All Officers

Barney Balaban, president; Adolph Zukor, chairman of the board, and all other officers of Paramount Pictures yesterday were reelected at a meeting in the home office of the company's board of directors.

Other officers reelected were Stan- ton Griffis, chairman of the executive committee; Y. Frank Freeman, Austin Keough and Paul Rainborn, vice-presidents; James H. Richardson, treasurer; Keough, secretary; Russell Holman, Jacob H. Karp, Arthur W. Israel, Jr., and Louis A. Novins, assistant secretaries.

 Council Passes Tax Bill; Would Be Effective July 1

Hearing at Board of Estimate Today and With Mayor Wagner Still Required; Vote Favoring Measure Was 22-3

By FRANCIS BACKLAM

The New York City Council yesterday passed by a vote of 22-3 the administration's proposed five per cent amusement tax at City Hall. One Republican member voted in the negative. The effective date of the law was delayed two weeks until July 1.

A proposed exemption on motion picture admissions up to fifty cents was abandoned by the Council Finance Committee, which met for over an hour before passing the bill out for a vote.

Local exhibitors will have two more hearings in which to present their case against the levy before Mayor Wagner decides whether or not to sign it into law. This morning at 10:30, they are expected to appear at a special session of the Board of Estimate, and will then go before the Mayor some time next week.

The bill, expected to be approved today by the Board of Estimate, must remain on Mayor Wagner's desk for five days, not including Sunday, before he can sign it.

Before the Council voted, majority leader Joseph T. Sharkey (D., Brooklyn) predicted the tax would be favorably voted on. Coming from a 15-minute meeting with the Mayor, in which Abraham Beame, director of the budget; Adrian Burke, corporation counsel, and Edward Cunningham, Democratic Councilman who is chairman of the Council Finance Committee, also signed the agreement, the Mayor and the Council were expected to go before the Board of Estimate this morning.

Compo Meeting Here
Will Map Poll Plans

Two members of the Council of Motion Picture Organizations triumvirate and all five members of the COMPO press relations committee are expected to be present tomorrow when the special committee appointed by COMPO to make plans for a national audience poll to choose the best picture of the month, quarter and year begins its sessions at the Hotel Astor.

The COMPO governing committee will be represented by Al Lichtman and Milburn Snapper. Sam Plonski, the third member, has been obliged to forego the meeting because of the pressure of his personal affairs. The press (Continued on page 7)
Personal Mention

Spyros P. Skouras, president of 20th Century-Fox, will leave New York on Monday for the Coast.

Milton R. Rackmil, president of Universal Pictures, will leave here today for Barcelona, Spain.

Michael Hayas, RKO Radio Latin America supervisor, arrived in New York yesterday from Mexico City.

Bernard Jacot, I. F. E. Releasing Corp., vice-president in charge of sales, and his family, took leave here on Thursday for Chicago.

Charles Simonelli, Universal Pictures Eastern advertising and publicity manager, left New York yesterday for Boston.

Frank L'Grande, Paramount Pictures home office representative, returned from a trip to Fine Arts, failing from Mexico and South America.

Herma King, producer, will arrive in New York tomorrow from Hollywood and will leave here next Friday for Germany.

Brody Enroute East, Mirisch Will Follow

Hollywood, June 3.—Steve Brody, president of Allied Artists, will leave here by train tomorrow for New York to confer with the company's Eastern executives following which he will leave for London.

Harold J. Mirisch, vice-president, delegate to the MPPDA, expects to join Brody next week.

Aperture Suggestion On 'Scope Clarified

Hollywood, June 3.—The Motion Picture Research Council today stated that its statement yesterday's announcement of single standard dimensions for the aperture to be used in projecting CinemaScope films.

The statement points out that the dimensions given are for projecting CinemaScope films bearing a photo-gravure in a stereophonic track and that these can be used for CinemaScope films with magnetic sound tracks.

Schottenfels Dies

Charence Schottenfels, 74, industry veteran who for the past 21 years had been advertising representative in the motion picture industry for Macadden Publishing Co., died in New York Monday. Schottenfels started in the industry 40 years ago with Carl Laemmle, moving later to Vitagraph, "Motion Picture World" and Fawcett Publications before joining Macadden.

'Dial M' Holdovers

Warner Brothers' "Dial M For Murder" currently is playing in 200 holdover and mover situations, WB reported today. The play's prime time dates are in key cities across the country, the company said.

U.S. Showmen

(Continued from page 1)

S. Clyde Whinney and the Association's secretary, Walter Reginald, more than once have been accused of an Atlantic crossing, but there are certain real physical obstructions to such a project. Vital negotiations are in progress here and London and New York to strike a finals deal. There is a hideous dispute with the distributors, the outcome of which will condition the progress of the next year. The existence of a tax remission which will proceed to producers, but an immense and involved wage claim made by the National Association of Motion Picture Employees, which is being pressed to the industry, to the large layouts being undertaken for new theatre and projection equipment.

Under the decision, taxpayers could write off about two-thirds of the cost of an asset in the first half of its life, compared to a year under present law. This would be done by using the so-called declining balance method of depreciation. The new method would apply to all outlays after Jan. 1, 1954.

Carry-Back Rules Changed

The committee also approved a House-provision giving taxpayers an extra year in which to carry back operating losses to offset profits—and taxes—in more profitable years. Under present law, operating losses can be carried back eight years and forward five. Under the House provision approved by the Senators, there would be the effect of a seven-year carryback and two-year carryforward.

The committee is nearing the end of its first round of voting on the pending bill and it is possible that it could finish tomorrow or Monday. One of the major decisions still to be made is of vital interest to the industry: the treatment of overseas income.

Glenn Miller Story

Premieres in Paris

Paris, June 3.—Governmental figures, headed by President of the Republic Rene Coty, attended the French debut here last night of Universal-International's "The Glenn Miller Story" at the Palais de Chaillot. The film, directed by International Films vice-president and foreign general manager, who is in charge of the Parisian sale of the film, the convention in Barcelona, addressed the audience in French during a ceremony before the showing of the film.

Senate Unit Approves New Tax Provision Passed by House

Washington, June 3.—The Senate Finance Committee approved with relatively minor changes the provisions of the compromise tax bill for faster tax depreciation write-offs on new equipment.

The Senate provision, which is of great interest to the film industry, due to the large layouts being undertaken for new theatre and projection equipment.

Under the decision, taxpayers could write off about two-thirds of the cost of an asset in the first half of its life, compared to a year under present law. This would be done by using the so-called declining balance method of depreciation. The new method would apply to all outlays after Jan. 1, 1954.

MAY END PHONEVISION TESTS TONIGHT

The Zenith tests of Phonevision of New York City that are proceeding ahead of schedule and might finish by tonight, two days ahead of schedule. Dr. Millard C. Fought, advertising consultant to the project, said here last night. He added that the initial "phonevision" testing had been very extensive and that the results might be available early next week.

Firestone Directors Mull AB-PT Offers

Weekend meetings of the board of directors of the Firestone Tire and Rubber Co. may result in a determination of whether to accept the American Broadcasting Co. and the N. Y. Paramount Theatre offers of facilities in order to perpetuate the "Voice of Firestone" on Monday evenings in the fall.

Indications are at present that a decision will be made by Sunday.

The Paramount Theatre, the top house in the American Broadcasting Co. network circuit and long a showcase house on Broadway, would close its doors to the motion picture industry tomorrow afternoon in preparation for the simulcast.

After the Firestone hour-long show, the non-paying audience would be ushered out and the box-office of the house would re-open for the film presentation. The Paramount Theatre was sold by Fox.

ABC vice-president Robert M. Wettman, a former managing director of the Paramount Theatre, confirmed yesterday that a letter had been received from Firestone. "I think that it would be a good thing for both the television and film industries," he said.

Moss Pledges Service To IATSE Locals

Greater attention to rendering service to the smaller locals of the IATSE and greater goals are the goals he is elected to the ninth vice-presidency, for which he is a candidate, this week.

Moss, who is executive vice-president of H-63, Motion Picture Home Office Employees, said he believed that many of the locals and special departmental locals were dissatisfied with the present administration, which, he said, "has done a longer attempt to advise and service the units."

The H-63 union official said that he had interviewed Hiram Fox, who has been a candidate for the international presidency against Richard Walsh, and announce his platform on the Coast today.

Mrs. Rothman Rites

Funeral services were held at Guterman's, Brooklyn, for Mrs. Hinda Rothman, mother of Fay Rothman, one of the world's greatest executive Lewis Weinstein. Surviving are two other daughters, Lynne and Birdie.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Rasmayse, Consulting Editor. Published daily, except Saturdays. Sunday and holidays excepted by Quigley Publishing Co., 315 East 40th St., New York 16, N.Y. Entered as second-class matter at the Post Office at New York, N.Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and 112 foreign: single copies, 25c.
THERE'S A WORLD OF ACTION!
Columbia's
"HELL BE
D'S NEWEST IS HIS BIGGEST!

FROM LONDON TO CAPE TOWN...
FROM CAPE TOWN TO THE FROZEN ANTARCTIC...
A WORLD OF ACTION RAGES ACROSS THE SCREEN!

ACTUALLY FILMED IN THE ANTARCTIC IN MAGNIFICENT COLOR BY
TECHNICOLOR

LOW ZERO"
Pass Tax Bill

(Continued from page 1)

man of the Finance Committee, took part. Sharkey told newsmen: "The in-
dustries affected can take it to Albany and fight it. If they are successful,
we will rip it up."

Besides the Democratic Councilmen from the city, 20 other Demo-
crats were among those who voted "no," all other Democratic mem-
bers of the Council voted for the bill.

The Republican members of the body, minority leader Stanley M.
Isaacs, of Manhattan, and Queens Councilman Robert E. Barnes, voted
against the measure.

Listed by boroughs, the Democrats voting in the affirmative include:
Manhattan: Daniel S. Weiss, James J. Boland, Earl Brown, John J. Merli,
Samuel Davis; Bronx: Irving J. Pick, David Ross, Cunningham, Maurice J.
Carthy, Jr.; Queens: Eric J. Treulich, Hugh Quinn, Frank V. Smith; Rich-
mound: Albert V. Mansfield; Brooklyn: Sharkey, Thomas J. Mirabile,
Sam Curtis, Jack Krans, Jeremiah B. Bloom, Arthur F. Low, Edward
Vogel and Morris J. Stein.

Disney Net

(Continued from page 1)

and "Rob Roy, The Highland Rogue," while put up to expectations at the
domestic boxoffice, are doing well in many foreign markets.

"The company's current production program," he declared, "is the largest
and tightest ever undertaken in its history. Scheduled for completion about
the end of 1954 are two live action features, an all-cartoon feature, and a
ture-length True Life Adventure, two pictures in our People and Places
Series and seven cartoon short subjects.

Plans call for releasing in the fall
"The Vanishing Prairie," the coun-
y's second feature-length True Life
Adventure picture; and "The Littlest
Outlaw," a live action feature story
produced in Mexico. By Christmas,
Disney will release "Legend of Lones
Under the Sea," dramatic live action
presentation in CinemaScope of Jules
Verne's novel.

COMPO

(Continued from page 1)

relations committee consists of Harry
Maulde, chairman; Harry Goldberg,
Oscar A. Doob, Kenneth Clark and
Jerry Pickman.

The sessions will continue into
Sunday.

Members of the audience poll com-
mittee are: M. M. Ornstein, Gormah,
Detroit; Seinn Lawler, Kansas City;
Emil Bernstecker, Atlanta; Paul Levis,
Boston; Ralph W. Russell, Canton,
Ohio; Charles A. Leight, Los Angeles
In place of Kalver, William A. Car-
roll, executive secretary of Indiana
CINEMA, will attend the first commit-
tee meeting.

Robert W. Coyne, COMPO special
ounsel, and Charles E. McCarthy,
information director, will also attend.

Joints Durstine

C.W. MacKay has joined Roy S.
Durstine, Inc., as vice president in
charge of sales, promotion and market-
ing. He recently was senior associate of Stew-
art Dougall & Associates, Inc., and
previously was vice-president of Ken-
ney & Eckhardt, Inc.

WB Profit

(Continued from page 1)

by the company for exchange on Feb.
27.
The corresponding operations of the old Warner Bros. Pictures, Inc., after
eliminating net profit on domestic theatre operations, for the six months
ended Feb. 27, amounted to a profit of $1,333,000 after provision of
$178,400 for federal taxes on income and after provision of $100,000 for
contingent liabilities.

H-63 and Paramount
Sign Public Pact

Paramount Pictures and Motion
Pictures Home Office Employees,
H-63, IATSE, have reached agree-
ment on a new two-year contract, retro-
active to Sept. 30, 1953, covering the
advertising, publicity and exploita-
tion personnel at the Paramount home
office here. The H-63 executive busi-
ness agent of H-63, said here yester-
day.

Under the new pact, publicists will
receive increases ranging from $.75 to
$12.50 per week, retroactive to Sept. 30, 1955. It requires a periodic
negotiation every two years.

The new contract expires Sept. 30,
1955.

Other benefits which the publicists
received under the new terms were
increases in the minimum hiring rates,
liberalization of arbitration and holi-
days, the "Johnston formula" on holi-
days in effect here, Chadwick said.

Agreement between Paramount and
the Home Office Employees Union
was reached yesterday at the IATSE
international offices here, Chadwick
spoke. Representing H-63 were Jerry Pickman and
Arthur Israel. Representing H-63
were Russell Moss, executive vice-
president of the local Chadwick, and
Harlan Hilden and Joseph Basson, both
of IATSE.

Oholer to Start 'Spear'

HOLLYWOOD, June 3—Producer
Arch Oboler has announced he will
begin shooting "The Spear in the Sand"
ext September in 3-D and col-
sults at the Pathé Sound Studios in Copen-
hagen. The subject, which Oboler has been preparing since 1954, was side-
tracked in favor of "Ivana Deval,"
by the producer as his first 3-D feature.

Extras Guild Meet Set

HOLLYWOOD, June 3—The Screen
Extras Guild will hold a mem-
bership meeting Sunday night to hear
the outcome of the annual election,
conducted by mail referendum.

Wilson in SPG Post

HOLLYWOOD, June 3—Arthur
Freed, president of the Screen Pro-
ducers Guild, has named Carey Wil-
som, chairman of the newly-established public relations committee.

'Dreams' Bows at Plaza

The American première of "Dreams of Love," a French film with English
titles has been set for tomorrow at
the Plaza Theatre here.
A GREAT NEW WORLD OF THRILLS SWEEPS ACROSS THE SCREEN!

Supported by NATIONAL MAGAZINE ADS! NATION-WIDE PROMOTIONS! and the co-operation of THOUSANDS OF SPORTS CAR CLUBS and ENTHUSIASTS!
It will all be reflected at your Boxoffice!

YOUNG AS TODAY! FRESH AS TOMORROW!
RECKLESS AS RAW COURAGE CAN BE!

Johnny...
The wheel of fate in his hands — a reckless dream in his heart!

Liz...
Hiding her past, and her love for Johnny... giving herself to a dream!

Duke...
Fast and frivolous — on the double crossroads of danger and romance!

...they faced the Future that challenged their vision and burned a reckless trail down a thousand tire-screaming miles of danger...to Victory!

TONY CURTIS • PIPER LAURIE • DON TAYLOR

"JOHNNY DARK"
COLOR BY Technicolor

with PAUL KELLY • ILKA CHASE • SIDNEY BLACKMER
RUTH HAMPTON • Directed by GEORGE SHERMAN
Written by FRANKLIN COEN • Produced by WILLIAM ALLAND • A Universal-International Picture

PICTURES WITH THAT UNIVERSAL APPEAL!
N.Y.C. Admission Tax Bill
To Mayor for Signature

By FRANCIS BACKILMAN

The New York City Board of Estimate on Friday unanimously approved for a second time the city’s proposed five per cent admission tax. It was the next to last step before the bill goes to Mayor Wagner for his signature. The tax would take effect July 1.

The board’s vote was 16-0, with all Borough Presidents, the City Comptroller, President of the City Council and Mayor Wagner voting in the affirmative.

Danson Named NSS Advertising Head

Hal Danson has been appointed director of advertising, publicity and TV for National Screen Service, Herman Robbins, president, announced Friday. Danson, an industry veteran, has served as trailer production head at Paramount Studios, assistant national advertising manager for Paramount and advertising manager of Eagle-Lion Films. He recently resigned as general sales manager of Adler Communications Laboratories, engineers and builders of TV stations and TV station equipment, in which position he served the past two and one-half years.

Danson succeeds Mel Gold, whose resignation from NSS was previously announced.

Board of Estimate Passes Measure
By Vote of 16-0; Exhibitors Still Have Opportunity for Open Hearing

Tradewise...

By SHERWIN KANE

SINCE only Mayor Wagner’s signature remains to be affixed for Mayor Wagner’s bill to collect five per cent of New York City’s theatre grosses to become law, local exhibitors hardly can be blamed for losing their hopes of defeating the unfair and obnoxious measure. It was a stacked deck from the beginning. The odds were too great.

As this department said a week ago: If the fine campaign that has been waged falls short of its goal it will be only because New York’s entertainment industries were marked by City Hall as the “patriots” for a bit of political revenue-raising which it had been decided at the outset would be steamrollered through.

Unless the completely unforeseen happens, it is time now to begin the campaign to have the odious municipal tax law repealed at the earliest possible moment.

The most galling thing about the municipal tax is that the preponderance of evidence, daily, makes it clear that the measure is more politically than economically inspired.

Hard-pressed exhibitors, fearful of the very continuity of their businesses, must be forgiven if they object to opening their doors to the hands of the politicians without even the clear comfort of the thought that they are contributing to the solution of municipal fiscal problems one-half as urgent as their own.

There is, first of all, clear doubt that the city requires any new or additional taxes at this time. If it does, and only Mayor Wagner and his rubber-stamp councilmen so argue, then many more equitable and desirable means of raising revenue have been proposed. Why have they been rejected? Even the one our bleeding hearts at City Hall term the tax on the “poor workingman’s glass of beer.”

Is that glass, we may ask, any more sacrosanct than the low cost (Continued on page 2)

Balaban To Europe
For WV Showings

Barney Balaban, president of Paramount Pictures, will sail for Europe on Wednesday aboard the S.S. Ile de France to visit several countries in conjunction with the forthcoming demonstrations of VistaVision for British and Continental exhibitors, other industry representatives and newsmen. He will be accompanied on the trip by Mrs. Balaban.

The schedule of European demonstrations of Paramount’s new process and screen presentation process includes the Plaza Theatre, London, June 16; Le Paramount, Paris, June 21; the Super Cine, Rome, June 26; and the Carina Palais, Frankfort, June 30.

While in Europe, Balaban will also consult with industry leaders on production and distribution matters in general. Additionally, he expects to visit the Southern-France locations where Alfred Hitchcock’s “To Catch a Thief” now is before the VistaVision cameras. Balaban will return to New York July 5.
entertainment of the poor work-
ingman’s wife and children who
might like to patronize a tax-free
movie while the old man is down
at the corner drinking his tax-free
beer.

And if the city actually is in
need of funds, where is the evi-
dence that the Wagner adminis-
tration has made any serious effort
to economize in any direction?

There is, too, the clear evidence
that the Wagner administration
has used and will continue to use
the admission tax as a political
football in its continuing joust
with Gov. Dewey. Wagner’s major-
ity leader, Joseph Shankley, told
news-
men last week that the tax was
being
through and if that entertain-
ment business didn’t like it “they
can take it to Albany and fight it
there.”

That is not only clear confirma-
tion from its authors that the tax
is a political, not a fiscal, issue, but
also that it was earmarked for
steamrollering from the beginning.

The Wagner administration did
ever know how much the tax
would yield. It spoke first of
$9,000,000 from motion picture
theatres alone; then several days
later denied it had made such an
estimate and amended it to $4,-
000,000 to $5,500,000, which still
reveals a liberal area of uncer-
tainty.

The New York industry bought
a good, a clean and an effective
fight.

If merit and justice carried
weight with this city administra-
tion it would have won the day
handily.

Proof of that is that the City
Hall whip had to be cracked re-
peatedly last week to keep the
steam roller in motion.

The fight must be continued.
The unfair and unwarranted tax
must be removed.

Johnston Briefed
On Near East Trip

WASHINGTON, June 6—Motion
Picture Association president Eric A.
Johnston was briefed by President
Dewey, Thursday at the White House
on Johnston’s coming mission to the
Near East. Johnston leaves on
Saturday as the President’s personal
enmisary to try to get officials of four
Arab states to agree on a water re-
source development plan for the
Near East. He is scheduled to meet
the officials in Cairo on Sunday.

Hollywood Talent Is
Compo Ad Theme

Hollywood personalities and their
dogs is the subject of the 18th
issue of Motion Picture News, a
com-

parative advertisement which appeared
Saturday in Editor & Publisher.

The issue is devoted to dog watch-
ing and use by newspapers of
graphs and stories about talent
as a means of building circulation,
which points out that some are shown
in 120 countries to a weekly ad-
terest of 245,000,000 and the
com-
circulated run of magazines alone
is nearly 6,000,000.

The COMPO advertising cam-
paign is designed to emphasize the
press with industry problems and how
they affect the public

J. R. Grainger Here

James R. Grainger, RKO Radio
Pictures president, arrived in New
York from the Coast last week for
meetings with home office officials.

The Pull Show is scheduled to be in New
York for several more days at least.

Para. Holds Weekend
Product Sessions

A special meeting of Paramount
home office executives and division
managers was held here over the
weekend to get set for the third-day
important branch meetings on soon-to-
be-released pictures and the VISTA
product and promotion pro-
gram.

A. W. Schwalberg, president of
Paramount Film Distributing Corp.,
spoke to the members of the three-day-meeting,
with Barney Balahan, president of
Paramount Pictures; Adolph Zukor,
President of Blue Book; and Albert
C. Keough, vice-president and general
counsel, joining in the sessions on
Friday.

Pictures discussed included: “About
Mrs. Leslie,” “Knock on Wood,”
“Sabrina,” “Living It Up,” “Rear
Window,” “Ulysses,” “Mambo,” “Con-
quest of Space” and others.

Donohue Given Luncheon

CHICAGO, June 6—James J.
Donohue, Paramount Pictures mid-
net department manager who resigned
last week, was given a farewell
luncheon by his associates here.
Donohue was with Paramount for
29 years and in his last post since
1944.

SDG to Elect

HOLLYWOOD, June 6—Screen
Directors Guild, DC-7, will hold a
meeting Sunday, evening, to elect eight new board
members, eight assistant directors, council members and new officers.

Highlight will be president Ge-
orge Stanley’s annual report to membership.

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In 50% of 1st Runs
Wide Screens Seen Popular
In Far East

About 50 percent of the first-run theatres in the Far East are already equipped with "some sort of wide screens," John A. Brandt, chief sales export manager for Allied Artists, said here in describing the "general movement" to the new medium in that part of the world. Brandt had just returned from a trip to the Orient.

In addition, Osborne declared that two houses in Tokyo are fully equipped for screening CinemaScope productions. However, "stereophonic sound has made no impression because of technical difficulties," he added.

No TV Competition

The lack of television competition in the two main Far Eastern markets, Japan and Australia, was cited by a Dr. Beame, director of the Zenith International organizations, as one of the chief reasons why there was a one-screen, multiplexing, high-tariff, and the outmoded import restrictions in Japan. These restrictions, he said, were one of the main reasons why manufacturers here refused to sell television to the Orient.

Dr. Beame continued, "There was an existing organization of 'theatremen' which was being put together by a well-organized movement of theatremen.

In the way of disadvantages, Os- borne pointed out the increased ex- penses and the high tariffs, and the outmoded import restrictions in Japan. However, he continued, "The main reason for the lack of television competition in these two markets is the inexistence of the TV network."

Sinclair's figures, claimed Beame, had set $9,000,000 as the figure expected to be realized by the city from the tax on motion pic- ture theatres.

Brandt Asks for Oaths

Beame vehemently denied this, saying he had estimated a figure of $40,000,000. Brandt retorted by saying: "We'll bring Sinclair into the next opening hearing, if necessary, and he will testify under oath."

Brandt, then went on to summarize the exhibitors' argument, which has been before the administration for two weeks. He said he was "shocked, amazed, and very honestly frightened," because the picture was "being legislated out of business."

It was at this point, that Brandt, addressing the mayor, said Beame had told him of his $9,000,000 revenue estimate. He repeated the statement after Beame interrupted him and said, "I'd like the record on this to be clear."

Predicts Wide Closings

He then said 83 "fringe" theatres, now operating on a marginal basis, will go out of business within six months after the tax becomes law. "The fringe theatres at least have a fighting chance of holding on," said Brandt, "but the additional 100 neighborhood houses are now in the process of closing down, he added.

Planning with the Board of Esti- mate members, Brandt concluded, "Please don't put us out of business."

Two labor leaders condemned the legislation and argued that it was: "One grand double cross by our friends.

Mayor Wagner Gets City Tax Measure

(Continued from page 1)

to tabulate statistics on the state of film business in this city. They are expected to vary from those prepared by Beame.

Beame, at Friday's three- and one- half hour open hearing, before the Board of Estimate voted, called a statement by Harry Brandt, president of the Independent Theatres Owners Association of New York, "a misstate- ment, of fact," and "a downright lie." Brandt, using Sinclair's figures, claimed Beame had set $9,000,000 as the figure expected to be realized by the city from the tax on motion pic- ture theatres.

Officials Attend Europe Sales
Meeting of 'U' Opens Today

BARCELONA, June 6.—Following the arrival over the weekend of Milton R. Rackmil, president of the United Artists Sales Organization, and Antonio Abravanel, UI vice-president and foreign general manager, preparations were completed for the opening of the 1954 UI European sales convention.

Also present is Universal Pictures vice-president David Lipton, who is in Europe on a tour of the company's branches and will be guest of honor at the convention.

The New York and studio executives will meet with company super- visors, directors, managers, branch man-agers, distributors and publicity heads, representing twenty-two countries in Europe and the Near East.

From Europe and Near East

Heading the list of representatives from UI's European branch is Paris, Harry Novak, European general manager. Also here are John Spores, Novak's executive assistant, Dick Brett, head auditor; John Marshall, Middle East supervisor; Marion Jordan, Southern Europe supervisor; Charles Neill, British district manager, and Bernard Gold- man, district manager for France, North Africa and Switzerland.

High on the convention agenda is the screening of a number of the latest productions from the U.I. Studio which have been in the European release during the coming year. Among the films to be shown—the following will be shown in Technicolor—are "The Black Shield of Falworth" and "Sign of the Pagan" in CinemaScope; Magnifi- cent Obsession," "Seven Brides for Seven Brothers," "The Naked Gun," "The Bengal Rifles."" 

Host at the convention will be UI's manager for Spain, Enrique Aguilar. Manuel Gómez, assistant manager, and Luis Benet, administrative manager; Mer-cedes Fabregas, publicity head; and the managers of UI's nine provincial branches throughout Spain will form the local delegation.

* * *

Night's Ends Run

"Beauties of the Night," Rene Clair's comedy starring Gerard Phil- lip and Gina Lollobrigida, enters the 12th and final week of its American premiere engagement at the Fine Arts Theatre here today.

Feb. 28 Deadline
For RKO in Cinci.

WASHINGTON, June 6 — The deadline for RKO in Cinic has been extended until Feb. 28 the deadline for RKO theatres to diversify itself, according to the Shubert Theatre here. The Cinic lease on the property expires on that date, and presumably will not be renewed, Justice officials said.

PHONENEWS TESTS IN WOR-TV TIEUP REGARDED SUCCESSFUL

Zenith Radio Corp. in cooperation with WOR-TV has conducted a series of tests, which were termed "highly successful" by Dr. Alexander Ellett, vice-president of Zenith, and DR. Ellett, vice-president in charge of Zenith's Business Communications Commission.

It was not a test in which the director was not the major thing, he added, but was strictly for technical purposes. Detailed reports on the operation will be made available to the commission when and if it considers authorization of subscription television, he stated. In the "limited commercial test of the Cinemasscope we conducted in Chicago," Dr. Ellett continued, "We employed the telephone circuits to carry the decod- ing signal and six picture channels."

In this New York test no telephone circuits were employed. Both the tele- vision picture and the special codes were carried by the WOR transmis- sion. We were pleased to find that the airborne code method used in public telephone circuits works just as well or better than we could antic- ipate from our laboratory and low powered transmitter tests.

Dr. Ellett also revealed that repre- sentatives from various foreign coun- tries were observing the test in New York.

Injunction to RKO on 'French Line'

INDIANAPOLIS, June 6—Super- court Justice John Niblack has issued RKO Radio Pictures a tempo- rary injunction restraining Marion Jordan, President, from interfere with the exhibition of "The French Line" which was completed on an absolute 1905 state statute. Justice Niblack re- ferred the hearing to next September. Earlier in court we ordered a restraining order to stop Fairchild.

A 'Sorry Pilgrim'

Coyne said: "The theatre industry would make a sorry pilgrimage to Albany if we are not given a chance," said Brandt, "and urged the mayor to give exhibitors a stay of six months before signing the bills."

Coyne urged, for you to study the bona fide points of our case," he said. "Our books are open to you;" he con- tinued. "After you look at them, if you dis- pose the tax," Coyne said.

Coyne proposed that the mayor name an outside agency, "either financial or statistical," to study the exhib- itors' records. "That's how scared the theatre men are today," he con-"
Within the next few days we will announce the dates of preview screenings for exhibitors of a truly amazing motion picture made possible only by the magic of CinemaScope.

Its title is THE ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP.

This is the only complete, feature-length production of the thrilling adventure the whole world cheered—the six month, 50,000-mile journey of the beloved young British ruler and her handsome husband, the Duke of Edinburgh.

THE ROYAL TOUR was photographed by CinemaScope cameramen who were on the spot to record every glorious moment of this historic tour by land, sea and air.
invites you to

YAL TOUR in CINEMASCOPE

You will share with the royal couple the entire wonderful journey. You will visit far-flung strange and exciting places of breathtaking natural magnificence. You will take part in colorful ceremonies and watch unusual native rituals and dances, many of them never before filmed.

You will travel with Elizabeth and Philip from London Airport to span great continents. You will visit the Fiji Islands, Tonga, New Zealand and Australia, the Cocos Islands, Ceylon, British Southwest Arabia, Uganda in British East Africa, Malta and Gibraltar. And you will sail the Mediterranean and the Atlantic on the triumphal return to England.

The showings of THE ROYAL TOUR OF QUEEN ELIZABETH AND PHILIP will be held in all 20th Century-Fox exchange centers in the United States and Canada. Watch for the date in your area, and be sure to see this superb entertainment. Then book it and play it to the everlasting delight of your patrons.

Al Lichtman, 20th Century-Fox
Eastman Color Film Issue Before FTC; Hearings Ordered

WASHINGTON, June 6.—The Federal Trade Commission has ordered hearings to determine whether a 1944 order against Eastman Kodak Co., involving color film, should be further modified.

Eastman has asked the suspension of the 1944 order, which restricted the company's resale price maintenance practices. The original order prohibited Eastman from enforcing any resale price maintenance on its Kodachrome film or magazine, on the ground that these products were "not in free and open competition with commodities of the same general class.

In 1947, the order was modified to suspend the applicability to Kodachrome so long as Anso color film is being sold in competition with Kodachrome. Eastman now contends that the entire order should be suspended because Kodachrome is being sold in competition with many color films and that General Aniline and Film is now selling color film competitive with Eastman's magazine film.

FTC attorneys denied this contention, however, and the commission set the matter for hearings before FTC hearing examiner James A. Purcell.

'Temptress' to Ellis

Jack Ellis, president of Ellis Films, announces the acquisition of the Italian film "The Temptress," which stars Anna Maria Ferrero. Associated with Ellis Films in this production is George Chasanas.

Review

"The Unconquered" (Albert Marogyles)

THE career of Helen Keller, who has been deaf, dumb and blind since infancy, is one of the great humanitarian stories of all time. The woman who, despite her handicaps, has achieved success in a wide variety of endeavors and "The Unconquered," faithfully traces not only the highlights of her life, but her day-by-day activities.

Produced by Nancy Hamilton, who had no particular training in the mechanics of film-making but with a rich background in the theatre, the picture holds intense interest for audiences of all classes. This was evidenced at a "screen" preview which was attended by many of the actors. It might be presumed that such an audience would be restless because of the off-beat subject matter in its relation to juvenile interests, but it was a credit to the production values to observe the intense fascination shown by the children in the theatre.

Therefore, both adults and children are likely to marvel at the manner in which Miss Keller goes about her daily life, typing, cooking and doing practically all the things that people who have sight do. It is the story of Helen Keller told by Helen Keller.

Katharine Cornell narrated the subject from commentary written by James Shute. While excellent for specialized theatres, the picture could fit well into the program of conventional theatres.

Running time, 54 minutes. General classification. For release in June.

F.T.C.'s Ellen Love 
Retiring From Post

WASHINGTON, June 6.—Miss Ellen L. Love has retired as chief of the Federal Trade Commission's Division of Export Trade.

In that post she supervised the activities of the Motion Picture Export Association and other film export groups organized under the Webb-Pomerene Act.

Miss Love has been with the commission for the last 34 years.

'Carnival' Selected
For Berlin Festival

The German version of "Carnival Story," the King Brothers production which RKO Radio is releasing, has been nominated by the Board of Experts for a Golden Prize at the Berlin Festival which begins June 22.

Titled "Ruhmreisender Der Liebe," the German version is co-produced by Ebert and Curd Jurgens. Mrs. King accompanied by her mother, Mrs. Sarah King will go to Germany as representative at the Festival.

The American version of "Carnival Story" co-stars Anne Baxter and Steve Cochran.

Women's Clubs Cite
Fox, Harriett Parsons

DENVER, June 6.—The motion picture division of the General Federation of Women's Clubs cited 20th Century-Fox's "Demetrius and the Gladiators" as the studio's most important film for the first half of 1954 and RKO producer Harriett Parsons for her film, "The Roman Slew Foot".

The citation, which also acknowledges "The Robe," the first CinemaScope picture, as 20th-FOX's best production of 1953, will be presented to the film company by Mrs. Dean Gray Edwards, chairman of the motion picture division, which concluded its 10-week-long convention here at the weekend.

Legion Reviews 3; Calls One 'C', 'A'

"Le Plaisir" has been condemned by the Legion of Decency in its annual review which included 3 pictures. The other two films, "On the Waterfront" and "Challenge the Wild," were placed in Class A, the former in Section 2, the latter in Section 1.

Join 25-Year Club

VANCOUVER, B. C., June 6.—A group working together in same Orpheum Theatre projection booth for 27 years, Bill McCarthy and Sam Filanoff, were honored by the Famous Players 25-Year Club along with Ron Martin, Strand stage manager and Walter Bennett, manager of the Capitol Theatre at Vernon, B. C.

In the THEATRE Equipment
& Refreshment World... ...with RAY CALLO

"CAMELIE" is the name of a new mosquito spray, recently developed by Campbell Chemicals Inc., St. Louis. The company states that it features insecticide that is slowly effective for mosquito control at drive-in theatres and for head lice control in seating areas and grain moth control in popcorn storage areas for indoor theatres. The spray is non-poisonous and non-irritating, according to the manufacturer. It is sold in 8-ounce and 16-ounce sizes and is available in a handy 12-ounce aerosol dispenser.

RCA has sent us a brochure describing and illustrating components of its "Sterescope" sound system. The catalogue pictures and lists specifications for the button-on soundhead, "audio-sync" amplifiers and sound speakers. Those desiring a copy should write for Form 2B9032, to the Engineering Products Division, RCA A Camden, N. J.

A. & M. Karagheusian, Inc., New York, a manufacturer of Oriental carpets, has introduced a new tufted quality called "Chantaine." It is a wooly high-pile carpet made of 100% Australian wool. Available in 9, 12 and 15 foot widths, the carpet comes in the following colors: Baltic Turquoise, Coral Coast, Gold, Monterey Green, Brown Ivory, Nile Green, Arizona Blue, Gunmetal Gray, Caribbean Green, Silver, River Sage and Bali Green. The carpet is also available, all-silk back.

The Carpenter Mfg. Co., Boston, has announced redesigning of its automatic emergency lighting unit with a 20 million candlepower long life lamp at a lower cost. The lamp uses an ajar battery, non-automotive type, designed to deliver 91 per cent of rated capacity after 30 minutes of use. New features include switches for quick testing and other switches control the battery charger and disconnect the lamp when the unit is taken out of service.

Majestic Enterprises, Ltd., Los Angeles, has added a new model (No. 820-R) to its line of refrigerated juice dispensers. It is equipped with an illuminated dome and cascades for counter display. Adaptable to smaller operations, the unit is known as the "Mini-Cascade, Jr." It is 32 inches high and requires counter space 13½ by 14 inches. The capacity is about 6 gallons.

The Stelliteco Manufacturing Co. of St. Louis has announced a new channel-type coating designed to dry in 20 minutes when applied directly to floors, walls or machinery. The coating is called "Stelliteco Quick-X." It dries to a non-slip, non-slip, 15-ounce tile, terrazzo, magnesite and mosaic tile floors and walls or proper primer to metal. It is made in black, white, gray and clear colors.

It's The Outstanding Event
Of The Year!

THE ANNUAL FILM INDUSTRY GOLF TOURNAMENT AND FUNFEST
Sponsored by Cinema Lodge, B'nai B'rith
Vernon Hills Country Club
Tuckahoe, New York
Thursday, June 10th
It's Going to Be Bigger Than Ever
More Fun! More Prizes!

NAME
ADDRESS
IMPORTANT: PLEASE FILL IN YOUR LAST THREE SCORES AND, WHEN POSSIBLE, YOUR CLUB HANDICAP.
LAST THREE SCORES: □ □ □ CLUB HANDICAP: □ □ □

Harold Rinsler—
Marvin Kirsch, Co-Chairman Golf Committee
Cinema Lodge, B'nai B'rith
229 West 42nd Street, New York 36
Please enter me in the Film Industry Golf Tournament to be held on Thursday, June 10, 1954, at the Vernon Hills Country Club at Tuckahoe, New York. Enclosed is my check for $20.00. ($10 if you come only for the Banquet.)

[Signature]

[ADDITIONAL INFORMATION]

B: □ D: □

[ADDITIONAL INFORMATION]
BOOK IT NOW!

REVENGE erupts into a frantic man-hunt...in this starkly dramatic picture of the Pioneering West!

JOHN PAYNE • LIZABETH SCOTT • DAN DURYEA
in
SILVER LODE

print by TECHNICOLOR

with DOLORES MORAN • EMILE MEYER • HARRY CAREY, Jr. • ALAN HALE, Jr.

Directed by ALLAN DWAN • Story and Screenplay by KAREN DeWOLF • Produced by BENEDICT BOGEAUS
THE FANS WANT ACTION!

"Exciting from start to finish!"  
-HARRISON'S REPORTS

"Good deal of action... holds interest!"  
-EXHIBITOR

"Lively western with taut action! Should bring in healthy returns!"  
-HOLLYWOOD REPORTER

"Should make a worthwhile showing. A grim and relentless game of pursuing and pursued."
-DAILY VARIETY

"Tense cavalry-Indian entry for the action market! Suspenseful story line assures general interest!"

GIVE 'EM

"The YELLOW TOMAHAWK"

"Will satisfy wherever action pictures or cowboy fare is favored. Thrilling Indian attacks!"
-BOXOFFICE

"Good supply of rugged action! Suspenseful story... plenty of fast movement!"
-VARIETY

Aubrey Schenck Presents

RORY CALHOUN - PEGGIE CASTLE

Starring

Featuring: NOAH BEERY - WARNER ANDERSON - PETER GRAVES - LEE VAN CLEEF - RITA MORENO

A SCHENCK-KOCH Production - Produced by Howard W. KOCH - Directed by Lesley SELANDER

Color by Color Corp. of America

1954
Firestone Deal For Paramount Theatre Is Set

TV Show to Originate There Starting June 21

The deal whereby the Paramount Theatre will be the outlet for "The Voice of Firestone," a half hour simulcast over the facilities of the American Broadcasting Co., radio and television networks, has been concluded with the first show scheduled to begin June 21 from the Broadway showcase, it was announced here yesterday by Raymond C. Firestone, executive vice-president of Firestone Tire & Rubber Co., and Robert E. Kinnner, president of ABC.

Paramount Theatre officials will meet today, it was learned, with ABC officials to determine the closing time of the house on Mondays.

The program, which has been on the air for the past 25 years, will originate on June 14 from the ABC network's television center here, 8:30 to 9:00 p.m.

Balloting Jan. 1-15 COMPO Group Sets Plans For Annual Audience Poll

Detailed plans for an annual national audience poll to determine the public's choice of the best picture of the preceding year, the best performances, and the new young male and female personalities giving the greatest promise in the industry, were submitted yesterday to the Committee of Motion Picture Organizations triumvirate by the special committee of theatre advertising executives named by COMPO to explore the possibilities of such a poll.

In a statement issued through COMPO, the special committee, which held meetings all day Saturday and Sunday at the Hotel Astor here, gave support to the idea of an annual audience poll, stating the belief that such an expression of patrons' opinions would stimulate public interest in pictures and produce a pronounced beneficial effect on the box-office.

Quarterly television shows, as well as television coverage of the annual awards, are included in the committee's recommendations.

Although it declined to make public the complete details of its recommendations, pending approval of the over-all plan by the COMPO triumvirate, the committee revealed in its statement that the plan calls for the

'MPAA Mobilizing Industry To Fight N.Y.C. 5% Tax

Johnston Calls Special Board Meeting for Tomorrow; Company Heads Join in New Strategy Session to Map "All-Out Fight"

By FRANCIS BACKILMAN

Eric Johnston, president of the Motion Picture Association of America, yesterday joined New York City exhibitors and union leaders in their fight against the city's proposed five per cent amusement tax. Johnston yesterday announced an emergency meeting of the MPAA board of directors will be held tomorrow morning to consider "an all-out fight" by the industry against the levy.

With Mayor Wagner expected to sign the bill putting the tax into effect, windowing for the next 10 days, Johnston said the mobilization of the industry would begin immediately and continue until the tax is repealed.

In calling the emergency conference, Johnston emphasized the fact that the tax will have a serious effect on all branches of the New York film industry, including producers and distributors whose homes are in the city. In announcing the meeting of the MPAA board, which will include the

Enough to Disturb Will Hays' Sleep

INDIANAPOLIS, June 7. — Mysterious sounds that some in southern Indiana swear they have been hearing in sleepless nights recently, might well be the late Will H. Hays, former president of the Motion Picture Producers and Distributors of America, and staunch champion of the industry's Production Code, turning in his grave.

The attorney of record in RKO Radio Pictures' legal maneuvers here to restrain the Marion County prosecutor from banning "The French Line" from exhibitions is none other than William M. Evans, a member of the law firm of Hays & Hays of Sullivan, Ind. The picture has no Code seal of approval, and the MPAA has levied a $25,000 fine against RKO Radio for releasing it.

The law firm was founded by Hays' father, Hays and his brother, Hinmile Hays, headed it until the former's death this spring.

HOLLYWOOD, June 7. — "The Production Code has been the industry's greatest bulwark and strongest protection against censorship incursions by individuals and groups whose aims and purposes could be motivated by Firestone's self-interest," producer-director George Stevens told 1,500 delegates to the 63rd national convention of the General Federation of Women's Clubs in Denver last Friday.

Stevens said the Production Code Administration and the Academy of Motion Picture Arts and Sciences share the major credit for influencing high standards of taste, entertainment quality and the public prestige enjoyed by the industry.

In his capacity with the Anti-Trust

Marciano Fight Film For UA Distribution

Worldwide distribution rights to the film of the forthcoming world heavyweight title bout between Rocky Marciano and Ezzard Charles have been acquired by United Artists. The contest, which will be held at the Yankee Stadium on June 17, will not be telecast on a closed circuit to theatre outlets.

TOA LEADERS TO CONFER WITH PRODUCTION HEADS ON PRODUCT

Theatre Owners of America president Walter Reade, Jr, and other organizational leaders will meet with the production heads of the major film companies and of independent companies in a conference on June 17 to discuss the current shortage of product, it was announced here yesterday by the exhibitor group.

Reade, Herman M. Levy, TOA general counsel, and Albert M. Pickens, TOA vice-president, are on the West Coast for conferences with TOA regional affiliates and for the special summer meeting of the executive committee and board of directors of the theatreman's group at the Beverly Hills Hotel.

It is expected that the showmen will meet with the production heads prior to the start of the conferences.

The TOA head, who recently stated

(Continued on page 4)

'Code Is Industry's Bulwark Against Censoring': Stevens

(Continued on page 6)

(Continued on page 6)

(Continued on page 5)
Para. to Distribute
Nixon Film for U.S.

WASHINGTON, June 7—Paramount Pictures will undertake for the government, under the overall direction of Lloyd Bentsen, one of the two-reel short showing Vice-President Nixon's recent round-the-world trip. The film, according to Assistant Special Services Smith, Jr., head of the film section of the U.S. Information Agency.

The Paramount action is in line with the administration's policy of attempting to get wider foreign distribution for government propaganda shorts by having them distributed by the regular commercial channels by U.S. film distributors.

Title of the Nixon film is "Vice-President Nixon, Ambassador of Friendship." The film is to be distributed through the United Press Service.

More Prize Donors
For Golf Tournament

Additional prize donors in the third annual film industry golf tournament and banquet to be sponsored by New York's Cinema Lodge of P.B.W. British at the Vernon Hills Country Club at Tuckahoe, N.Y., on Thursday were Grinding's Edgar Seidel, the Motion Picture Editors' Martin Levine, chairman of the tournament.

The additional donors are Siskars, Ernesto Co., Entertainment Co., Joel E. Stein, Rove Picture Co., and Swank Shops.

Smith Wins Round
In Lippet Action

Judge Brisch in New York Supreme Court yesterday denied Lippert Productions' motions for separate trials. Judge Brisch will issue a decision on the motion for separate trials when the case is heard at the end of next month.

Smith charged breach of employment contract and breach of a participation agreement in the sale of certain Lippert productions.

'Studio' in 3rd Month in Chicago

"Chicco," in its current national re-release, set a precedent when it grossed $200,000 at one weekend at the Loop Theatre here.

Instead of slackening, business has been picking up according to the management, which reports that grosses for the eighth week have surpassed those for the two previous weeks.

To Attend SPG Meet

Screen Publicists Guild of New York president Harry Koltuch, accompanied by Marty Blau, George Nelson, Leo Israel and Scotty Wilt, will attend the District 65-RWDSU (CIO) meeting in Atlantic City this weekend.

"Nile" to Palace

Leonard Goldstein's "Princess of the Nile" will be screened at the Palace Theatre here on Friday.

Benedict Orders 'Scope
For 3 Theatres

MINNEAPOLIS, June 7—Benjamin N. Berger, president of North Central Theatres, Minneapolis, has ordered installations of complete CinemaScope equipment, including stereophonic sound, in three theatres of his circuit. The theatres are in Fargo, St. Peter and Hastings, Minn.

Boston Group Urs
U.S. Censor Board

BOSTON, June 7—The Boston Civic League is undertaking a move against "Hobson's Choice," by Cong., of a National Censorship Commission which would have jurisdiction over motion pictures, television, radio, record, books and pictorial production. J. Ralph Gramara, executive secretary of the Civic League, has sent letters to the members of the national censor board to all Massachussets Congressmen. The Civic League's president of such a commission would be a means of curbing juvenile delinquency.

Scollard Resigns As
Aide to Robbins

C. J. (Pat) Scollard has resigned as executive aide to Herman Robbins, Director of Publicity. The resignation was effective as of last Friday.

Robbins succeeded National Screen a year ago. Previously he had served in such executive capacities as vice-president of United Artists and assistant to the general sales manager of Paramount Pictures. Scollard said he would announce his future plans shortly.

RKO Tenders Pass
Half-Million Mark

Sol A. Schwartz, president of RKO Theatres Corp., announced this result of the recent invitation for tenders of stock from its stockholders, a little over a half-million shares had been tendered and accepted.

Loew's Heads to Coast

Nicolas M. Schenck, Loew's president; C. C. Moskovitz, Charles M. Loew and Howard Dietz, vice-presidents, are scheduled to appear for the Coast on Friday to spend the greater part of next week at the studio here looking at new production work. The visit, originally scheduled for this week, was postponed.

'Hooson' in N. Y. Monday

United Artists has scheduled the premiere of "Hooson, a New York Story" at the Paris Theatre here next Monday. The film, produced by William Leventhal, stars Charles Laughton, John Mills and Brenda De Banzie.

Pettersson, Swedish
Leader, Sees New
Media on March

HOLLYWOOD, June 7.—Eric A. Pettersson, president of the Swedish Motion Picture Exhibitors Association, today told a press luncheon that the media in Sweden is "tremendous" as the annual two-month summer let-down season approaches. Mr. Pettersson will take advantage of the summer hull to install larger screens or expand present ones, Pettersson said, due to a general feeling in Swedish exhibition circles that the largest practicable screens, compatible with normal viewing habits, represent the trend.

In America to inspect projection systems and related technological developments, Pettersson, whose 42 years in the film industry embrace production and distribution as well as exhibition, said VistaVision satisfies all his requirements.

Budd Rogers to SRO
For 4 Re-releases

HOLLYWOOD, June 7.—Frank J. Davis, Jr., president of Selznick Releasing Organization, has announced the appointment of Budd Rogers to supervise the re-release and distribution of four Selznick features scheduled this summer for re-release, with Rogers headquartered in New York. The pictures are "Duel in the Sun," "Spellbound," "Rebecca" and "Tom Sawyer.

Coast IA Laboratory
Local Backs Brewers

HOLLYWOOD, June 7—ISTSE local 683, Laboratory Workers, voted at a Sunday meeting to instruct its 26 delegates to vote for Roy M. Brewer for presidency in the organization's biennial election, in Cincinnati in August. The local also donated $250 to the Brewer campaign fund.

'Goilla' Set for Globe

"Goilla At Large," Technicolor Panoramic Production released by Paramount Pictures, will open at the Globe Theatre here on Friday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ALLEND HITCHCOCK'S "DIAL M FOR MURDER" IN WARNERCOLOR

BROADWAY, JULY 1—KELLY'S CUMMINGS MILL SUNDAY

NEW YORK TIMES
WALTER READE, JR.

PRESIDENT

THEATRE OWNERS OF AMERICA

AND WALTER READE THEATRES

Acclaims

Fabulous

SUPERSCOPE*

Reade Finds New Picture Processes 'Impressive'

"...tremendous versatility was displayed... the Tushinsky lens (SUPERSCOPE) achieves unusual depth of focus, fine definition and no distortion... undoubtedly an outstanding showmanship development."

—WALTER READE, JR.

"He has already purchased in behalf of his own theatres... and recommended it to his associates and the TOA membership!"

at ONLY $700 PER PAIR

The Lowest price for any Anamorphic device on the market today!

available from NATIONAL SCREEN SERVICE
Firestone

(Continued from page 1)
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Goldenson will confer with leading producers in those countries in an effort to have them utilize American directors and writers so that additional product can be made available for the U.S. market.

"Flamenco" Record

"Flamenco," the Spanish dance film starring Antonio and Pilar Lopera, has established a 28 year record for a foreign language film at the 5th Street Playhouse here. The feature played to $7,583 the first week and $7,134 the second week.

Every week-day is
walt FRAMER
"Top-rating" day!
STRIKE IT RICH
THE BIG PAYOFF
walt FRAMER PRODUCTIONS
"AMERICA'S LEADING INDEPENDENT TV PRODUCER"
1150 AVENUE of the AMERICANS.
New York 36, N. Y. • Oxford 7-3332

Television--Radio
with Pinky Herman

EVER since they hit the big time back in 1930 Kate Smith and Ted Collins have discovered hit songs, talented songwriters, building authors and of course, leading actors, etc., Monday, in conjunction with Newsweek, Kate, Ted and Theodore F. Mueller, publisher of Newsweek, named the three college students whose campus newspaper articles were voted Best and for which the trio, Ellis Auburn, Texas Christian U., William Jones, Montana State U., and Geraldine Karcher, North Dakota College, will be given jobs on the staff of Newsweek for the entire summer—WITH PAY—of course. . . . Special counsel to the Senate Sub-Committee Roy H. Jenkins, told ABC Correspondent Gunnar Back that the hearings "may be completed in a week or the smart nitty is over. . . ." Moulton Boulton emceed a new afternoon audience-participation series yesterday (4:30-5:00 P.M.) TVia WOR. Titled "Treasureama," the program will present a different panel each day with prizes to lucky participants, either in the studio or at home.

With Peter Donald as emcee and a panel consisting of Phil Silver, Buff Cobb, Opie Nash and Elka Chase, "The Ed Wolf Package," "Magadraque Party," CB starts its summer TV run for General Foods' Maxwell House Coffee, Monday June 21 (9:30-10:00 P.M. EDT). To this observer, this is a much better program than the one it summer-replaces . . . Oldsmobile will be the first sponsor to sign up for a series of 13 NBC TV "color Spectacular" featured every fourth Saturday at 8:30 Lath LIam Turner's new "Your Show of Shows," starting Sept. 25. Beamed in compatible color, the programs will naturally be viewable on the black & white sets, also.

A perfect chorus for Herb Sturrock on "Two for the Money" for eight weeks, CB starting July 3, plans to stay East. He's just purchased a $75,000 home in Larchmont. The first half-hour of Walt's "Disneyland" (alternate weeks), has already been signed, though ABC Chief is keeping the sponsor's name a secret. . . . Hal Block has written and has recorded on Jubilee Records a very funny satire on the current Washington hearings entitled, "Those Senator McCarthy Blues" which de jure will catch on . . . ABC commentator Art Van Hooran will star in a radio dramatic series in the fall . . . Bob Mackie's new "Charlie & Johns" MrsShow a quick click . . . The NBCAME "Walk a Mile TV" takes a summer hiatus for eight weeks in July.

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Yates Silent on Autry, Rogers
Films for TV

HOLLYWOOD, June 7—Herbert J. Yates, president of Republic Pictures, had "no comment" today on the weekend ruling by the S. Court of Appeals which, upsetting the lower-court decisions in the Roy Rogers and Gene Autry suits to prevent Republic from selling old Rogers and Autry pictures to television, appeared to clear the way for both studio to vend both stars' films to video at will. A Yates spokesman said the company attorneys after study the court ruling thoroughly before a statement could be forthcoming.

Will Study Decision

Similarly, Rogers' office said no decision regarding possible appeal would be reached until counsel has received and studied the complete copy of the court's ruling. The full text of the decision, made in San Francisco, is expected to be made public in Los Angeles on Wednesday.

No statement had been made by the Autry office at a late hour tonight.

WB and RCA Victor
In 'Them' Tie-up

Warner Brothers and RCA Victor have concluded a nationwide tie-up on "Them," set to coincide with the picture's mass saturation release across the country beginning on June 15. The tie-up, which is geared to a coloring contest, will supplement Warmer's TV, radio and newspaper campaign with TV plug on the contest in 25 key cities and covering 700 theatres. A total of $7,500 worth of prizes will be awarded winners in the contest.

Material available to cooperating theatres on the contest consists of entry blanks, one-color lobby display and a special free trailer plugging playdate and contest. Co-operative TV stations will display one-sheet entry blank and call attention to the local playdate where entry blanks are available.

Co-operating cities are Birmingham, Atlanta, Boston, Charlotte, Jacksonville, Salt Lake City, Minneapolis, Denver, Indianapolis, Columbus, Detroit, Cincinnati, Omaha, Dayton, Houston, Providence, Los Angeles, Washington, Auburn, Pittsburgh, San Francisco, Chicago, New York, Philadelphia and San Antonio.

Miner Heads Company

Richard A. Miner has resigned from Donnaw's Coe, advertising agency, to head Arthur Miner Co., merchant brokers. Miner was in charge of the Motion Picture Media Department.

HOWARD E. STARK

Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 55th St., N. Y. EL 5-0485
Specialists to Motion Picture Industry
Johnston Cites Federal Action in Cutting Levy

(Continued from page 1)

MPAA WILL AID NEW YORK TAX FIGHT

Johnston, the Motion Pictures industry's leader, is expected and that earlier assurances had been given by the Mayor and his advisers that they recognized the plight of the motion picture business.

Johnston pointed to the Congress, Treasury Department and the President, who said it to give partial relief to theatres by reducing the 20 per cent, Federal impost to 10 per cent on all admissions over fifty cents, and exempting those below that amount.

At a special meeting attended by company presidents and theatrical union officials here yesterday, a statement was issued emphasizing that:

"Mayor Wagner's proposed five per cent move tax—now making his official signature to become law—will definitely and positively be passed on to the movie-going public."

"We have no choice, we cannot afford to absorb this, or any other tax," said Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association.

"If City Hall thinks that theatre owners will take this tax and that the public will accept it in its stride, they are as wrong as they are about the amount they expect to raise by this unfair tax," Frisch said.

"There isn't a neighborhood movie in town making a five per cent profit. How can anyone of them absorb this levy?" Frisch added.

Joining with exhibitors and union leaders at yesterday's meeting were such industry leaders as: Barney Lipsch, president of Paramount pictures; Nicholas M. Schenck, president of Loew-MGM; Jack Cohen, vice-president of Columbia Pictures; Arthur Lake, president of United Artists; Al Lichtman, director of distribution of 20th Century-Fox; and Universal-Theatres vice-president John O'Connor.

Among union leaders present was John Murtha, chairman of the famed Anamorphic Theatre, Theatrical Locals of New York State, Local 4, IATSE, who said: "So long as this Wagner tax is in force, we must fight it."

Called 'Wagner Tax'

The proposed admissions tax was referred to as the "Wagner City tax," in all discussions at yesterday's meeting.

That term will become one of the best known and most disliked among the millions of New York moviegoers," Harry Brandt, president, Independent Theatre Owners Association of New York, predicted.

Before the meeting adjourned it was agreed to continue to protest the tax, not only with another hearing before the Mayor, but "even after the tax becomes law, if necessary."

"Indications are, since Mayor Wagner will be occupied with other business this week, that the open hearing required before he signs the bill will not take place before early next month."

Johnston, making his second declaration of the tax since it was proposed by the New York Board of Estimate on May 25, said: "Before the full benefits of the Federal tax reductions have been felt by the New York picture houses, this city administration, in its frantic search for revenue sources, has turned its back on its promises to independent representatives and has decided to extract from the city's theatre money which is not there to be taken."

Johnston continued: "New York is already collecting a three per cent tax on film rentals and a one-fifth per cent gross receipts tax. The Wagner city tax would gouge a third slice of five per cent out of the revenue from admissions."

"Our industry statisticians estimate," Johnston added, "that the administration cannot receive more than $3,000,000 in revenue from the neighborhood theatres, and an additional million from the Broadway theatres. If a full $4,000,000 could be collected, which is unlikely, it would be less than one-fortieth of one per cent of the huge $16,000,000,000 budget of the City of New York.

"It is impossible," the MPAA head said, "to believe that such a paltry percentage is indispensable, especially when it will result in the closing of more than 100 theatres, the loss of thousands of jobs, a falling off in the receipts of stores adjacent to theatres, and the destruction of other sources of revenue.

Warms of National Effect

"Since New York City is the business heart of the motion picture industry, with its home offices, laboratories, printers and suppliers, the closing of a substantial percentage of local theatres will affect the industry nationally."

"It is therefore imperative that we organize every element of the motion picture industry to resist this impost which threatens disaster to our business," Johnston concluded.

Goldstein to Produce 'Feather' at 20th-Fox

Goldstein's last Panoramic Production for 20th Century-Fox release will be "White Feather," a frontier story in CinemaScope.

Robert L. Jacks has been assigned to produce and Robert Webb will direct the picture, which will be made in its entirety on location. Production is scheduled to start July 5.

'Lode' in Miami Beach

Benedict Bogosian's "Silver Lode" will begin a three-theatre pre-release date on Thursday in Miami Beach. The Technicolor western drama which goes into general release June 23, has been booked also for June 16 by Keith's Memorial Theatre, Boston.

United Artists Plans 10 'Apache' Openings

Ten key regional premiers have been set by United Artists for the Heath-Lancaster picture, with color in Technicolor and starring Bert Lancaster and Jean Peters, it was disclosed yesterday by William J. Heinen, UA vice-president in charge of distribution.

The key-area premieres will start at the Roosevelt Theatre, Chicago, on June 30 and will be followed the next day at the United Artists in San Francisco and at Loew's Odeon Theatre in Columbus on July 2. On July 3 the picture will open at the State and Orpheum in Boston, the State in Cleveland, the Pons in Pittsburgh, the State in New Orleans and the Poli Theatres in Bridgeport and Hartford.

Florida Manager Shifted

TALLAHASSEE, Fla., June 7—Dick Mullens, former manager of the Capital-Drive-In Theatre here, has been named manager of the Capital Theatre, Plant City, Fla.

Mullens replaces the late Byron Cooper.
Motion Picture Daily

Tuesday, June 8, 1954

Firestone

(Continued from page 1)

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Here’s a switch: Many “Chance of a Lifetime” contestants win themselves nite club and hotel bookings during or directly after the telecast. However, red-haired songstress Mary Sullivan, while auditioning for Dennis James’ DuMont series, caught the eye and ear of the booking agent for New York’s Cafe Society and was signed forthwith. The program? Mary will appear on it AFTER her engagement, thus the smart nifty is over.

Dennis James

Ed Wolf

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WB and RCA Victor In ‘Them’ Tie-up

Warner Brothers and RCA Victor have concluded a nationwide tie-up on “Them!” set to coincide with the picture’s mass saturation release across the country beginning on June 12.

The tie-up, which is keyed to a coloring contest, will supplement Warner’s TV, radio and newspaper campaign with TV plugs on the contest in 25 key cities and covering over 700 theaters. A total of $7,500 worth of prizes will be awarded winners in the contest.

Material available to cooperating theaters on the contest consists of entry blanks, on-sheets for lobby display and a special free trailer plugging playdate and contest. Co-operating TV stations will display one-sheets and entry blank and call attention to local playdate where entry blanks are available.

Co-operating cities are Birmingham, Atlanta, Boston, Charlotte, Jacksonville, Salt Lake City, Minneapolis, Denver, Indianapolis, Columbus, Detroit, Cincinnati, Omaha, Dayton, Houston, Providence, Los Angeles, Washington, Syracuse, Pittsburgh, Baltimore, Chicago, New York, Philadephia and San Antonio.

Mincer Heads Company

Richard A. Mincer has resigned from Donaime & Co., advertising agency, to head Arthur Mincer Co., merchandise brokers. He was in charge of the Motion Picture Media Department.

HOWARD E. STARK

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Specialists to Motion Picture Industry
MPAA WILL AID NEW YORK TAX FIGHT

Johnston Cites Federal Action
In Cutting Levy

(Continued from page 1)

presidents of all the production-distribution companies, Johnston said the crisis was unexpected and that earlier assurances had been given by the Mayor and his advisers that they recognized the right of the motion picture business.

Johnston pointed to the Congress, Treasury Department and the President, who saw fit to give partial relief to theatres by reducing the 20 cent, Federal impost to 10 cent per cent on all admissions over fifty cents, and exempting them from the 5 cent, sales tax.

At a meeting attended by company presidents and theatrical union officials here yesterday, a statement was issued emphasizing that: “Mayor Wagner’s proposed five cent per ticket move—now absorbing 50 per cent of the admission charge—will amount to 50 per cent of the amount they expect to raise by this unfair tax.”

“If they have no choice, we cannot afford to absorb this, or any other tax,” said Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association.

“If City Hall thinks that theatre owners will absorb this tax and that the public will accept it in stride, they are as wrong as they are about the amount they expect to raise by this unfair tax,” Frisch said.

“There isn’t a neighborhood movie in town making a five per cent profit. How can anyone of them absorb this levy?” Frisch added.

Joining with exhibitors and union leaders at yesterday’s meeting were such industry leaders as: Barney Balaban, president of Paramount Pictures; Nicholas Schenck, president of Loew-MGM; Jack Cohn, vice-president of Columbia Pictures; Arthur Kennan, United Artists president; Al Lichtman, director of distribution of 20th Century-Fox; and Universal Pictures vice-president John O’Connor.

Among union leaders present was Tom Murtha, chairman, tenth district, International Locals of New York State Local 4, IATSE, who said: “So long as this Wagner tax is in force, we must fight it.”

Called ‘Wagner Tax’

The proposed admissions tax was referred to as the “Wagner tax,” in all discussions at yesterday’s meeting. “That term will become one of the best known and most disliked among the millions of New York moviegoers,” Harry Brandt, president, Independent Theatre Owners Association of New York, predicted.

Before the meeting adjourned it was resolved to continue the anti-tax fight, with an appeal to the Mayor, but “even after the tax becomes law, it is necessary,”

Indications are, since Mayor Wagner will be occupied with other business this week, that the open hearing required before he signs the bill will not take place before early next week.

Johnston, making his second denunciation of the tax since it was proposed by the New York Board of Estimate on May 25, said: “Before the full benefits of the Federal tax reductions have been felt by the New York picture houses, this city administration, in its frantic search for revenue sources, has turned its back on its promises to industry representatives and has decided to extract from the city’s theatres money which is not there to be taken.”

Johnston continued: “New York is already collecting a three per cent tax on film rentals and a one-fifth per cent gross receipts tax. The Wagner city tax will hit the New York movie business with a third slice of five per cent out of the revenue from admissions.

“Our industry statistics estimate,” Johnston added, “the administration cannot receive more than $4,000,000 in revenue from the neighborhood theatres, and an additional million from the Broadway theatres. If a full $4,000,000 could be collected, which is unlikely, it would be less than one-fourth of one per cent of the huge $1,600,000,000 budget of the City of New York.

“IT is impossible,” the MPAA head said, “to believe that such a paltry percentage is indispensable, especially when it will result in the closing of more than 100 theatres, the loss of thousands of jobs, a falling off in the receipts of stores adjacent to theatres, and the destruction of other sources of revenue.”

Wills of National Effect

“Since New York City is the business heart of the motion picture industry, with its homes offices, laboratories, printers and suppliers, the closing of a substantial percentage of local theatres will affect the industry nationally.

“It is therefore imperative that we organize every element of the motion picture industry to resist this impost which threatens disaster to our business,” Johnston concluded.

Goldstein to Produce ‘Feather’ at 20th-Fox

Leonard Goldstein’s last Panoramic Production for 20th Century-Fox release will be “White Feather,” a frontier story in Cinemascope.

Robert L. Jacks has been assigned to produce and Robert Webb will direct the feature which will be made in its entirety on location. Production is scheduled to start July 5.

‘Lode’ in Miami Beach

Benedict Bogens’ “Silver Lode” will begin a three-theatre pre-release date on Thursday in Miami Beach. The Technicolor western drama which goes into general release June 25, has been booked also for June 16 by Keith’s Memorial Theatre, Boston.

United Artists Plans 10 ‘Apache’ Openings

Ten key regional premiers have been set by United Artists for “Apache,” the I-20-Lancaster feature with color in Technicolor and starring Bart Lancaster and Jean Peters, it was disclosed yesterday by William A. Wellman, UA vice-president in charge of distribution.

The key-area premiers will start at the Roosevelt Theatre, Chicago, on June 30 and will be followed the next day at the United Artists in San Francisco and at Loew’s Ohio Theatre in Columbus on July 2. On July 3, the picture will open at the State and Orpheum in Boston, the State in Cleveland, the Penn in Pittsburgh, the State in New Orleans and the Poli Theatres in Bridgeport and Hartford.

Florida Manager Shifted

TALLAHASSEE, Fla., June 7—Dick Mullens, former manager of the Capital-Drive-In Theatre here, has been named manager of the Capital Theatre, Plant City, Fla.

Mullens replaces the late Byron Cooper.

LANS’ SEEKING CITY TAX EASING

The application of the New York City sales tax on some aspects of the handling of motion picture film by local laboratories may be eased if ways and means of clarifying the industry problems to the City Bureau of Excise Taxes can be found. It was reported yesterday by the motion picture Industry Credit Group, composed of local laboratories, has held sessions with Morris Weiner and Max Brofman of the tax bureau in regard to the correct interpretation of the sales tax rules. The group will meet again on June 15 to discuss among its members a plan whereby the bureau may obtain some clarification of the problems affecting decisions in administering the sales tax law.

Industry, Union Join Hands to Seek Relief

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Thank you, Mr. WILBUR SNAPER

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Motion Picture Daily  
Tuesday, June 8, 1954

ROSS SEES NO STANDARDIZING OF NEW MEDIA
Expressing the belief that there will never be a standardization of media and that the American producers will increase, Frank Ross, 20th Century-Fox producer, said here yesterday that theatres should be able to show films in any form.

Each company thinks its new medium, whether it be "The Robe" and its sequel, "Demetris" and the Gladithors," said during a trade press conference in his Hampshire Hotel.

WANTS FILMS 'IN ALL FORMS'
"Theatres should have films available to all forms," Ross stated. While an advocate of CinemaScope and stereophonic sound, Ross, the American producer to utilize that medium, stated that "CinemaScope films will lose a lot in value if they are shown in theatres in conventional ratios."

Preparing at present for a summer-long, he said that in a few weeks, he will visit all 20th-Fox exchanges on behalf of "Demetris" promotion, Ross said that his next production will be "Alexandria," a story which will be filmed in India around December. "There will be much greater freedom in giving overseas due to the lower costs," he said.

Ross, who has had a percentage interest in his past two CinemaScope productions, stated that more studios will find it advantageous to have percentage deals with producers and directors. "If a producer knows his own financial return is involved in the film making he will be more careful and have much more concern over the workings and costs of all departments," he said.

HAS NO CONTRACT
Ross, who has no contract with 20th-Fox, is having Louis de Wohl write the screenplay of his next production which will be filmed in CinemaScope in California. Ross said that to his knowledge, "The Robe" has returned about $18,000,000 to the studio to date from U.S. exhibitions. The budget for the first CinemaScope feature was $4,500,000, he said, while the budget for "Demetris" was $2,500,000. By using some of the sets from "The Robe," we saved some $200,000," he pointed out.

SCIENCE FICTION FILM ACQUIRED BY AA
HOLLYWOOD, June 7.—Allied Artists has completed negotiations for the worldwide distribution of "Target Earth," a science fiction picture to be filmed by Cy Serenon production by which headquarters at General Service Studio.

The screenplay by William Raynor, based on a magazine story, "Deadly City," authored by Paul W. Fairman, will be produced by Herman Cohen, producer of Allied Artists. Ross will direct the film for which Cohen now is negotiating for two stars to head the cast.

The production has been a June 23 starting date.

ROSS LAUDS CODE (Continued from page 1)
by the motion picture art-industry today.

Praising Code Administrator Joseph I. Breen and his staff, Ross said, "The code is not the opinions or rules of a group of people, but rather the year-to-year yardstick of social behavior and good taste. It is public opinion itself. Beyond this, it is the audience's protection and security that when they walk into a theatre they will not be affronted, embarrassed or insulted by what transpires on the screen."

ROSS LAUDS CODE (Continued from page 1)

POZER BRACKET
Lauding Academy President Charles Brackett and his executive committee for their work in connection with the Academy, he said, "The industry receives general benefit in increased revenues, since Academy incentive influences all films for the better all the way down the line, not just the major and nominated."

The Federation presented Stevens with a plaque for "Shane" as an outstanding demonstration of the American heritage.

ROSS LAUDS CODE (Continued from page 1)

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3-MONTH DRIVE BY S-W HONORS
SI FABIAN'S 40th ANNIVERSARY

Stanley Warner circuit managers will engage in a summer-long showmanship drive in observance of the 40th anniversary in exhibition of Si H. Fabian, president of the organization.

A series of local sales conferences was held this week by Paramount Film Distributing Corp. Providing for "27 national meetings on local levels," the blueprint for the conferences was drafted at the full-day Paramount office executives and division managers conference in New York last week.

The meetings, which will be held for the 32 branches in 27 cities over a three-week period, call for the division of the office executive echelon into a number of teams which will conduct the local sales conferences at particular times during the period.

A. W. Schwalberg, president of the distributing company, who himself is

Setting Details for 'Firestone' Program

Paramount Theatre officials met here with representatives of the American Broadcasting Co. and the Firestone Tire and Rubber Co. yesterday to iron out details whereby the Broadway house would become the home of "The Voice of Firestone," commencing June 21, on Monday nights.

It was understood that concern was expressed by the theatre officials as to the availability of the theatre after the closing of the theatre on Monday (Continued on page 4)

Claims More Support Of Brewer's Slate

More districts and special department locals are pledging their support to Roy Brewer, candidate for the international presidency of IATSE. Russell Moss, executive vice-president of Home Office Employees Union, H-63, IATSE, reported here yesterday:

"A complete slate of delegates representing the special department locals (Continued on page 4)

Arbitration Proposal

Bidding Only at Request Of Exhibitors, Levy Says

SEATTLE, June 8—Under the arbitration provisions, as now proposed, competitive bidding may be used by distributors only when it is requested in writing by exhibitors, Herman Levy, general counsel of the Theatre Owners of America, said today at a hearing on the arbitration proposal at the annual convention of the Theatre Owners of Washington, Northern Idaho and Alaska, Levy, in referring to the recent discussions in New York for the establishment of an arbitration system, said that "one of the greatest accomplishments of the arbitration conferences, both in 1952 and last year, was the area of agreement on the arbitrambility of competitive bidding."

Levy stated that "there is little doubt that competitive bidding has been used by distributors in many instances for the sole purpose of obtaining increased film rental. Distribution, he said, is limited to the last resort and has not been able, or has not wanted to realize, that in the long run competitive bidding is both an economical and economically unsound, that its use can be justified only in those very, very rare instances where it will avoid a law suit, and where no other method of avoiding a law suit is available." He stressed that "it is an inherently dangerous instrument and must be re

' The Caine Mutiny'

[Stanley Kramer—Columbia

ONDERFUL performances by a near-perfect cast which includes Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray and many others make an important motion picture of this Stanley Kramer production of the widely read and even more widely known Pulitzer Prize-winning novel by Herman Wouk. In color but Technicolor and expertly directed by Edward Dmytryk, it is Kramer's final and by far his best contribution under his releasing deal with Columbia.

Stanley Roberts accomplished a difficult assignment well in putting into his screenplay the essentials of the Wouk novel and, at the same time, avoiding Naval objections to presentation of the mutiny against and cowardice of Capt. Queeg, played by Bogart. Roberts accomplished this by the device of indicating, during and after the court martial, that while Queeg may have been a sick man, he was basically a good officer who had been victimized by his junior officers. This was accomplished by MacMurray, as the novel-writing Lt. Keefer, working psychologically (Continued on page 4)
Personal Mention

JOSEPH MOSKOWITZ, vice-president of the Far East radio representative for 20th Century-Fox, is in Hollywood from New York.

RAY GALLAGHER, Jr., son of the Motion Picture Herald advertising manager, yesterday received his A.B. degree from Fordham University, where he has been managing editor of "The Ram," the college newspaper.

JOHN B. NATHAN, Paramount Pictures general manager for Continental Europe, is in London, where he has been managing editor of "The Times," the English newspaper.

SANDRA BLOCK, secretary to Edgar Solomon, 20th Century-Fox assistant exploitation manager, has announced her engagement to Sidney Cohen, New York.

SIR PHILLIP WARTER, chairman of Associated British Picture Corp., Ltd., and Lady Warter, will leave New York for London today on the "Queen Mary."

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

M. K. SIMONS, director of custom relations for M-G-M, will leave here by plane today for Old Point Comfort, Va.

HERMAN RAUCHER, formerly with 20th Century-Fox in Hollywood, was married last week in the Kounaris-Tolis union ceremony at the Greek Orthodox church. The ceremony was conducted by Bishop Eady of the Greek church in New York.

NICK KOUNARIS, partner in the Kounaris-Tolis circuit of Connecticut, has returned to New Britain from Boca Raton, Fla.

BARNEY BALABAN, president of Paramount Pictures, and Miss Balaban will sail from here for Europe today aboard the "Ile de France."

CHARLES M. REAGAN, Loew's vice-president in charge of distribution, has returned to New York from Europe.

ILYA LOPERT, president of Lopert Films, will arrive here today from London via B.O.A.C. Monarch.

DEBORAH KERR will leave New York today for London.

'Prairie' Print Here

An advance print of Walt Disney's second full feature-length True-Life Adventures, "The Vanishing Prairie," will arrive in New York on June 14. After a number of screenings for the trade, the print will be sent back to the studios for further processing, and will be returned five weeks later, preparatory to its world premiere at the Fifth Avenue Theatre, New York, during the summer. The opening date will be announced shortly.

Argentine Prospects
For Film Producers
Bright, Golden Says

WASHINGTON, June 8—Increased supplies of raw stock, government loans and possible increases in government purchase prices could brighten the outlook for this year for Argentine film producers, according to Commandante film chief Nathan D. Golden.

Golden said that at least 60 films were expected to be produced here during the current calendar year, the 1948-51 average was about 50 features per year.

In the first quarter of 1953, the Industry Credit Bank liberalized its policies for granting loans to Argentine film producers. Moreover, recently representatives of all branches of the industry have been pleading with the government to boost admission prices and so increase production revenues from exhibition. Finally, rawstock, long in short supply, was made available imported from Italy.

Argentina, Japan, and the United Kingdom.

'Scope Production
In Japan Increasing

Production of CinemaScope equipment in Japan is becoming self-sufficient with local screen, lens and sound manufacturers turning out equipment meeting the requirements of the local exhibition needs. It was disclosed yesterday by 20th Century-Fox.

Faced with reported public enthusiasm for CinemaScope, three sound manufacturers are already producing stereophonic sound equipment, plus the existing organization of the Konitsu Co., Tokyo Aircraft Co. and the Victor Co. of Japan.

In these areas, one house is turning out Nippon Koko; while vinyl-coated embossed screens are being manufactured by the Yanaguchi Company. It was pointed out by 20th Century-Fox.

Demonstrate 'Scope Reel in Two Weeks

Demonstrations of the special CinemaScope-hour long film, narrated by 20th-Fox production head David O. Selznick, which evolved within two weeks in leading theatres throughout the U. S. and Canada, the film company announced here yesterday.

In studio conferences among Zanuck, Spyros P. Skouras, 20th-Fox president, Al Lichtman, and international corporation president Murray Silverstone, plans were formulated for the showings. The special CinemaScope film will also be shown throughout the world at a later date, the company said.

'Demetrius' June 18

"Demetrius and the Gladiators," 20th Century-Fox's CinemaScope Technicolor sound film, The Roman epic, will have its New York premiere at the Roxy Theatre June 18.

Footage Exports
For Two Months
Total 28,139,178

U.S. film companies exported during January and February of this year, 28,139,178 linear footage of film, according to new figures compiled by the American Federation of Motion Picture Producers, Inc. (A.F.M.P.P.), on behalf of the Motion Picture Export Association of the U.S.

A breakdown by months shows that in January, 15,217,659 linear feet of 35mm positive prints were exported valued at $6,135,165 while 168 overseas prints were imported. In February, the film companies exported 12,921,519 feet of film valued at $12,504,015 while importing 128 foreign features.

During this two-month period of time, the companies sold 102 feature-length pictures for the U.S. market. In January, British imports here totaled 44 films and in February, they totaled 58.

Breakdown by Nations

The January breakdown on U.S. feature imports: Canada, two; Mexico, 32; Falkland Islands, one; Sweden, one; United Kingdom, Hong Kong, 19; France, five; West Germany, one; Poland, two; Spain, one; Italy, nine; Japan, 13—total, 130. February breakdown was: U.S. feature imports: Mexico, three; Sweden, two; United Kingdom, 88; France, nine; West Germany, one; British Malaya, one; French Pacific Islands, one; British East Africa, one; Australia, two; Czechoslovakia, two; Italy, 10; Hong Kong, 19; Japan, 19—total, 128.

Production Upswing
In West Germany

WASHINGTON, June 8—Film producers in Western Germany last year hit 103 features, compared with 82 in 1952, Commerce Department figures showed yesterday.

He said 14 of the 103 features produced last year were co-productions, including two U.S.-German features. Production of documentary films and short shorts were produced in 1953, compared to 264 in 1952, the Commerce official said.

Mrs. Lightstone Dead

LONG BEACH, N.Y., June 8—Mary Lightstone, widow of a veteran New York exhibitor, passed away here yesterday. She was the mother of Oscar Lightstone, vice-president of S.O.S. Cinema Supply of New York; she was also the widow of Leonard and Morton Lightstone of the Island Theatre Circuit, New York City. A daughter, Mrs. Herman Samuels, also survives.

Producers Have Ready
All But 3 Countries
Now Have C'Scope

Twentieth Century-Fox's first CinemaScope production, "The Robe," has been exhibited in every film country except Japan, Indonesia and the Union of South Africa. First-run bookings in these countries have been delayed by the lack of CinemaScope and stereophonic sound installations and import restrictions on U.S. films. Also, in Denmark, a governmental fixed admission price is in effect, which prohibits an advanced scale.

'GWTW' Sets Mark

"Gone With the Wind," in its first nine dates at the Loew's State, has outgrossed every Metro picture to play the New York house, the company announced. The film is now playing in Atlanta, San Francisco and Syracuse. Future openings are slated for Camer, Dayton, Akron, Indianapolis, Norfolk, Richmond and Toledo.

Rev. Little to Europe

Rev. Thomas F. Little, executive secretary of the National Legion of Decency, will leave here today for Europe on the "Ile de France." While abroad, Rev. Little will attend a three-week session of the International Office of the Catholic Cinema, which will open June 17 in Cologne.
ATLANTA'S 5th TIME TOPS ALL BUT 1st!
Beats every showing of "GWTW" except the first, which was the famous World Premiere! 2nd week beats New Year's Week of "Knights of the Round Table." Tops 2nd week "Ivanhoe" and "Quo Vadis."

FRISCO Ditto! TOPS ALL BUT FIRST!
"GWTW" takes Frisco by storm! Tops every other "GWTW" re-issue. Held over!

NEW YORK SETS NEW SHOW BIZ MARK!
First 6 days at State theatre tops combined gross of original release (which played at Christmas) in two theatres, Astor and Capitol! Long run ahead!

HOUSTON TOPS ORIGINAL RELEASE!
Tops original release. Imagine! The fifth time around beats the very FIRST! Opening day tops "Quo Vadis," "Show Boat" and other M-G-M Big Ones!

SYRACUSE BEATS M-G-M's BIGGEST!
Sensational business. Crowds thrilled by Wide-Screen "GWTW"!
Opening day tops M-G-M's very Biggest: "Knights of the Round Table," "Show Boat" and others!

KANSAS CITY TOPS FAMED "IVANHOE"!
Very pretty. They're beating record-breaking "Ivanhoe" business and so can you!

America loves GWTW again and again and again and again and again AND AGAIN!
**Brewer**

(Continued from page 1)

of the craft union have pledged to support Brewer and myself in the forthcoming elections in Cincinnati this summer," Moss said. The H-63 officer is seeking the ninth IATSE vice-presidency.

The Fourth IATSE District of the special department representing local unions in Pennsylvania, Delaware, Maryland, Virginia, West Virginia and District of Columbia met in convention last week in Harrisburg, Pa., to select delegates to represent them at the international convention, Moss said. "An anti-administration slate of delegates, four in all, was announced," the candidate stated.

Moss, along with other office seekers, will attend the IATSE District No. 14 convention this weekend in Atlantic City, N. J.

**Ohio Censor Row**

(Continued from page 1)

U. S. Supreme Court in its recent decision, Attorney Gen. William O'Neill, who filed the final brief for the censors, denied that the Ohio censor law is unconstitutional and that the $5 charge is a fee and not a tax. O'Neill said that both the Ohio Supreme Court and Federal tribunal have refused to hold the Ohio censor law unconstitutional.

The plaintiffs argued that the fee is an "unconstitutional denial of equal protection and due process of law," and contended that the censor board is without legal authority to censor films.

**'The Caine Mutiny'**

(Continued from page 1)

on the suspicions and uncertainties of Queeg's executive officer, played by Johnson, until the latter, convinced that it was the only way to save the mine-sweeper "Caine" and the lives aboard it, relieved Bogart of command of the height of a typhoon, believing also that he was acting within Naval regulations in the circumstances.

The storm at sea which threatens the "Caine," with destruction and provides the climax of the officers' and crew's rebellion against Bogart's eccentricities, harsh discipline and personal authority, is a marvel of special effects for which Lawrence W. Butler is credited. It imprints an awesome realism which is not only theatrically impressive but also is essential to the plot. In no less impressive and grievous an emergency could the revolt against the captain be credibly staged.

Another highlight of the production is the court martial sequence, depicted with dignity and authenticity by all, but to which a polished performance by Ferrer, as the attorney for the defendant junior officers charged with mutiny and facing a possible death sentence, contributes much. While the distinguished stage production of "The Caine Mutiny Court Martial," now current, is confined to the trial sequence alone, it is but one part of the novel and of the motion picture. The favorable critical and public acceptance of the stage play should be a contributing factor in selling the film in some localities and to some audiences.

**Paramount**

(Continued from page 1)

a member of one of the executive teams which will go out into the field, explained that the meetings are designed to coordinate local merchandising with national campaigns, therefore improving theater traffic in small towns to reap the benefits of national advertising and promotions as well as of the local campaigns.

Each meeting, Schwaberg explained, will set plans for the surveying of theaters in the territory with a view to clearing up in as much information as possible so that it may be disseminated among all the territories.

The first meeting will help them in the proper presentation of VistaVision.

VistaVision product and promotion plans for such pending releases as "Living It Up," "Knock on Wood," "About Mrs. Leslie," "Rear Window," "Sabrina," "White Christmas" and "Three Ring Circus," will be discussed at length. At the field meetings, Schwaberg said.

Jerry Pickman, vice-president in charge of domestic publicity and exploitation, also a member of one of the executive teams which will conduct these conferences, said that the conferences would bring about a perfect tying-in of national merchandising patterns with local patterns.

**Personnel of Teams**

The conference teams will be made up of executives of three departments as follows: Sales—Schwaberg; E. K. (Ted) O'Shea, distribution vice-president; Hugh Owen, executive assistant to the distribution vice-president, and Sidney Denen, assistant to O'Shea; Advertising—Publicity—Exploitation—Pickman; Sid Blumenstock, assistant national director of advertising—publicity—exploitation, and Herb Steinberg, national exploitation manager. Technical—Charles R. Daily, aide to Loren L. Ryder, head of technical research at the Paramount studio; Cy Baer, studio technical aide, and Frank L. Auwaer, home office technical representative. Robert J. Rubin, assistant to Barney Bala"

**TOMORROW**

**TOMORROW**

**Firestone**

(Continued from page 1)

afternoons at 3 p.m. to 9 p.m. so that the house could be cleared and that a "non-paying" audience could be ushered in for the radio and television simulcast.

The showmen asserted that theater business on Mondays usually is good. They presented to the ABC and Firestone officials an idea where the theatre's regular patrons would be able to see the half-hour musical program, with a block of "free admission" seats set aside for special guests. A policy decision is expected shortly.

**Compton Joins Kline As Vice-President**

HOLLYWOOD, June 8—Walter Compton, President Guild president, today joined Walter E. Kline & Associates, public relations firm active in motion picture, television and record fields, as vice-president and general manager. Compton, former advertising-publicity director of Republic Pictures and United Artists here, had been with RKO Radio for the past four years.

**Form Religious Firm**

HOLLYWOOD, June 8—Incorpora
tion papers were filed today for Spragins, Wilson Enterprises, a corporation formed for the purpose of producing films for religious and church exhibition. Incorporators are Henry Spragins, Fort Worth, Tex., and Howard H. Wilson, Austin, Tex., both new to motion picture.
Bidding Only at Exhibitor Request (Continued from page 1)

Actually, no concrete proposals for a system's provisions have been adopted, arbitration sub-committee members pointed out in New York yesterday. The recommendation that competing exhibitors and distributors meet, and the tribunals only when it is requested by exhibitors was made by Mitchell Wolfson. Senator C. A. Siegel, in parlays from the floor and will be the subject for discussion when the sub-committee meets, probably within the next few weeks.

In praising the spirit of cooperation in which the delegates to the arbitration conference worked, Levy said that if that same spirit continues, it appears likely that a system will be functioning in the not-too-distant future. Continuing, Levy said:

"In addition to eliminating, to a great extent, the heavy burden of litigation, an industry system of arbitration will undoubtedly improve distributor-exhibitor relations. I cannot remember a time in my many years in this industry when the exhibitor-distributor relations were at a lower ebb. The last 12 months have found those relations at the jungle warfare level. No industry can survive that. A system of arbitration during which the exhibitors and distributors around the conference table, which is the way trade disputes should be solved."

"It must also be kept in mind that one of the great plus points of an industry arbitration system is its potential effect in showing to the world that their companies may be summoned into arbitration because of under-the-counter shenanigans in competition. This will be fewer attempts at those under-the-counter shenanigans."

"An Interdependent Industry"

"The time has come for distribution, not to ask what the industries are worth more than just bricks and mortar; that they are operated by good, honest people who have invested millions of dollars. This is an interdependent industry and that because of that fact injury to one segment results in injury to the entire industry. When distributors adopt a policy of scarcity of product, primarily because of the lure of the fast dollar, they give the loss of death to hundreds, perhaps thousands, of theatres which can survive only with a steady flow of good product and with some semblance of an inventory."

"Calls TV 'Scapegoat'"

"It is very easy to select television as a scapegoat and blame it entirely for the loss of audiences of millions who no longer go to motion picture theatres, or, who are indifferent in their attendance. While it is true that television has a negative effect, the competition of television-lookers to their sets is not a lasting one, and after a few months of concentrated attention to television, people usually become selective."

"As soon as they become selective they have time on their hands and want to turn to other sources of recreation. Distribution has, by large, failed to fulfill its obligation to have a steady flow of good product available to which these millions of people may turn for entertainment. The theatre owner by himself is almost helpless to bring back the lost audience to his theatre unless he has available a steady flow of good pictures."

"Producers and distributors are driving exhibitors into production and distribution which is not where they belong, but they are being forced in that direction through desperation."

"The time is here for distribution to get familiar with the problems that face the theatre owner in the operation of his theatres today. The time is here for distribution to understand that the quick dollar is historically the unsound, uneconomic dollar. The time is here for distribution to understand that it must not drive the smaller theatre out of business. The time is here for distribution to approach this with the knowledge that, as of the nation, is the small businessman and that industries and even nations have fallen through non-recognition of that fact."

"Calls for Action"

"Let the distributors come forward and state forthrightly, affirmatively, and without reservation, that they are prepared to make an effort to understand the problems of theatre owners today. And then do something about it. To state that television is the "scapegoat" service. It has been... as sounding brass, or a tinkling cymbal!"

Senate Bill (Continued from page 1)

overseas earnings taxed at 14 per centage points lower than the going U. S. corporate tax rate. Moreover, firms in these industries operating through branches would not have been required to pay tax on their overseas earnings until they are remitted to the U. S. At present, they must pay as soon as the money is remitted overseas, even if it is blocked there.

Motion Picture Association president Eric Johnston appeared during the Senate Finance Committee hearings and urged that film distributors be made eligible for this more liberal treatment; wholesalers for other industries also excluded from the House bill made similar pleas.

The finance group considered several different versions of bills to broaden the coverage of the House bill, but could not agree on any. According to Mr. Martin, the committee finally decided on the entire provision, hoping the staff could work something out before final House-Senate conference. The House bill contains provisions on this point, the entire subject will be open in the House debate and the Senate will act if the Senate bill contains no provision.

The finance committee also rejected a House provision aimed at providing a new way to outlaw so-called collapsible corporations. Several years

Drive-in Contributors To Operator's Widow (Continued from page 1)

HARTFORD, June 8—The Star-\n\n\n\nbill, "Scapegoat," will return the attention of stars and directors, who produce and distribute films. It has been cited by the American Film Institute as one of the top films of the year, in consequence of the film's success in the box office. The film, starring Marlon Brando, is expected to gross about $2 million at the box office.

The film, produced and directed by Sidney Lumma, takes place in the back of a truck on a journey through the desert. The story centers around the relationship between the truck driver and his passenger, a young woman who is being pursued by her former lover.

The film was shot in three weeks on location in the desert, and the actors were required to wear minimal clothing. The film was released in 1960, and has since become a cult classic.

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S&W Anniversary Drive (Continued from page 1)

trict managers whose managers win the Stanley Award. A $500 U. S. bond will go to the winner of the best campaign on any picture in the various circuits: Columbia, 20th Century-Fox, M-G-M, Paramount, RKO Radio, United Artists, Universal and Warners will provide $500 for the best campaign on an Allied Artists' release.

The campaigns for the campaign are designed to give every theatre, regardless of size and location, an equal opportunity to win. The winners will be decided on the basis of the most consistent over-all contribution of a theatre manager which reflects his ingenuity, resourcefulness, promotional and merchandising skill, in general, what each manager does for his theatre in terms of increased patronage and income.

An elaborate press book filled with helpful suggestions and tried stunts has been prepared for the campaign under the direction of Harry Goldberg, Stanley Warner, advertising department.

The three-month campaign marks the 40th anniversary of S&W in metropolitan playhouses, which opened the Regent Theatre, Paterson, N. J., and gave a new city a general utility theatre. The firm has worked with tickets, ran errands and made himself generally useful. The Regent still bears a part of the Stanley Warner circuit.

In 1926, the Fabian theatres were

specified commercial uses, it was revealed tonight in statement issued after conferences with counsel and study of court text.

On the contrary, statement said, the appeals court's reversal "modifies" an earlier ruling in such wise as to give Autoy protection and assurance, previously denied him and therefore "constitutes a substantial victory" for him.

The statement points out that Autoy did not contend that Republic could not release his old films to television, but did seek limitations on the manner in which it could do so.

The statement says the new ruling stipulates that films cannot be presented in a manner that can be construed as indicating Autoy endorses the sponsor or product, and that the films must be presented as feature photoplays not less than 31 minutes in length. It is further ordered, the statement says, that films may not be shown in a manner that is not too direct, but that they can be licensed to television only in conformance with the licensing agreement, and that Autoy shall have recourse to court action if these or other requirements are not complied with.

Roy Rogers, whose suit against Republic was reversed by the appeals court, had not yet received a copy of the ruling, and made no statement.

To Build Fla. Drive-in ORLANDO, Fla., June 8—A new drive-in theatre, estimated to cost $100,000, will be built on Highway 30, near Orlando, by Julia Tamey.

"Showplace of the East" ORLANDO, Fla., June 8—A new drive-in theatre, estimated to cost $100,000, will be built on Highway 30, near Orlando, by Julia Tamey.
**National Pre-Selling**

"*The Caine Mutiny*" will have an extensive advertising campaign in national magazines and key city newspapers. Fall page color ads will appear in the June 21st issue of "Life" and the July 21st issue of "Look." In addition, ads are scheduled for the July issues of "Redbook," "American Magazine," "Cosmopolitan," "The Saturday Review of Literature," and the June issues of "Liberty," "Photoplay," "Motion Picture," "Motion Picture Weekly," and all major film magazines are scheduled for special ads.

TV Guide, which is published in 20 local editions, will have a national ad, with imprints of local theaters' opening dates in each one of the local editions.

"The Caine Mutiny" will have its world premiere at the Capitol Theatre here on June 21.

June Allyson, star of "Executive Suite," is on the cover of the June issue of "Woman's Home Companion." She was voted the first lady of the screen in the "Companion's" 3rd annual opinion poll taken among their 12,000,000 readers.

"Three Coins in the Fountain" is reviewed in a novel manner by "Life" reviewer in the June 20th issue, as if he were an American tourist seeing the beauty spots of Rome and Venice for the first time. The entire story takes place in those two Italian cities.

Beautiful location photos taken at the Trevi Fountain, the Villa d'Este gardens in Rome and the Grand Canal in Venice, are used to illustrate the review. Three pages are devoted to this picture made in the Cinemarcope process in color by Technicolor.

An attractive full-color page ad on "Demetrius and the Gladiators" appeared in the June 6th issue of "American Weekly." In the same issue, Mrs. Danny Kaye (Sylvia Fine) wrote a very entertaining story about her husband, Danny Kaye, star of "Knick on Wood."

Louella Parsons' "Movie Citations," for the June issue of "Cosmopolitan," are:
- Best Performance: Mickey Rooney in "Drive a Crooked Mile"
- Best Adventure: "Yankee Pasha"
- Best Love Story: "The Naked Jungle"
- Best Production: "Dial M for Murder"

"Dore Schary," reports "Look," in the current issue, "will join about any group or organization which he believes in with unselfish friendship and understanding."

Dore's latest production for MGM is "The Student Prince" which will have its premiere at the Lathrop Civic Music Hall on June 17th.

"The Caine Mutiny" is chosen by Ed Miller as the picture of the month for July in "Seveneen."

WALTER HAAS

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**N.Y.C. Tax**

(Continued from page 1)

Editor, Motion Picture Daily: Your article in the May 25th issue of Devey with reference to the discriminatory tax that was passed by the City of New York for the film industry I anticipated the passing of this tax, and I suggested that the only way to fight this type of discrimination is to threaten to close every cinema in New York City and be prepared to follow through.

You will perhaps think that this is an extreme measure, but I say that, as far as my paper is concerned I lead to a group of politicians and expect to gain anything. I speak from experience. I've had to do this in foreign countries to convince politicians that you can not discriminate against any particular industry.

I imagine what would happen if every cinema in Greater New York closed its doors for a few days? I mean actually close down, not play in black and white, but close down and stay closed for 9 P.M. In order to gain a victory you must be prepared to make sacrifices that other businesses also have never learned. And incidentally they have never been in a better position that they are today. All the unions are with them, so they can afford to throw the pencil away and stop figuring how much it will cost them.

If you think my suggestion sounds extreme, how about the Governor of Georgia telling millions of people on television yesterday that he's going to the Supreme Court of the United States. That, to me, is what you call like open rebellion.

Nat Liebknecht New York, N. Y.

"The Mayor's game by sending representatives to Albany to plead for state aid and force the City to the hope of ending itself of the city tax thereby. Mayor Wagner told Gov. Devey yesterday that he will veto the first 10 per cent tax. The Governor will sponsor legislation at the special session to give the city an additional $25,000."

Mayor Wagner, in a wire to the Governor, urged adoption of a three-point program which would enable the City of New York to get a $25,000 increase in New York taxes. It called for raising the real estate tax to 2 1/2 percent, restoring to the city power to issue serial bonds for judgments and claims, and authorizing the city to borrow money to pay for the paid the IRT and BMT pension fund.

In a telegram answering the Mayor's message, Mr. Devey rejected the Wagner proposals as "old, worn-out and discredited ideas."

The industry is primed for today's emergency meeting of the Motion Picture Association of America board of directors here. With MPAA president Erie Johnston presiding, the board will meet at 3:30 to consider "an all-out fight" by the industry against New York City's proposed five-cent amusement tax.

As Mayor Wagner is expected to sign the bill into law within the next 10 days, Johnston said the mobilization of the industry would begin immediately and continue until the tax is repealed.

City Hall spokesman indicated the war on the tax will be carried on with other business this week and that the open hearing before him, required before he signs the bill, will not take place before early next week.

**Pathe-Techicolor Names**

(Continued from page 1)


In its letter to the FTC Pathe asserted that for approximately 20 years, the picture transfer laboratories was the only one used by the Technicolor company and became known as "Color by Technicolor," and charged that with the recent introduction of the Eastman negative-positive process in the Eastman laboratories, the Technicolor corporation has switched to it for many pictures but still continues to use the "Technicolor" title in these cases.

Pathe asserted that producers select color processes for new pictures, and has been of the opinion that was what actually Eastman color described as "technicolor," thereby confusing it with the dye transfer inhibition process known as technicolor, which they knew they could only get from Technicolor, Inc.

The industry as a public as a result were deprived of higher quality motion picture films, Pathe charged. He also indicated, among other things, as Pathe it alleged, were "deprived of customers who desired the Eastman process, but who have been misled into believing that the Eastman process is the technicolor process and obtainable only from the Technicolor company.

As evidence of how the word "technicolor" in industry usage relates to a process and not to a company, the Pathe city in the presence of De Luxe Laboratories to use this process for trade merchandise mark "Color by Technicolor-De Luxe."

**Technicolor to Answer**

Spokesmen for Technicolor said yesterday that the company would have a statement concerning the federal antitrust complaint to the Federal Trade Commission as soon as possible for its defense. If the Commission was not to go into the case, it was made known that the Commission could be contacted, and as soon as the Pathe company has had an opportunity to study the complaint.

**REMTA to Observe 30th Anniversary**

On June 15-17

WASHINGTON, June 8.—The 30th anniversary of the founding of the Retail Merchants Association as the Radio Manufacturers Association — as the Radi o Manufacturers Association — will be observed in Chicago, executive vice-president James D. Secrest announced.

Secrest's founders are expected to attend the convention where they will be guests of honor in Chicago on May 25th, 1924, by a small group of pioneers in the then infant radio industry. It has grown with the industry and added first television and later "electronics" to its name.

Scheduled for Palmer House

The three days of business meetings at the Palmer House will be climax on June 15th when association members will gather with their wives and guests for the 30th anniversary dinner. At this dinner, the 1954 RETMA Medal of Honor will be presented to Robert C. Sprague, chairman of the board of directors, by patronizing the contributions to the advancement of the industry during the last several years of leadership in Association activities.

Toasters master F. Mutel will present certificate awards to all members of the National Television System, Committee, of which Dr. W. R. Baker was chairman, for their work in development of proposed standards for color television subsequently adopted by the Federal Communications Commission.

**Doerfer Nominated For Full FCC Term**

WASHINGTON, June 8—John C. Doerfer, ex-Public Service Commissioner, has been nominated by President Eisenhower for a new seven-year term on the Federal Communications Commission, starting July 1. Doerfer was named by the President last year to fill out the unexpired term, which will end on June 30.

In naming Doerfer to a new term, the President left up in the air the question of whether to have the chairman of the commission in the coming year. Some Republicans have expected Doerfer to be the new chairman, while others favor an expansion term for the present chairman, Rosel Hyde.

**Wm. Murphy Joins Buena Vista Films**

William P. Murphy, industry sales executive, has been named a staff member of the Disney distribution subsidiary, Buena Vista Film Distribution Co.

Appointment of Murphy to represent the company in Southern California, with headquarters in Jacksonville, was announced by Buena Vista general sales manager Aldo Press.

Formerly associated with Republic Pictures and Universal in various sales capacities, Murphy will represent the company in Charlotte, Atlanta, Chicago, San Francisco, and New Orleans branch areas. He will be supervised by Irving H. Ludwig, Buena Vista domestic sales manager.
Optimistic Johnston Says Foreign Market Is on Upswing

Good Outlet For U. S. Despite Nationalism

By LESTER DINOFF

The foreign market for American-produced films is on a rising trend despite the problems of nationalism and taxation, Eric Johnston, president of the Motion Picture Association of America, stated at a trade press conference here yesterday. The problem of growing nationalism in foreign countries is evidenced by the increased subsidization of native production of films and the taxes levied on improved products, Johnston said.

Preparing to leave for a three-week trip to Egypt, Israel and the Arab State on a governmental mission concerning the Jordan Valley watershed, Johnston stated that foreign countries (Continued on page 7)

To Push Extension Of Reciprocal Trade

WASHINGTON, June 9—House Republicans have decided to try to push through the House this week a one-year extension of the reciprocal trade program, as asked by the President.

Film industry leaders have supported the program as aiding the industry in its fight for foreign markets and for the achievement of free convertibility.

House Ways and Means Committee (Continued on page 10)

Senate Tax Proposal Treats Partnerships

WASHINGTON, June 9.—The Senate Finance Committee today voted to let certain partnerships elect to be taxed as corporations, and to let certain corporations elect to be taxed as partnerships. The businesses would have to meet certain strict standards (Continued on page 6)

Industry Asks Mayor to Veto N.Y.C. Tax Measure

Company Heads Warn That Passage of Tax Bill Does Not Mean the Fight Is Over; Cite Dangers to Business Activities Here

New York City Mayor Wagner was called upon yesterday to veto the five per cent admissions tax to prevent an "economic blight" on the city. Heads of leading motion picture following a meeting with New York

O'Donnell on Film Supply

While major company heads could not give definite assurances that they would supply the 26 additional "A" pictures which Robert J. O'Donnell declared were necessary for the remainder of this year, they indicated they would not hold back on increased production if proper stories and casts were obtainable, O'Donnell said here yesterday.

The Texas Interstate circuit general manager said that he had received replies to his letter, asking for more (Continued on page 10)

Senate Votes More Funds for USIA

WASHINGTON, June 9.—The Senate Appropriations boosted sharply the funds voted by the House for the U. S. Information Agency, the government's overseas propaganda organization.

Presumably, the motion picture service would benefit from the higher appropriations. The final matter must be resolved in a House-Senate conference, after the Senate itself acts.

The agency, which had $83,417,000 (Continued on page 6)

 Oregon Exhibitors Meet With Reade

PORTLAND, Ore., June 9—Seven leading Oregon exhibitors, representing Oregon Theatre Owners, a new unit of Theatre Owners of America, met here today at the Benson Hotel, with Walter Reade, president of TOA, and other officers of the

(Continued on page 6)
**Personal Mention**

**SOL A. SCHWARTZ,** president of RKO Theatres, will arrive in Hollywood on Monday from New York.

**A. W. SCHWALBREG,** president of Paramount Film Distribution Corp. in New York, will arrive on Thursday from Miami Beach.

**SIO BLUMENTHICK,** assistant national director of advertising, publicity, and Frank La Grande, Vista Vision engineer, will return to New York to Longer, and are now scheduled to arrive in New York on June 21.

**TOD MASTERS** and Paul Mover, Paramount Pictures accountants, will arrive in New York today from Hollywood and will leave here by plane for Egypt on Monday.

**Russell Holm,** Paramount Pictures Eastern production manager, will leave here Sunday by plane for the Coast.

**David A. Baker,** executive assistant to Mort Sackett, president of Commonwealth Television Corp. in New York, has returned to New York from Chicago.

**William Burnham,** vice-president of Tracplan, Inc., has arrived in New York after he was out last week competing in the Bermuda race starting in Newport on June 19.

**Robert Clark,** production manager of Associated British Pictures, and Mrs. Clark, have arrived in New York from London.

**John B. Nathan,** Paramount Pictures general manager for Continental Europe, is scheduled to leave here for Paris at the weekend.

**Speck Perakos,** general manager of Perakos Theatres Associates, New Britain, Conn., has been elected president of the Yale Club of that city.

**Nelson Tower,** sales representative for RKO Radio in Atlanta, is hospitalized there as a result of a heart attack.

**Irving Shiffman,** of the United Artists exploitation department, is in Norfolk, Va., from New York.

**Leo Greenfield,** Universal Pictures branch manager in Albany, N. Y., has left there for Utica and Cooperstown.

**Sam Harris,** partner in the State Theatre, Hartford, is recuperating from surgery.

**Joseph Quattrocchi** has been named manager of E. M. Loew’s Lynn (Mass.) Drive-In.

**William Wyler,** producer, is scheduled to arrive here from Hollywood at the weekend.

**Cinema Lodge Host To Day**

To Film Golfers, Guests

With the weather promising warm rain and sunshine, more than 100 golfers are expected to tee off at the Vernon Hills Country Club at Tuckahoe, N. Y., this morning in the scheduled 1954 Vernon Hills Country Club Golf Tournament sponsored by New York's Cinema Lodge of B’nai B’rith. 

Mr. Lodge co-chairmen, Dr. George E. Robbins and Martin Levine, chairman of the tournament, have been at work for several months in setting up the details of the tournament, which will not surpass the successes of the previous two years. 

Close to 50 industry firms and individuals will be present which will be awarded for the lowest net, lowest gross, putting contest, longest drive, hole-in-one, birdies, best dressed golfers, worst golfer and to the winners and runners up in each foursome. In addition, a large group of prizes will be awarded the larger group of participants in the Vernor Hills Club which will be held in the evening following the Tournament.

**Industry Group to Inspect Hospital**

Guests of the Will Rogers Memorial Hospital and the board of directors here today will inspect the recently completed inspection tour of the hospital at Saranac Lake, and the mid-year meeting.

A party, numbering about 55, will be comprised of exhibitors, distributors, editors and publishers of the trade papers, and representatives of the Metropolitan dailies.

**Arrive Tomorrow Morning**

Upon arrival at Saranac tomorrow morning, the group will inspect the hospital and view facilities and other improvements made during the past year. The tour will be conducted by Dr. George Wilson and his associates, Drs. William K. Stern and H. W. McCready.

Progress of the reactivated research program and advance in science and medicine will be explained by Dr. Edgar Mayer, medical consultant to the board, by Professor Morris Daworski, head of the research program, and Drs. D. M. Brunmfiel and William Woodroof, hospital surgeons.

Following lunch, which is comprised of doctors from neighboring sanatoriums and representatives of the Saranac Lake Hospital Commerce, there will be ceremonies to dedicate the "Chick" Lewis Memorial Wing of the hospital, to honor the early vice-president, Charles E. (Chick) Lewis, whose devotion to the betterment of the Will Rogers Memorial Hospital and its patients is well known throughout the industry.

A large bronze wall tablet at the entrance to the Chick Lewis Wing will be unveiled by A. Montague, president of the Will Rogers Hospital, and Mrs. Lewis and members of the family.

**Will Go To Schroon Lake**

In the afternoon the entire group will be transported to Schroon Lake, where they will have the weekend. The group, headed by Robert Norman Robbins at their Edgewater Resort Hotel. On Saturday morning there will be a special board meeting followed by a pine-cone ceremony at Edgewater in which the entire industry group will take part.

**Robinson Says ‘Robe’ Seen by Most Pupils**

After addressing 35,000 persons in 32 days throughout the U. S., actor Ted Robinson, prominently featured in 20th Century-Fox's picture, "The Robe" and "Demetrius and the Gladiators," disclosed that 75 percent of college students have seen the first CinemaScope film.

Continuing a cross-country tour highlighting the release of the not-yet-released "Demetrius," Robinson, who spoke before high school audiences, women's clubs, men's clubs, and other groups said that the personal appearance tour he is making for the studio "will bear fruit in the box-office.

**Next Stop Is Boston**

To date, Robinson has been in Salt Lake City, San Francisco, Portland, Seattle, Minneapolis, St. Paul, Milwaukee, Chicago, Kansas City, Des Moines, Omaha, Denver, Kansas City, Cleveland and New York. He leaves over the weekend for Boston, then Philadelphia and ending in Washington.

 Asked about acting in CinemaScope films, Robinson replied, "The days of the 30 or 40 second takes are over. Hollywood performers will have to adapt themselves to CinemaScope as the new requirements for longer scenes and not as many takes.

**Drive-ins Show ‘Line’ And Are ‘Off Limits’**

OMAHA, June 9.—Archbishop Gerald Bergan ordered a ban on "The Great Race" at all Catholic parishes in the Omaha territory and declared two theaters opening with the film yesterday at Airport and Gold Spike Drive-In’s—off limits until Oct. 1. The Archbishop’s order was read at all masses in all Catholic parishes Sunday and will be repeated every Sunday.

**‘Tune’ Opens Thursday**

M-G-M’s CinemaScope production of "Tune" will open at Radio City Music Hall on Thursday.

**Universal Overseas Conclave in Session; Officials Attend**

BARCELONA, June 9—Sparked by key addresses from Universal Pictures President Mills Rockwell, U. S. Film Consul and vice-president and foreign general manager Amorco Abad and vice-president Tommy Deschamps, the 11th European sales convention is in full swing here this week.

**Rackmil Points To Upserve**

Rackmil, Ltd., told the 50 delegates from Europe and the Near East that the company was experiencing a great upsurge in business in Europe and stated that the company was hoping to sell the product coming from the U-I studio plus the excellent company spirit and coming on of recent technical developments, he said: "People don’t buy systems—CinemaScope, 3-D, etc.—they buy entertainment. U-I’s is a ‘4-D’ company comprising, dependability, drive, daring and determination,” Expansion and progress are the future for the company, he said.

Lipton, guest of honor at the conclave, elaborated on U-I’s slogan, “Pictures with that Universal Appeal and Delight in detail the coming studio product.

**Recorded Message from Daff**

A highlight for the delegates was the inclusion of a recorded message from executive vice-president Alfred Daff flown down from the studio.

W. H. Marsh told the company that he believed that the company was surpassed in its intelligent expenditure of millions of dollars a year for picture production. Kenneth Harmon, managing director of General Film Distributors, U. S. distributors of the Rank Organization, made his speech of glee at the lucrative exhibitor goodwill and the need for flexibility of booking policy to secure maximum contracts. John Marshall, president of Universal, was revealed as the signing of the 52-week exclusive contract with the 1,200-seat Pathé Cinema in Antwerp.

**Market Action Stirs Rep. Control Rumor**

Heavy trading in Republic Pictures common stock for the second consecutive day on the New York Stock Exchange revived reports in circulation in financial quarters several weeks ago that a group of Texas oil and cattle men were buying the stock in the open market with the purpose of acquiring a controlling interest.

Yesterday 36,600 shares changed hands for a two-day volume of 25,000 shares. Closing price yesterday was unchanged at 436, despite rumors prevailing which saw all other active issues lose ground.

**Motion Picture Daily**

Thursday, June 10, 1954

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**Motion Picture Daily**

**Thursday, June 10, 1954**

AFM Conclave Opens At Auditorium, in Milwaukee Monday

MILWAUKEE, June 9.—The 57th annual convention of the American Federation of Musicians, AFL, will open here on Monday with James C. Petrillo, president, presiding. Approximately 900 delegates from 521 music-oriented clubs are scheduled to attend. The convention will include 608 musicians' locals in the United States, Canada, Puerto Rico, Alaska and Hawaii, will gather at the Auditorium for a four-day session to elect officers and transact the legislative and policy-making business of the 58-year-old AFL international union.

Business sessions will be highlighted by president Petrillo's verbal report to the opening Monday afternoon session. Secretary of Labor James P. Mitchell will be heard on Thursday. Senator Wayne Morse of Oregon is also a scheduled speaker.

To Be Greeted by Dahlstrand

Officers, delegates and their wives, numbering nearly 2,000, will be welcomed at the opening session by Volker Dahlstrand, president of Milwauke's 58-year-old Musicians Association, pioneer Local 8 of the A. F. of M.

Appropriately, Milwaukee will respond during the four-day session with music—live music by live musicians—provided by some 20 professional organizations, from 60-piece bands to strolling serenaders performing in city parks and hotels as well as at the Auditorium.

Sessions are open to the press and also to such visitors as may be seated off the convention floor. Immediately following adjournment the union will pay out to delegates more than $320,000 in reimbursement of per diem and hotel expenses.

**Rile Anti-Trust Suit; Smalley Sues Schines**

UTICA, N. Y., June 9.—Claiming they have been "deprived" of production of major producers and distributors, Smalley Theatre Owners and Smalley Theatre Owners and Managers of the Norwich, CT have filed in U. S. District Court here an anti-trust suit for treble damages of $2,500,000 against Schine Circuit Theatres, Inc., Schine Circuit, Inc., Schine Theatrical Co., Inc., Schine Enterprises Corp., J. Myer Schine, Louis W. Schine and eight major distributors.

The plaintiffs charge that as a result of the combination and conspiracy of the defendants, in execution of said combinations and conspiracies, and by reason of illegal activities and practices, the plaintiffs have been "deprived" of the product of the producer-distributor defendants for the Smalley Theatre owners in Norwich, N. Y.

The only other theatre in Norwich is the Colonia, which the complaint states, has been operated since 1933 by the Schine defendants "directly or through subsidiary, affiliated or associated corporations."

**Irish Short Opens**

"St. Patrick's Day Parade," a featurette in color documenting the life of Ireland's patron saint, starts a special engagement on Monday at the Barone Theatre as part of the world premiere program of the Celtic Film. Production "The Spell of Ireland," now in its fifth week.

**Reviews**

"Gog" (Torna-United Artists)

SUSPENSE-FILLED throughout its 85 minutes, "Gog" is a good science-fiction film which promises thrills for the entire family. Continuing solid entertainment values woven through a tightly knit story, "Gog" stars Richard Roberta Shore, David Wayne, Herbert L. Strock and Herbert L. Strock. The film is in color by Eastman Color.

The story centers around American scientists working in the government's subterranean laboratory in New Mexico where the group is constructing the nation's first space station.

Egan, as a security agent, is called in when the work is sabotaged by an unseen enemy, which takes the lives of six scientists. Marshall, in charge of the installation, assigns Miss Dowling as Egan's guide. She is also a security agent.

Eventually, Egan discovers the damage and killings are being done through Novac, the giant brain machine which controls every operation in the underground plant. At the same time, an enemy rocket, bearing an ultra-high frequency ray into the brain and controlling it, has been steadily flying overhead.

The laboratory is endangered when "Gog," a five-armed robot, gets out of hand and attempts to start a chain reaction in the plant's atomic pile. At the film's climax, an American jet plane destroys the rocket and ends its control of Novac.

Egan and Miss Dowling, as the film ends, prove that human love overcomes all difficulties, including robots and mechanical brains.

Robert E. L. Strock directed. Tom Taggart wrote the screenplay based on a Tors' story. Philip Van Zandt and Steve Roberts contribute skilful supporting roles.

Running time, 85 minutes. General classification. For release in June.

FRANCIS BACKLAM

"Tanganyika" (Universal)

PERHAPS the most fitting adjective that could be used to describe this picture is "adequate." The story by William R. Cox is a bit stereotyped and as a result could be done by William Sachheim and Richard Alan Schine, who together have been adaptation in the way of filling it up. However, Van Heflin, Ruth Roman and Howard Duff handle the rather ordinary line, given them in a convincing manner, which should assure the picture of at least a fair audience reaction.

The story is set in the jungles of British East Africa. Heflin and his partner have been spying on the wildcat venture in lumber by the uppering of a neighboring tribe. Heflin is certain that the natives have been stirred up by an accused murderer, Jeff Morrow, and sets out to eliminate the trouble-maker. In the course of his trek inland, Heflin's safari picks up a wounded man, Howard Duff, who turns out to be the brother of the renegade white man, and Miss Roman, who successfully stood off an assault by the savages who caused her brother's death. After facing the normal perils of the jungle, Heflin finally locates the hideout of Morrow and peace returns to the jungle. After Abel shoots his brother Dan, and Gade uses dynamite to simulate an artillery barrage and destroy the power-man Morrow.

Produced by Albert J. Cohn, it was directed by Andre de Toth and is in color Technicolor.


F. S. BRAMHALL

**I.F.E. Says Gross of Italy-Produced Films Up 400% in 5 Years**

The upward trend of box-office business at Italian motion picture houses has continued, with a small increase of 70 per cent in the five-year period of 1949-1953 is primarily due to increased production of Italian-produced pictures which rose almost 400 per cent in the same period, the last and significant to be released by Italian Films Export.

Last year, native product accounted for 31,661,677 (31 billion lire) of the total receipts. Increased receipted with 133,333,334 (eight billion lire) for the base year of 1949. Total receipts of Italian product were $55,000,000 (93 billion lire) in 1953 and $88,333,334 (53 billion lire) in 1949.

In the United States during the same years, receipts declined 10 per cent from $1,300,000,000 to $1,200,000,000 the company said. **Industry Overseas**

Hears Perspecta

Perspecta stroboscopic sound was accorded an "enthusiastic" reception and "endorsement" in five major overseas trade and press demonstrations in the past week, according to cabled reports received by Loew's International. The perspecta demonstrations are part of a series designed to acquaint the entire industry the world over with the Perspecta sound. It has been adopted by M-G-M, Paramount Pictures and Warner Brothers.

From Paris to Singapore

Last week's demonstrations took place in Paris at the Rex Theatre, in Mexico City at the Roble Theatre, Cairo at the Metro Theatre, San Juan at the Metro Theatres, and Singapore at the Cathay Theatre. In each city representatives of important circuits and independent cinemas, local producers, technicians and the daily press attended. Arthur M. Loew, president of Loew's International Corporation and Samuel N. Schine, general sales manager flew to Mexico City to attend.

**Flights to Rome**

**RKO Contest Prize**

RKO Pictures has arranged a tie-in with Italian Air Lines in conjunction with the world premiere of "Sins of Rome" in the Cincinnati and Cleveland area whereby winners of a letter writing contest on the subject "Why Would Like To See Rome" will be awarded a free trip to the Italian capital.

**"Tour To Be Screened"**

"The Royal Tour of Queen Elizabeth and Philip," photographed both in CinemaScope and Eastman color, will be shown this evening in a special screening at the Kingsley International, Union, to be held at 20th Century-Fox's Little Theatre here.

**AB-PT Dividends**

The board of directors of American Broadcasting-Paramount Theatres yesterday declared a 25-cent dividend each on its preferred and common stock, payable on July 20 to stockholders of record at close of business on June 25.
BUSINESS HITS NEW HIGH!

THE RAVES ARE MIGHTY!

FOR WILLIAM A. WELLMAN'S

THE HIGH AND THE MIGHTY

WarnerColor and Stereo

JOHN WAYNE CLAIRE TREVER LARAIN DAY ROBERT STACK

WITH PAUL KELLY SIDNEY BLACKMER DOE AVEDON KAREN SHARPE JOHN SMITH

SCREEN PLAY BY ERNEST K. GANN

Music Composed and ©
THE HIGH AND THE MIGHTY RANKS WITH ALL-TIME GREAT PRODUCTIONS

The HIGH AND THE MIGHTY is highly entertaining, widely appealing and handsomely mounted—high, wide and handsome in every sense of the word. This is one of the great pictures of our time. Played with fast pace, steadily mounting suspense, it contains every successful dramatic ingredient—from uproarious farce to literate tragedy. It combines physical thrills, tender passion and hard-boiled realism to make a picture that will appeal to everyone.

With this production, the young Wayne-Fellows company leaps to the front ranks of producing organizations. But the achievement is more important than that. "The High and the Mighty" will benefit not only Wayne-Fellows, who made it, and Warners, who distributes it; its benefits will be felt by the entire motion picture industry—including every exhibitor. For this is one of those films that the screen cannot live without. It will satisfy millions and it will be widely talked about. Beautifully photographed in WarnerColor and using the breadth of CinemaScope with sure and skillful dramatic effect, it gives the public something it cannot get on television. It makes a trip to the movies a big event for any family and it restores to the screen a place of importance in our national experience.
USIA Funds

(Continued from page 1)

appropriated during the current year, ending June 30, requested $89,000,000 for the coming fiscal year, starting July 1. In July, the Senate Appropriations Committee voted to increase this to $83,814,000.

Veto Asked of Mayor

(Continued from page 1)

the interests of the inhabitants of this city.

"There is one thing we want to make emphatically clear. If the mayor should sign the tax, let no one think that the fight will be over. We cannot stand idly by while the city is in the face of either creeping or galloping economic disaster.

"With the heartening and considerable support of the business men, the merchants and the people of the city, we shall press our efforts to remove the tax from the books.

"The mayor surely knows that commercial blight is always the high price that a city area pays when a theatre goes to close down. Business activity in the stores and shops surrounding the theatre dwindles or dies with it. Multiply a theatre closing by a hundred and there will be large areas of the city facing irreparable economic loss. Moreover, the city would lose substantial sums in tax revenues—more, much more, than the $1,000,000 it is optimistically estimated that a tax would raise. Unemployment would shoot up.

"Surely, this isn't what Mayor Wagner wants—stagnant and febrile economies areas of distress in our city. Is this good economics? What kind of fiscal policy is it that would bring economic blight to the city? What economic justification is there for this tax?"

"From City Hall we've heard a lot of talk. But we have heard no sound arguments from the mayor or from city officials to justify this tax. In the light of trying to justify it, they apologize for it. In his communication yesterday to the Governor, Mayor Wagner indicated he would like to veto the tax. If that's how he feels, why doesn't he veto it?"

"We don't believe that apologies will satisfy the millions of citizens of New York. Movie-goers must ultimately bear the brunt of the tax. Not only will these expressions of regret placate the more than 960,000 persons who signed petitions to the Mayor and city officials to kill the tax. The Congress of the United States granted admissions tax relief to our industry to prevent further deterioration in our economic condition. Congress didn't grant this national relief in order to permit cities to soak us instead. We believe that Mayor Wagner, after calm and objective deliberation, will recognize the harm that this tax will do to everyone in the city. If he gives the proposed tax the kind of consideration, how can he reach any conclusion but to veto it?"

Paul Gregory to Use Goldstein's Setup

Paul Gregory and Leonard Goldstein, who individually have United Artists releasing deals for their pictures, have reached an agreement whereby an association of the two producers has been effected. "The Night of the Hunter," which marks Paul Gregory's first venture into motion pictures, will utilize the physical organizational and production facilities of Leonard Goldstein Productions, which is located on the EKO Pathé lot in Hollywood.

Since Goldstein has a schedule of 10 pictures to be made for UA this year, the Gregory-Goldstein production association will be mutually beneficial and are discussing plans for future productions, utilizing the Goldstein production facilities, UA reported.

Oregon Exhibitors

(Continued from page 1)

association in attendance. Al Forman was named temporary chairman of the organization and James Clark, secretary-treasurer. Seven were named to the board of directors.

The delegates voted to hold another convention in July, at which time a determined effort will be made to perfect a strong and permanent organization, necessity for which was stressed by all attending today's conclave.

Petterson Is Guest Of AMPP on Coast

HOLLYWOOD, June 9—President Eric Petterson of the Swedish Motion Picture Exhibitors Association told the international committee of the Association of Motion Picture Producers at a luncheon in his honor: "We should all devote ourselves to promoting respect and understanding for our industries and our product. It is not exploitation of individual pictures, but of all pictures and picture industries, that is important to the future."

Petterson, whose theater interests represent about 87 per cent of Swedish cinema in the United States, is editor and publisher of his country's chief trade journal, "Biographågaren," an honorary member of the Swedish Film Academy and a member of the International Motion Picture Society.

Petterson leaves tomorrow for New York enroute to Sweden.

FILM PEOPLE HONORED BY QUEEN

LONDON, June 9—The Queen's birthday honors list to be published tomorrow includes the names of several known to the American as well as the British film industry to be given titled recognitions.

A knighthood will be announced for Beverly Baxter, M.P., film critic of the "Evening Standard." Tom Stobart, cameraman on the tremendously profitable film of the Mt. Everest climb, will be given the Order of the British Empire. Denis Wratten, head of Kodak's motion picture division here, will be made a Commander, O. B. E. Somerset Maugham, many of whose stories have been filmed and whose "Sadie Thompson," made for the third time, is a current hit here, will be designated Companion of Honour, one of the country's highest honors.

Edith Sitwell, poetess and script writer of Columbia's "Fanfare for Elizabeth," becomes a Dame Commander, O. B. E.

Stobart is now in the Himalayas photographing more attempts to conquer the heights. Baxter's knighthood is in popular with American executives here. A distinguished journalist and former editor of the "Daily Express," he took over the "Standard's" film assignment as part of a rapprochement move between Fleet Street and the film trade.
Business-Census Bill Passes the Senate; Sent to President

WASHINGTON, June 9.—The Senate passed and sent to the White House a bill to require the government to take a comprehensive census of business and manufacturing next year. The census, which will include detailed information on film production, distribution, and exhibition, would be based on 1954 business. The government, which had committed itself to take such a comprehensive census this year, based on 1953 business, but the appropriation bill committee refused to grant funds. Even though the census has now been authorized for next year, the White House must still secure the money from the continuing committees before the work can go forward.

Sarnoff Announces RCA Promotions

Further organizational steps and promotions to keep pace with the continued growth of the Radio Corporation of America have been announced by Dr. David Sarnoff, chairman of the board and president, and by Dr. H. Firestone, executive vice-president, RCA Laboratories, who has been elected executive vice-president, research director, and continues as head of the RCA Laboratories. In his new capacity Engstrom will have broad responsibility for all research and engineering activities of the corporation.

Dr. Irving Wolf, who has served as director of research, has been appointed executive vice-president, research, RCA Laboratories, Princeton, N. J. Dr. D. J. Needham, who has been appointed administrative director, RCA Laboratories, with headquarters at Princeton, N. J. He was previously director of the RCA physical and chemical research laboratory.

New Role for Hanson

O. B. Hanson, heretofore vice-president of the National Broadcasting Co., has been elected to the RCA staff as vice-president, operations engineering. He will have responsibility for all technical matters pertaining to broadcast and communications operations, and will direct the activities of the RCA Frequency Bureau. Hanson will report to the executive vice-president, research and engineering, as well as Dr. D. J. Schmitt, vice-president, product engineering, who continues in that capacity.

Ewen C. Anderson, vice-president, commercial department, has been elected executive vice-president, commercial department. Anderson will be responsible for all patent license matters for RCA.

MGM Cartoons Now Converted to Scope

HOLLYWOOD, June 9.—M-G-M’s cartoon division has completed its conversion of its standard cameras to CinemaScope, according to producer Fred C. Newmeyer. High-quality hand-painted and inked subjects awaiting the wide-scope camera treatment are “Touché, Pussy Cat,” “Southbound Again,” “The Shy Lonesome Cowboy” and “Pet Peeve.” They comprise the quartet of new-angle cartoons now being released to exhibitors for the 1954-55 season.

Foreign Market Strong

(Continued from page 1)

he meet with governmental heads of Far East and Oriental countries to tell of U. S. film problems and explore the possibility of expanding the U. S. market there.

Johnston also said that the plan to streamline the distribution of motion pictures to the Far East is still being worked out.

Sydney Schreiber, MPAA legal representative, is with other U. S. tax experts in Europe for discussions concerning a "taxover" treaty.

Johnston Plans Six-Nation Tour to the Far East

Eric Johnston, president of the Motion Picture Association of America, yesterday announced plans for a trip to six Oriental countries in which he will discuss foreign industry problems to heads of governments in that part of the world.

The possibility of expanding markets for American films in the Orient was brought up in discussions with the leaders. Johnston plans to leave the U. S. the latter part of October, returning before Christmas, he said.

To accomplish the first stop tentatively set for Tokyo, Johnston plans to leave the U. S. the latter part of October, returning before Christmas, he said.

He will confer with government heads in Japan, the Philippines, the Malay States, Indonesia, Burma and India during the tour, Johnston said.

Two Fabian Houses To Get Title Fight

Terminating the "best chance we would have at this time of effecting some semblance of peace," Eric Johnston, president of the Motion Picture Association of America, yesterday suggested that the American film industry is without a major weapon in a campaign to pressure Russia into raising its high rates at the expense of the war war.

Johnston, speaking to delegates at the 48th convention of the National Association of Theater Owners, said that American film distributors have been asked to take part in a campaign to pressure Russia into raising its high rates at the expense of the war war.

The advertised Grand admission price is $3.00.

Wilson's Box Goes From Keith's in D.C.

WASHINGTON, June 9.—"President Wilson's Box" at RKO Keith's Theatre here has disappeared as part of the theatre's recently started renovation program.

The theatre, just a block from the White House, is being thoroughly renovated, preparatory to the opening of the successful "Junior Miss" next week.

The alterations included tearing down the boxes, including one in which Mr. and Mrs. Wilson frequently attended performances and other visitors when he was President. The President particularly liked vaudeville, and Keith's was a vaudeville house at that time.

Walter Haas

National Pre-Selling

The Campaign for "Magnificent Obsession"

T o every exhibitor who realizes the value of pre-selling — the building of audience interest and the creation of public "desire-to-see" — the national magazine schedule for "Magnificent Obsession," with a combined net paid circulation of over forty-five million and an average of probably three readers or more per copy, the claim of over a hundred million total coverage is not overstated.

Universal says that the objective is: "To cover the entire "woman appeal" market ... through all the leading magazines in the country in the dealer's home in the beauty parlor ... in the shopping centers ... all women ... all ages.

But apart from the well known influence of women upon their male escorts in theatre attendance, there is the fact that millions of readers of the readership of the readers of at least some of the great magazines on the list.

If you know of any individuals or families who do not read one or more of these magazines, it is not likely that they are representative of the potential market for motion pictures: LIFE, LOOK, WOMAN'S HOME COMPANION, McCLURE'S, SATURDAY EVENING POST, STORIES, TRUE CONFESSIONS, COSMOPOLITAN, TOWN & COUNTRY, HARPER'S, McFARLAND, COUNTRY WOMAN, PARENT'S MAGAZINE, WOODWORTH, WOMAN'S DAY, FAMILY CIRCLE, PHOTOCITY, MOVIE WORLD, MOVIE MAGAZINE, PARADE, MODERN, SCREEN, SCREEN STORIES, SCREEN, MOVIELAND, SCREEN, LANDSCAPE, SCREEN, MOVIE WORLD, SCREEN WORLD, MACLEAN'S (Canada). That, gentlemen, is Coverage with a capital "C." "Magnificent Obsession" will have its world premiere at the RKO Palace Theatre in Cleveland on July 15.

"Tony Curtis: He Still Likes Salami. That is the heading of a story in Parade magazine for June 13, which features Tony and his wife, Janet Leigh, in color on the front cover. The point of the story is that, after all these years, "Success has changed the Bronx problem boy who grew up to be the teenagers' film favorite."

"Woman's Home Companion's" selected and reviewed pictures for the July issue are: "The Caine Mutiny," "The Prince and the Showgirl," "The High and the Mighty" and "About Mrs. Leslie."
The August National Release of
MAGNIFICENT

...will be heralded by one of the most powerful National Magazine Campaigns in Industry History!

Including the entire "woman appeal" market...through all the leading women's magazines!
In the home...in the beauty parlor...in the shopping centers...all women...all ages...everywhere...will feel the pre-selling impact of this great campaign!

45,089,226 COPIES OF 26 NATIONAL MAGAZINES with a COMBINED READERSHIP OF OVER 100,000,000!

LIFE • LOOK • WOMAN'S HOME COMPANION • McCall's • WOMAN'S DAY • FAMILY CIRCLE • CLUBWOMEN'S
REDBOOK • PARENTS' • SEVENTEEN • COSMOPOLITAN • TRUE STORY • PHOTOPLAY • GOOD HOUSEKEEPING

Pre-release World Premiere, R.K.O. Palace Theatre, Cleveland, July 15
OBSESSION

Universal-International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'
Magnificent Obsession
COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER
Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter
O'Donnell

(Continued from page 1)

top product, from Barney Balaban, Steve Brody, Arthur Krin, Edward Muhl and Al Lichtenhan and that he understood indications were strong that Universal and United Artists plan to release more "A" pictures this year than in 1954, O'Donnell said, according to the letters from UA president Arthur Krin and Universal's production chief, Edward Muhl. One company, he said, expressed the opinion that some of its better product had not been given the playing time it deserved.

All the letters, O'Donnell stated, reflected a sympathetic note in answer to O'Donnell's request for more news pictures, but there were no direct indications that the product dearth would be overcome.

Firestone TV

(Continued from page 1)

vision broadcasts over ABC, the house will continue its regular film program, Shapiro said.

On each Monday evening, a special section of seats will be set aside for free for invited guests of Firestone and these guests will be permitted to remain after the simulcast and see the regular screen attraction.

The first film feature to share Monday evening honors with the program will be Warner Brothers' science-fiction picture "Them," which opens on June 16. Succeeding pictures planned for early airing at the Paramount Theatre include "The High and the Mighty," "Ring of Fear," "King Richard and the Crusaders" and "Drag net."

Asks Extension of Unemployment Act


Heavy Drive for 'Obsession''

Significant in Universal's "Magnificent Obsession" campaign is the use of Family Circle and Woman's Day for the first time by both camera printers to print the campaign to their entire audience and including the general women's magazines; the "confession" department to the teenage print fans and for the first time, the family magazine circulating through the large supermarkets and grocery chains.

Asks Fine Arts Bldg.

Herman Finkelstein, general attorney for the American Society of Composers, Authors and Publishers, yesterday expressed his support of Congressman Charles R. Howell's (D., N. Y.) bill (H. R. 9115) for the establishment by the Federal Government of a fine arts building in Washington.

Canadian 'Pinocchio' Drive Under Way

A three-week promotional campaign said to equal that of others devised for a first-run picture, is being conducted throughout the Canadian provinces. The campaign's latest re-release of Walt Disney's "Pinocchio," the Canadian projection effort of RKO Radio Pictures, the "Telegram" Lab's, the largest Canadian grocery chain.

The focal point of the campaign is the "Pinocchio Day" celebration, set for June 26.

Keller Film Tuesday

The world premiere of "The Unconquered," in which actor and producer Anthony Mann stars, will take place at the Guild Theatre in Rockefeller Plaza on June 15.
Big Job... Ever stop to think of what is involved in compiling and producing the industry's most-often-used reference book each year? The more than one thousand pages of Motion Picture and Television ALMANAC are checked and rechecked and revised... out-dated data is eliminated and useful new information is added... facts, facts, facts—literally tens of thousands of items are obtained and examined... In the Who's Who section alone, there are approximately 12,000 concise, correct biographies of personalities in or associated with the motion picture, television and radio industries. And that is but one of the 15 thumb-indexed sections!

The big job for the 1954-55 edition of the ALMANAC is well under way. Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 26th edition in their hands, and the up-to-date facts at their finger-tips.

Edited by
Charles S. Aaronson

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.
People come from everywhere to see COMPANION-approved movies!

Some 15 years ago, when the Companion started the now-famous Movie Guide, theater owners wondered where on earth the rush of business came from when they exhibited certain movies.

Now they EXPECT Companion-approved movies to pull an extra crowd. They know that millions of loyal readers use the Companion's movie reviews as a guide. Naturally, it's good business to show pictures with this stamp of approval.

Top movie executives too, have great respect for the Companion's say-so. That's why Hollywood has invested more money in the Companion over the past 7 years than in any other monthly magazine.*

*Except, of course, the fan magazines.

Currently advertised in the COMPANION

Magnificent Obsession.......................... Universal-International

The Student Prince.............................. MGM

Flame and the Flesh............................. MGM

COMPANION
ATTRIBUTE REP. STOCK ACTION TO RULING ON FILMS FOR TV

HOLLYWOOD, June 10.—Declining to comment on Eastern reports that a Texas syndicate is in the market to acquire a controlling stock interest in Republic Pictures, company officials yesterday indicated a better explanation of the heavy transaction last few days in the company's securities on the New York Stock Exchange is the Appellate Court decision last week-end reversing the lower court's findings in the Roy Rogers and Gene Autry cases affecting Republic's right to release their old pictures to television.

It is considered at the studio that the court's decision will free the company to sell all of its 141 Rogers and Autry features to television, has added between $5,000,000 and $6,000,000 to the book value of Republic shares.

Rogers and Autry have 30 days in which to appeal from

(Continued on page 3)

Myers Clarifies Stand

Sales Policies, Not Terms, Was Allied Arbitration Aim

A clarification of Allied States Association's stand on arbitration of film rentals was made by general counsel Abram F. Myers in a bulletin to members. Commenting on the recent New York conference on a proposed arbitration scheme in a despatch issued by Mr. Myers general counsel, Myers also hit the "willful misrepresentation of the acts and motives of the Allied exhibitors in regard to the film shortage."

Myers pointed out that "when Allied's general counsel said that the overbought condition that had sometimes resulted from the compulsory block-booking was better than being overbought,

(Continued on page 3)

'U' Production Slate Reaches Five-Year Peak of Activity

Within the next three weeks production at Universal-International will reach the studio's highest peak in more than five years when eight pictures will be shooting simultaneously, the company announced yesterday. Six of these productions will be filming on wide-spread locations stretching to Ireland and covering many different parts of the United States. This sets an all-time studio record for the number of pictures locating at the same time, it was said.

The Ireland location will be for "Captain Blood," Technicolor story starring Rock Hudson, Barbara Rush and Jeff Morrow, which goes under way in Dublin June 22 with Douglas Sirk directing for producer Ross Hunter.

"Five Bridges to Cross," starring Tony Curtis, Julia Adams and George Nader, is shooting in Boston with

(Continued on page 3)

Drive-Ins to Aid Rogers Hospital

A mid-summer Salute for the Variety Clubs—Will Rogers Memorial Hospital at Saratoga Lake, N. Y., will be conducted among the nation's drive-in theatres during the month of July, A. Montague, president of the hospital and vice-president of Columbia Pictures in charge of distribution, announced yesterday.

The special summer campaign is being conducted because the drive-in theatres are closed during the period of the annual Will Rogers Hospital Christmas Salute campaign. It will

(Continued on page 3)

PRODUCT FOR REGULAR SCREENS, ALL EQUIPMENT ASKED BY LEVY

PORTLAND, ORE., June 10.—Now that two companies have dropped stereophonic sound requirements, all companies should go a step further and make more pictures available for all types of equipment including small screens, Herman Levy, general counsel of Theatre Owners of America, said here yesterday at the convention of the Theatre Owners of Oregon.

Pointing out that there are still thousands of theatres without large screens, Levy said that "those people must not become the forgotten men of the industry." Hitting at the product shortage, Levy said that "it appears obvious that distribution feels a scarcity of product in this industry makes for greater profit because it makes exhibitors hungrier and reckless."

This policy, he added, is driving the smaller theatres to disaster.

"We shall meet shortly in Los Angeles to discuss the possibility of

(Continued on page 3)

Low Net to Fitter in Cinema Lodge Golf

Cinema Lodge of B'ni B'rith played host yesterday afternoon and evening to industry representatives and their guests at the Third Annual Film Industry Golf Tournament and Funtast, held at the Vernon Hills Country Club, Tuckahoe, N. Y. Cinema Lodge president Dure Roberts and tournament chairman Marty Levine presided at the banquet at which was awarded prizes contributed by more than 50 industry firms and individuals.

Winners were:

Low Net, Al Fitter; Low Gross, John Murphy; Low Net Runner-up, Len Greenburg; Low Gross Runner-up

(Continued on page 3)

Broaden Seattle's Censorship Powers

SEATTLE, June 10.—A measure broadening the powers of the Board of Theatre Supervisors over motion picture showings and other forms of public entertainment was adopted unanimously by the new ordinance, drafted after consultations with Frank

(Continued on page 3)

Vote on Reciprocal Trade Pacts Today

WASHINGTON, June 10.—The House Ways and Means Committee voted to extend the present reciprocal trade agreements program for another year.

The House rules committee immediately cleared the bill for House voting, under an agreement to amend it on the House floor. Senate Republican leaders plan to bring the bill up tomorrow and pass it this week.

Senate finance committee chairman

(Continued on page 3)

Anti-Tax Campaign Praised by Morritt

ALBANY, N. Y., June 10.—Sen. Fred J. Morritt, Brooklyn Democrat and partner in MacDonald Pictures, said tonight at the close of the special session of the Legislature which adopted proposals recommended by Gov. Thomas E. Dewey and refused

(Continued on page 3)
Personal Mention

JEROME PICKMAN, Paramount Distributing Corp. vice-president in charge of advertising-publicity, will return to New York today from a southern trip.

ZOLTAN KORDA, director, will leave here for Europe today via B.O.A.C. Distributor, Warner Bros., director, and LES MACDONALD, talent agent, will leave by the same route tomorrow.

GERALD CLARK has been assigned by the "Montreal Gazette" as its new daily motion picture column from New York, with headquarters at the paper's offices in the Daily News Building here.

MAX FENN, general manager of the E.M. Loew's Theatres, Hartford, has returned there following a trip through Connecticut and Western Massachusetts.

CAROLE M. YARCHIN, daughter of ARTHUR YARCHIN, theatrical insurance broker, left here yesterday for New York to accompany her fiancé, FRED M. GARBER, to Farley Marcus of Lexington.

J. LAWRENCE SCHANBERGER, owner of Keith's Theatre, Baltimore, and MRS. SCHANBERGER recently celebrated their 34th wedding anniversary.

JACK KEPFNER, son of MORRIS KEPFNER, of the Burnside Theatres Corp., East Hartford, Conn., is recovering from hip surgery.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave here for Boston over the weekend.

ROBERT W. SARKOFF, executive vice-president of NBC, left here yesterday by plane for Los Angeles.

HARRY L. MANDELL, vice-president of Filmmakers Releasing Corp., left here last night for Hollywood.

STANLEY BLUMENTHAL, assistant to JAMES M. BOWMAN, President of the Loew's Corp., will be married on June 19.

JOEL LEVY, in charge of Loew's out-of-town bookings, will leave here Sunday for Miami.

Name Ky, Exhibitors In Copyright Suits

LOUISVILLE, June 10.—Joe Marshall and Dr. Charles W. Caldwell, Jr., operating the Town Theatre and the Statler Drive-in in Danville, Ky., were named as defendants in five actions filed in the Federal Court for Kentucky by the corporation of 20th Century-Fox, Warner Brothers, Universal and Columbia each alleging unlawful showings of various of the plaintiff's copyrighted pictures at one or the other of the above theatres.

Bullitt, Dawson & Tarrant of Louisville represents the plaintiffs. Lett Sargoy & Stein of New York as counsel.

10 start, Finish 28 Films in Work

HOLLYWOOD, June 10.—Start of 10 pictures and completion of seven others brought the over-all shooting level to 28 this week.

10. "ABE IS A WEASEN" and "To Catch a Thief," both in VistaVision and Technicolor (Param.);

11. "Silver Chalice," by Cinerama and Technicolor (Warner);

12. "De-Lux Colosseum" and "We're No Angels," both in Technicolor and stereophonic sound (Warner);

13. "Italy," in Technicolor (MGM);

14. "The Puma," in Technicolor (Columbia);

15. "Ripper," WarnerColor (Warner);

16. "King of the Royal Monkeys," in Technicolor (20th Century-Fox);

17. "Montana Moon," in Technicolor (20th Century-Fox);


$400,000 for U-I's Magazine Campaigns

HOLLYWOOD, June 10.—The Motion Picture Industry Council has accepted an invitation from the United States Information Agency to supply $400,000 worth of movie reproductions for use in a project to supply the over-all film industry for dissemination throughout Latin American countries.

Theatre Candy Sales Were Down in 1953

WASHINGTON, June 10.—Managers of the Loew's theatres at these two cities who assembled at the Victoria Theatre here on June 27th, it has been announced by Paramount Pictures, have agreed to a new contract.

Proceeds from the reserved-seat ticket sale will be turned over to the Actors Fund.

Roth Forms Company

A new distribution company, Atlantic Pictures Corp., which will release American, English and foreign language films here, has been formed by George Roth, sales manager for Fine Arts Films. Roth, who is president of the new company, has resigned so he can devote full time to the new firm.

Italian Film for Art

"Sile Street Story," an Italian film with English narration and subtitles, will have its American premiere at the Art Theatre here on June 20, it was announced here yesterday by by the distributors, Amsterdam News. Distributors announced yesterday.

The Eduardo DeFilippo-Dino De Laurentiis production was one of Italy's three top grossers of the year, according to the distributors.

See $3,931,000 for USIA Films Abroad

WASHINGTON, June 10.—The Government's overseas film program would get $1,000,000 more under the appropriations bill approved by the Senate and would get $3,931,000 under the House-passed appropriations bill.

This was revealed when the Senate committee filed its report on the U.S. Information Agency appropriations bill. The committee announced yesterday that the agency would receive $83,814,000 for the coming fiscal year, compared to $75,814,000 in the House bill, but that with the increase would be apportioned among the different media.

It was also shown that the motion picture service would get $33,931,000 under the Senate bill, compared to $29,931,000 under the House bill. The service has $3,930,000, distributed over the fiscal current fiscal year, but would have been increased to $6,964,000 for the current fiscal year and final $89,000,000 request for the USIA.

4000 Vice-President for Latin America

HOLLYWOOD, June 10.—The Motion Picture Industry Council Inc. has accepted an invitation from the United States Information Agency to supply $1,000,000 worth of motion pictures for use in a project to supply the over-all film industry for dissemination throughout Latin American countries.

New York Theatre

NEW YORK THEATRES

See 'Technicolor' Title Still Misleading

Public, Says Pathe

Technicolor, Inc., is still misleading the public by placing the "Technicolor" title on film in the Eastern color process, William B. Wolcott, executive vice-president of Photographic Studio, Inc., yesterday in answer to the defense of Universal-Technicolor Corp, on the complaint filed with the Federal Trade Commission by Pathe. "We contend that there is no objection to the use of a trademark," said Wolcott. "However, for 20 years when it was used only to denote the patented transfer immersion process the word 'Technicolor' has lost its identity merely as a trademark and has become, in the main, one of the public, a particular process."

"It is misleading, therefore, to shift at this stage from an exclusive patent process to a competitive process and still apply the original designation," Wolcott added. The suit which had been made to the FTC on the ground of unfair competition.

'Pickwick Papers' In Major Cities

"Pickwick Papers," the English comic novel by Charles Dickens, and international Pictures, will leave the Trans-Lux (6th Street here today after an 11-week run and is now booked to play in the country.

In Washington "Pickwick" is in its second week at the MacArthur Theatre and will stay there through July 19. Sunday "Pickwick" opens at the Exeter in Boston and today it goes into U.I. and Lansdowne Theatres in Philadelphia.

Set Magazine Ads

attributerep.stockaction
GET SET FOR SENSATIONAL BUSINESS!

THIS SMASH ATTRACTION HAS THE WHOLE INDUSTRY TALKING ABOUT ITS HOLDING POWER AND ITS SMASH GROSSES IN ALL ITS PRE-SELLING ENGAGEMENTS! LATCH ON TO THIS MIRACLE MONEY-SHOW THAT HAS ALREADY RUN UP THIS ASTOUNDING BOXOFFICE SCORE!
<table>
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Choreography by Michael Kidd
Words and Music by SYLVIA FINE
written, Produced and Directed by NORMAN PANAMA and MELVIN FRANK

Color by Technicolor

Paramount's national ad penetration right now is reaching 40 million box-office customers! Four-color ads in Life, Look, American Weekly—plus full pages in Seventeen and entire fan list!
Which little girl will make it?

All else being equal, she'll be the one on the film which was more carefully selected and processed.

Unless film and handling are technically compatible, skin tones fade and features become wan and haggard—dull and lack-luster. Important this beauty care in the days of black and white . . . vital now with color.

To co-operate with the industry in helping solve questions of film selection, processing, and projection, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

By SHERWIN KANE

NEIGHBOR of ours who up to a few years ago went to the movies several times a week, tore himself away from his television set recently and with his wife made a return visit to the neighborhood theatre. Granted he could be exaggerating, or merely kidding us (and certainly the experience of him and his wife, if truly described, is not typical), nevertheless this is what he said happened:

They were taken back by the admission price, which seemed to them to be about what they used to pay. Strangers to the concession stand, they pressed closer to get a look, only to have a customer turn around quickly, bumping the wife and spilling a soft drink on her. They had the usual climb over others getting to their seats, followed by later arrivals climbing over them. The day was warm and the theatre's air conditioning either not operating or working unsatisfactorily; they were uncomfortable in the theatre.

They arrived in the middle of the picture, and when it ended had no idea what it was about. At intermission some advertising reels were shown; a succession of "coming attractions" trailers, and a newsreel with a plug for a new film in it. ("And you motion picture people point fingers at TV commercials!" he exclaimed.)

The newsreel also included a clip broadcasting an appeal for a charitable cause and announcement was made that the theatre displayed receptacles for contributions.

Then the feature started and the couple agreed they had a "let down" feeling after catching up with the story somewhere near its middle. They attributed that mostly to unsatisfied expectations planted by the advertising for the picture.

Our neighbor observed that despite the fact that they found their seats in the theatre com-

Good Support For Makelim

Continued enthusiastic exhibitor response to his plan to produce 12 pictures in a year was revealed by Hal Makelim here at the weekend.

In Dallas last week, Makelim said, exhibitors had considerably exceeded the quota for the area with the signing of Jefferson Amusement Co., Rowley United Circuit, Fels Theatres, Border Theatres, Newman Theatres, Tri-State Theatres and 100 independent exhibitors. Robert O'Donnell, general manager of the Interstate Circuit, was present at the Dallas meeting, said Makelim. His "reaction was extremely favorable."

Rogers Reply: Independent Theatres, Inc., were signed at an Oklahoma City conference along with many others, putting that area 14 per cent over its quota, Makelim said.

The producer was in New York to confer with Sidney M. Markley, president of American Broadcasting-Paramount Theatres, and to make arrangements with DeLuxe Laboratories for the processing of his films, after having addressed Virginia. (Continued on page 5)

Await Mayor's Move

Industry Alarmed for Next Stage of City Tax Fight

The New York City Emergency Committee, composed of major local exhibitors and union executives fighting the city-proposed five per cent amusement tax here, held two strategy meetings late last week in preparation for a final open hearing on the tax bill before Mayor Wagner. The hearing is now expected to be held within the next two weeks.

No new strategy was mapped by the committee, which is waiting for the mayor to set a date for the hearing this week. According to law, the date must be announced at least five days before the hearing is held.

The local industry leaders are determined to continue the anti-tax fight even if the measure is signed into law by Mayor Wagner. A following hearing of the emergency committee is scheduled for this afternoon.

Mayor Wagner was preoccupied at the week-end with negotiations with the city's transportation workers to avert a city-wide subway and bus strike. He may not set the open hearing on the proposed tax until later. (Continued on page 5)

Paramount Schedules 12 More Regional Meetings This Week

The second week of meetings in Paramount's series of local sales conferences will begin today with home office executive teams addressing sessions in Denver and Chicago.

By June 20 a total of 27 cities will have been covered, with 32 branches having participated individually or in pairs in the meetings.

Last week meetings for 11 branches were held in the South, East and West.

Denver and Salt Lake City branches will be represented at meetings in the Colorado capital today and tomorrow and the home office executive team on hand will include E. K. Walsh. (Continued on page 5)

Blumenstock Here From Coast Tues.

Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity, will arrive here from the Coast tomorrow for conferences with home office executives on forthcoming product.

While here Blumenstock will set up campaigns on "Them!", "The High and the Mighty," "Ring of Fear," "Duel in the Jungle," "Dragnet," "A Star Is Born."

Walsh Invited To Address Coast Meet

HOLLYWOOD, June 13. — The Southern California committee for "Prevent for President LIVES" invited International President Richard Walsh to attend a dinner at the Hollywood Roosevelt Hotel, so that "delegates to the coming convention" could meet Walsh. (Continued on page 5)

Loew's Makes First Divorce Move Today

First physical step in the divorce of Loew's Theatres from Loew's-M-G-M, the theatre company advertising department moves today from the fourth to the 17th floor of the Loew Building on Broadway.

The separation will become official in August, in accordance with Loew's Federal consent decree splitting the companies. It is the last picture-theatre divorse to be completed.

The theatre advertising department move will be followed by a shift of the theatre executives' offices sometime next month. Loew's Theatres will occupy the top four floors of the building when the move is complete, and M-G-M will have lower floors.

$50,000 TO ROGERS HOSPITAL FROM DISTRIBUTION COMPANIES

By AL STEEN

SARANAC LAKE, N. Y., June 13.—A check for $50,000, representing a contribution by 10 film companies, was presented to the Variety Clubs-Will Rogers Hospital here at a luncheon attended by the board of directors, trade press representatives, patients and hospital staff.

The ten companies were Allied Artists, Columbia, Loew's, Paramount, Republic, RKO Radio, 20th Century-Fox, United Artists, Universal-International, Warner Bros. and Monogram.

The occasion was the annual inspection tour by the board and trade press, but this year a special event was the dedication of the Chick Lewis wing of the hospital in honor of the late executive vice-president of the studio.

The official unveiling of the bronze plaque was attended also by Lewis' widow, Mrs. Marjorie Lewis. The ceremony was delivered by Abe Montague, president of the hospital, and a dedication prayer was delivered by Dr. Lyman H. Stone. (Continued on page 5)
Personal Mention

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, arrived here from Hollywood over the weekend en route to Egypt.

SANDRA FAITH THOMPSON, daughter of J. H. Thompson, president of Martin and Thompson Theatres, Hawkinsville, Ga., will be married here on Friday to GERRY BONE STRUBLING of Atlanta.

MAX MINK, manager of the RKO Palace Theatre, Cleveland, and Miss Mink, last week celebrated their 20th wedding anniversary. Their son, Allan, from Shaker Heights High School.

TONY MERCURIO, Paramount Pictures salesman in Buffalo, and GOUNT BOSSE, salesman in Albany, have been admitted to the company’s One Hundred Per Cent Club.

JONAS ROSENFIELD, Jr., I. F. E. Releasing Corp. vice-president in charge of advertising publicity, returned here at the weekend from Italy.

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president and Eastern stations manager, returned here from New York from the Coast.

ZAC SCHWARTZ, creative director for Transfilm, Inc., will leave here on June 19 for The Netherlands.

DAVID E. ROSE, producer, left here at the weekend for London via B. O. A. C. Monarch.

N. H. LEACH, owner of the Leach Theatre, La-Fayette, Tenn., has sold the house to J. E. MARTIN.

PAUL McNAMARA, vice-president of Telenet Corporation, will return to the Coast today from New York.

NORMAN GLUCK, vice-president of United World Films, left New York over the weekend for Hollywood.

A. R. BROCCOLI, of Warwick Productions, Hollywood, is in New York from there.

HAROLD ZEITNER, M-G-M salesman in New York, left here Sunday for Miami.

Derek, Miss Paget Cast

HOLLYWOOD, June 13.—John Derek and Debra Paget will co-star in Allied Artists’ “Annapolis Story,” which executive producer, Walt Mirisch will produce personally. The film, with color in Technicolor, will start in mid-July.

Turnbull Skouras Guest

HOLLYWOOD, June 13—Charles Skouras, president of National Theatres, will host Ernest Turnbull, manager-director of the Theatre, Australia, at a press luncheon Monday.

Compo Ad Answers Queries on Industry

The 10th in a series of Council of Motion Picture Organizations ads in "Editor & Publisher" Sunday, is in a question and answer format, based on inquiries received from newspaper publishers resulting from previous ads.

The ad points out that all such inquiries are welcomed “because they are indicative of the interest of the representatives and newspaper people, an opportunity to get to know each other better.”

The questions listed in the current ad are as follows:

Q. How’s the movie business? Has the Federal tax relief helped?

A. "Why did some theatres pass on the tax saving to the public while others didn’t?"

Q. "Why don’t you make more pictures?"

A. "Have the new techniques — wide screen, stereoscopic sound, etc., helped business?"

M.P. Pioneers Elect Directors for Year

The Motion Picture Pioneers and the Foundation of Motion Picture Pioneers, held their annual meeting here in New York last week and elected the following to the board of directors: Jack Alcocote, Barney Balaban, Harry Baskin, Maurice Beech, Fred Coe, Slim Davis, Ned Denippe, Gus Eysell, Si Fabian, William Gerber, Allen Green, Will Haines, Howard Kirsch, John J. O’Connor, Bob O’Donnell, Martin Quigley, E. V. Richards, Jr., Sam Razo, Herman Robbins, Grover Stevens, Jr., Silvester Sloan, Harry J. Tatliff, Joseph Vogel and Major Albert Warner.

Warrants for 3,011 ‘U’ Shares Exercised

WASHINGTON, June 13.—Universal Pictures Company, Inc., reported to the Securities and Exchange Commission here at the weekend the exercise of 3,011 warrants for the purchase of 10,033 shares of common stock at a $10 a share and the acquisition of an additional 2,500 warrants at a cost of $25,750 which were placed in the company treasury during the first quarter of 1954 and are due April and May, 1954. The stock currently is quoted at around $22 per share.

As of May 31, 1954, the company reported there were 77,573 warrants outstanding excluding the 2,500 warrants held in the treasury.

Lise Einfeld Is Wed To Richard Malkin

Lise Einfeld, daughter of Charles Einfeld, vice-president of 20th Century-Fox, and Mrs. Einfeld, was married here Friday at the home of her parents to Richard Malkin, of the J. Walter Thompson Co. The ceremony was witnessed by members of the families and conducted by Rev. Dr. Julius Mark, of Temple Emunah El. The couple will live in New York after their return from a honeymoon in Europe.

U.A. To Distribute ‘Victory At Sea’

United Artists will handle the theatrical distribution of "Victory At Sea," the World War II documentary produced from the NBC-TV series of the same title, Arthur Krim, president of U.A., disclosed on Friday.

IFE To Release 10 In Last 5 Months

The I.F.E. Releasing Corporation’s schedule for the last five months of 1954 includes, in addition to charge of sales, said on Friday, will include 10 features, all American-made, and a series of the opera “Aida,” by Giuseppe Verdi, in color.

Other pictures to be released are “A Husband for Anna” and “Hell Raiders” of the Deep” in August; “City Stands Trial,” “Love in the City” and “Golden Strait” in September; and “Young for Love” in October; “Against the Wall” and “Voice of Silence” in November, and “Aida” and “Wayward Wife.”

Chi. News’ Stresses Product and Comfort

CHICAGO, June 13.—Coinciding with Chicago’s first intensively hot and humid day of the season last week, the “Daily News,” under a seven-column announcement headline, pointed out that “The heat of the summer days is now scorching your offices.” Also were listed films scheduled in the city for mid-June, the end of the month and early July.

Among premieres scheduled were “Apache,” “Magnificent Obsession” and “The Caine Mutiny.” Other top paintings mentioned included “Hell Below Zero,” “Knock on Wood,” “Demetrius and the Gladiators,” “Man From thecodigo,” “Juliet of the Spirits,” “Adventures of Robinson Crusoe.”

Zabel Expected Here for Roxy Meetings

Edwin F. Zabel, general manager of National Theatres, is expected here from Los Angeles within 10 days to meet with the distributors on such matters and to announce a new executive director for the Broadway showcase, it was learned at the weekend.

It is also expected that plans concerning the use of the house for television broadcasts will be discussed during conferences between Zabel and the theatre’s officials. The management of the house has been the subject of a longstanding acting direction of William Moclair, who assumed charge when Dick Dickson returned to California recently.

Alex S. Winther, 60

CLEVELAND, June 13—Alex S. Winther, 60, was buried last week in Shaker Heights. Winther had been long affiliated with the industry through his financial interest in drive-in and indoor theatres.

Tradewise...

(Continued from page 1)

portable, while they were in them; that the theatre’s attendants were noticeably courteous; the new wide screen and sound reproduction impressive, and the washrooms spic and span, they will not be in a hurry to return.

There was just one optimistic, and, I might say, significant observation in our neighbor’s recital.

"I did hear about two new pictures on a TV program the other night," he said, "that both of us would like to see if they get out to our neighborhood before we leave for the country for the summer."

If our neighborhood theatre can get them back a couple of times more it will have them re-won, despite the annoyances they encountered on their first return visit.

Tribute to Skouras At Perakos Meeting

HARTFORD, June 13—Spyros F. Skouras, president of 20th Century-Fox, has been hailed for his part in the industry’s present-day progress pointing the way for the greatest era in the history of this fabulous motion picture picture. The tribute to Skouras was paid by Spero Perakos, general manager of Perakos Theatres Associates, at a meeting of that circuit’s management at its New York offices.

"To men of vision, like Skouras," said Perakos, "the industry owes a tremendous debt of appreciation.

Without the great technological strides made throughout the world, the industry as we knew it yesterday, and as we know it today, would slip into obscurity."

Lockwood President Of ‘Jimmy’ Fund

BOSTON, June 13—Arthur H. Lockwood, treasurer of Lockwood & Gordon Theatres, has been, by unanimous vote of the Children’s Cancer Research Foundation, succeeding Martin J. Mullin, who had served as chairman of the Perakos Theatres, who has been president for the past five years. Lockwood has been a trustee of the Foundation for four years and is the executive committee member for one year.

Mullin has been named the first honorary trustee of the Foundation, better known in the field of charity as the Jimmy Fund.

Degree to Freeman

HOLLYWOOD, June 13.—The Unique Theatres Co., which Fred D. Flagg, Jr., conferred the honorary degree of Doctor of Laws on the president of Paramount Pictures and a trustee of USC, at commencement exercises Saturday in recognition of Flagg’s contributions to the communication and education field.
WAITING LINES
RECORD-SMASHING BUSINESS
FOR MICKEY SPILLANE’S
"THE LONG WAIT"

PHENOMENAL
4th WEEK CHICAGO (WOODS THEATRE)

HOLDOVERS
IN LOS ANGELES, PHILADELPHIA,
DETROIT, SEATTLE, MILWAUKEE

AND SENSATIONAL
IN CINCINNATI
CLEVELAND
PITTSBURGH

VICTOR SAVILLE PRESENTS
Mickey Spillane’s "THE LONG WAIT"

ANTHONY QUINN, GENE COBURN, 
CHARLES EVANS, PICGIE CASTLE

Produced by LESSER SAMUELS · Directed by VICTOR SAVILLE · Screenplay by ALAN GREEN and LESSER SAMUELS · Released thru UNITED ARTISTS
Hurt U.K. Production British-Lion Receivership Showed Subsidy Futility

By PETER BURNUP LONDON, June 11 (By Air Mail)—Announcement last week of the National Film Finance Corporation's dramatic foreclosure on British Lion's operations—following consultation with the government—is looked upon here as the worst-ever maladroitness handling on the part of the Corporation.

The fault, so the best informed aver, lies not with unhappy British Lion, but elsewhere. The root of the ill-digested Bank projection and its present operators. The latter is that the NFFC has perceived that the Finance Corporation should have become aware that the scheme, so far as British Lion was concerned, was likely to bring financial ruin to the company, and users can go through the film synchronizer backward and forward at will.

"Fonade" is the name of a new electronic cradle invention developed by Special Devices, Inc., Boston to expedite the delivery of information by telephone. Using it in theatre, the clerks do not need to hold the receiver and -while giving callers information relative to pictures and schedules. When the telephone rings, she merely lifts the receiver, she is free to look at the cradle. The "Fonade." Her voice is amplified, and the transmitter operates through a small speaker unit. In the meantime, the telephone might continue to ring until the call is completed, she simply picks up the phone from the "Fonade" cradle and replaces it in the telephone cradle. The new instrument is portable and can be moved to the management's office or other rooms in the theatre, if desired.

"Orchids of Hawaii, Inc., which has its national sales office in New York, has sent a brochure describing the orchid corsages it supplies for give-aways to the ladies on such occasions as beauty parlor anniversaries, special film promotions, etc. The orchids are flown in from Hawaii and delivered fresh anywhere in the U.S. and Canada. The company reports that its most popular corsages are the shell-dered Vanda orchid and the Vanda orchid in a plastic laced pin. Prices and corsages available are listed in the brochure.

The Charles E. Hires Co., Philadelphia, has just completed a new film trailer to promote the sale of its different "tag" comments, cut to fit the requirements of theatre stands, no matter if Hires' root beer or what is sold.

Hotel Closed-Circuit TV Exhibit on Today

A miniature closed-circuit television station today will start operations in the Park-Sheraton Hotel here, bringing information and entertainment to 1,600 TV receivers located in all the guest rooms of the hostelry. The programs will be "fed" through a closed-circuit TV tube in an Ampian-Vision booth on the 27th floor, into the rooms of all guests.

The operation, which will continue through Wednesday—is a feature of the annual convention of the National Convention of Television Association. Included will be an exhibit of Ampian-Vision, a division of International Television Meter Corp., Los Angeles, also of Telemeter, the producer of Ampian-Vision, in which Paramount Pictures holds a half interest, which is now operating through its subsidiary, the Telemeter Corp., and which was introduced to the public last winter in Palm Springs, Cal.

There also will be a demonstration of color TV, which will be fouled through the Ampian-Vision system and which will be presented by a TV tube of Chromatic Laboratories, in which Paramount also owns a large interest.

A.F. of M. Convention Opens in Milw. Today

MILWAUKEE, June 13—Approximately 1,100 delegates representing 608 musicians' locals and their wives will be the U.S., Canada, Puerto Rico, Alaska and Hawaii will gather at the Auditorium here tomorrow for the four-day 57th annual convention of the American Federation of Musicians.

The business meetings will be high-lighted by president James C. Petri- lo's annual report on union business. Others who will address the assembled delegates will be Secretary of Labor James P. Mitchell and Senator Wayne Morse of Oregon.

The inaugural address of the convention will be presented by V. M. Dahlstrand, president of Local No. 8, AFM, who will welcome the dele-gates up a separate financial entity to operate Shepperton as a "letting studio" giving preference to those independent companies who take advantage of British Lion distribution facilities.

From the British Lion scene, dis- appearing entirely Sir Alexander Korda, who, with his associates engineered the acquisition of the company from the late Sam Smith's associates.

400 Bookings In For 1-Track 'Robe'

Bookings for one-track magnetic film format of prints of "The Robe," 20th Century-Fox's first CinemaScope production, within the past two weeks have been received from film company representatives at the weekend.

It was recently announced by Al Lichtman, 20th-Fox director of distribution, that prints of the "The Robe"-track magnetic and one-track optical will be available for exhibition on June 15.
N. Y. C. Tax

(Continued from page 1)

this week, according to City Hall ob-

All hope that the mayor would veto the tax and turn to other money sources for the city's record $1,600,000-

The amusement tax, if signed, would take effect July 1. It would impose an 8-cent tax on admission to the theater, as well as a 10-cent tax on admission to the theaters. However, the first 10 cents of every admission would be deductible from the overall tax, so that only 8 cents would be collected. Therefore, only admis-

The Senate Finance Committee may act on the bill this week but majority leader was not expected to sign the bill. The Denver Post did not think it would come up on the Senate floor until after Senate action on the huge taxation bill. Full details of that bill may start around June 22.

Walsh Invited

(Continued from page 1)

could be given as much information as possible regarding campaign issues. Walsh, signed by C. V. (Pat) Offer, sec-

Baumgardt Wins Shea 'Kettle' Prize

Jack Baumgardt, manager of the Lehigh Theatre, Binghamton, N. Y., top money in the "Ma and Pa Kettle contest" sponsored by Shea Enter-

Baumgardt is a leading tax advocate, and he stressed, among other differences between the factions, all parties should hold the "welfare of the international" in common interest.

Swater Heads Dallas Cinerama Theatre

Lester Isaac, general manager of exhibition for Cinerama, announced the appointment of Paul Swater as managing director of the Melba Thea-

Swater was formerly manager of Loew's Theatres in New York for more than 12 years. For the past year, he was manager of the Ritz Theatre in Hollywood, Fla.

Rogers Hospital Aided

(Continued from page 1)

Morris Dworski of the hospital staff, acting as chairman of the Ste- 

Among the new features of the hospital is a complete projection booth equipped with a Vista-Vision, his affiliated State S. S. the small the motion the U. Senate V. 70-foot 69th promised projection television be in For exhibitors piped signed, the the the Stanley a is common agencies, Pittsburgh S. no Boston Prices Boston Hollywood, view in 13th exhibition enterprises, and the leader of Shea Baumgardt, the 13th 22.

OVER 70 HOUSES NOW SIGNED FOR THE TRE-TV OF TITLE BOUT

More than 70 theatres throughout the U. S. will enable an estimated 200,000 spectators to see the Mar-

The 61 theatres are located in cities from coast to coast, with metropolitan New York and all of New England blacked out. Nine theatres have some situations costing $5, Halpern said.

Prices $3.30 to $4.80

Ticket prices for the theatre telecast Thursday night will vary from $3.30 to $4.80 per person in the closed and open seats, according to the the service, the situation.

A United Artists representative stated that James Norris of the Inter-

The boat will be piped into three houses in Pittsburgh reaching 9,450 patrons, Halpern said—the Stanley Warner, 3,750; Harris, 2,000, and 1,700. In Chicago, the Allen and RKO Palace will carry the telecast and a sell-out is antici-

Two 'All-Purpose' Terryton Releases

Paul Terry, producer of Terryton, released by 20th-Century-Fox, an -nor will be two all-purpose Terryton characters available to exhibitors on limited engagements. The short subjects will be adaptable for a variety of use, using CinemaScope proportions through anamorphic lenses, or in standard or wide-screen that starts at this regular 35mm lenses, 20th-Fox said.
FROM RKO

What happens in this bed will make the whole wide world wake up and laugh!

DICK POWELL • DEBBIE REYNOLDS

SUSAN SLEPT HERE

co-starring ANNE FRANCIS • Directed by FRANK TASHLIN
Screenplay by ALEX GOTTLIEB • Produced by HARRIET PARSONS

color by TECHNICOLOR

WORLD PREMIERE, JULY 14 • GOLDEN GATE, SAN FRANCISCO
Kastner Upped By Col. International

LONDON, June 14.—Lacy W. Kastner has been named executive vice-president of Columbia Pictures International. D. McConville, president, announced at a foreign department convention here marking the parent company’s 21st birthday.

Kastner will assume charge of all Columbia foreign operations under McConville’s supervision, thereby relieving the latter of many direct responsibilities. It had been reported for some time that McConville planned to take a less active part in the company with Kastner slated to take over the duties as they were relinquished.

Chesapeake Appeals ELC Suit Dismissal

Chesapeake Industries yesterday filed an appeal from the dismissal of its $15,000,000 suit against major companies and RKO and Loew’s at the trial on the grounds that Federal Judge Hand had erred in ruling for a dismissal.

Chesapeake, which controlled Eagle Lion-Classics, charged that ELC product had been denied first run engagements in the New York City area because of a conspiracy among the defendant distributors and circuits.

At Board Meeting

Rogers Hospital Aims at Fund-Raising, New Vaccine

Sidney Heads SDG

HOLLYWOOD, June 14.—George Sidney, president of the Screen Directors Guild, was re-elected unanimously for his fourth term in the organization’s annual election. Ruben Mamoulian was re-elected first vice-president. Leslie Selander treasurer. King Vidor was named second vice-president. Willis Goldbeck secretary. Assistant Directors re-elected Emmett Emerson president. Dock Moyer first vice-president and Ridgeway Cal- kow second vice-president. Mark R. Sandrich, secretary and Henry Brill treasurer.

Plans for increased activities in the field of fund-raising for the Will Rogers Memorial Hospital at Saranac Lake and the expediting of the project for the discovery of a vaccine against tuberculosis were among the highlights of the discussions of the hospital’s board of directors at Schenectady Lake over the weekend. The directors and trade press representatives were the guests of Herman Rohabich and his son at their Edgewater Hotel at Schenectady Lake. The session also consisted of financial reports, election of officers and directors and reports on operating policies.

Pointing out that the coin box collection program has produced $91,888 for the hospital since it began in July, 1952, Fred Schwartz, chairman of the fund raising and finance committee, and executive director Neil Shugrue, said that details of two recommenda- tion made by President A. M. Mount.

(Continued on page 4)

Charges ‘Confiscation’ APPEAL TO DEWEY IN TAX BATTLE

Report Cut to 175 US Films Per Year In New Italian Pact

By ARGEO SANTUCCI

ROME, June 14.—Eric Johnston, Motion Picture Association of America president, is scheduled to arrive here June 22 for final discussion concerning the new MPAA-ANICA film agreement, which is expected to be signed before the end of the month.

According to reports here the new agreement contemplates a quota reduction from 250 American films dubbed.

USIA Gets $3,931,000 For Overseas Films

WASHINGTON, June 14.—The Senate today voted to like by $1,000,000 the House-approved appropriation for the Government’s overseas film service. The Senate passed a bill appropriating $3,931,000 for the U.S. Information Agency in the year starting July 1.

(Continued on page 5)

Industry in ‘Last Ditch’ Fight to Avert 5% Levy On N.Y.C. Amusements

In a desperate “last ditch” attempt to avert imposition of New York City’s proposed five percent amusement tax, local exhibitors and union officials yesterday sent a telegraphic appeal to Governor Thomas E. Dewey in which they said: “We believe the passage of this law is tantamount to con- tinuing the war against movies in New York City and against our employees.”

The emergency appeal comes in the wake of Mayor Wagner’s setting of a date for the industry’s last chance to present its case in open hearing before it is signed into law. The New

(Continued on page 6)

Business in Australia Buoyant; Turnbull

HOLLYWOOD, June 14.—The theatre business in Australia has been buoyant for more than a decade and is “continuing to grow.” says Mr. J. H. Turnbull, manager-director of Hoyts Theatres, Ltd., pointed out during a luncheon which included him today at the Ambassador Hotel by National Theatres president Charles P. Skouras. Turnbull said the country’s general economic condition is excellent, the Government’s removal of the 25 per

(Continued on page 6)

Hoover to Present Heart Award Tonight

GRAND RAPIDS, Mich., June 14.—George Hoover, Variety Clubs International chief barker, will present his organization’s annual Heart Charity Citation award to the Grand Rapids tent tomorrow night.

William McCraw, executive director of Variety International—also is here in connection with the citation presentation—and will address the city’s principal luncheon clubs during a three-day stay.

(Continued on page 6)

Rembusch Proposes Action on Compo Ad

A recommendation that exhibitors everywhere act on the suggestion in COMPO’s 15th advertisement in “Editor & Publisher” and visit the editor of his local paper to discuss his possible needs for motion picture news and information is made by Truman T. Rembusch, Franklin, Ind., exhibitor and former member of the COMPO governing tri-council.

In a letter to Charles McCarthy, COMPO information director, Rembusch writes: “Every exhibitor should take a copy of this ad and be sure his

(Continued on page 6)

CinemaScope For Next 2 U-I Films

Universal-International’s next two top budget productions due to start within two weeks, “Chief Crazy Horse” and “Captain Lightfoot,” will be filmed in CinemaScope and in color by Technicolor, it was announced yesterday.

Two additional CinemaScope productions, “The Black Shield of Falworth,” and “Sign of the Pagan,” have been completed by U-I and are being prepared for early release.

VOL. 75, NO. 114 NEW YORK, U.S.A., TUESDAY, JUNE 15, 1954

TEN CENTS

MOTION PICTURE DAILY
Pa. Communities Like Ticket Taxes
HARRISBURG, June 14.—Latest figures indicate that some 380 Pennsylvania local govern-
ments have adopted the practice of collecting local amusement taxes in some form.

Westrex Announces New Sound Systems
Westrex Corp. and its subsidiary companies, in 36 countries abroad, have announced the adoption of a new line of theatre sound reproducing equipment to meet the exacting requirements of the dynamic developments in the motion picture industry. These sound systems, whether multi-channel or single channel, are representative of photographic reproduction, are composed of components which have been designed for the stenographic, wide-screen variety of motion picture sound. The Westrex large multi-channel sound systems can reproduce the highest quality of sound from the required number of sound tracks, whether magnetic or photographic, the company said. The Westrex single channel sound systems have the same components as the Westrex multi-channel sound systems and have been designed to produce a quality of reproduction for theatres not yet ready to convert to stereophonic sound, according to Westrex.

Also Units for Smaller Houses
For smaller theatres, Westrex offers the Westrex standard multi-channel sound system and multi-channel sound systems of high quality but of less power. These systems are adaptable for both magnetic and photographic sound tracks. The Westrex single-channel sound systems are available to theatres which are not yet ready to install multi-channel sound systems. The single channel systems can be converted to multi-channel sound systems at any time without the loss of any of the main components, it was said.

Disney Names Walsh
HOLLYWOOD, June 14.—Walt Disney has announced Bill Walsh to pro-
duce the pictures produced in the first Disneyland production "Giants of American Folklore" for his American Broadcasting Co. television network series which premiers in late October. Along with Walsh and Foster, writers Tom Blackburn and Bob Schulerman will constitute the unit which will develop the hour-long programs.

2 Drive-ins Get Bout
Two Prudential Circuit Long Island drive-ins have signed to carry the closed circuit telecast of Thursday, July 19, Marciano-Charles heavyweight title bout from Yankee Stadium. The Shirley, in Shirley, Long Is-
land, and the Bayshore, in Bayshore, were the theatres named in the announcement.

Publicists’ Officers Elected By Mail Vote
HOLLYWOOD, June 14.—Nat James, who succeeds to the presidency of the Publicists Guild on Monday, has announced the election of Edward Morgan vice-

Y. Of the Board, Hilda Black as secretary, and Dick Carter, serving his second term, as treasurer, the Guild has announced that it has received a count of ballots in the mail referendum.

Altec Installs Sound For ‘Johnny’ Night
A stereophonic sound system similar to the type now in use in many theatres was installed for the recent annual Variety Club “Johnny” night at Connie Mack Stadium, Phila-

Prizes to Go to Top Bookers of ‘Liberty’
Branch managers in those exchange areas scoring the most bookings for “The Story of Liberty” will receive a share of the U. S. commemorative stamps honoring women in the armed services, it was disclosed today by Jack B. Breen, general manager of the Allied general sales managers committee of the Motion Picture Association of America. The “Story of Liberty” is a 30-minute short produced for the Department of Defense by Warner News and distributed by the major exchange area through the Council of Motion Picture Organizations.

Simonelli Speaker at Butterfly Meeting
Charles Simonelli, Eastern advertising and publicity department manager of Universal Pictures, will be the principal speaker at the Butterfield circuit’s annual managers convention to be held in Lansing, Mich., on July 24.

Nixon Names Skelton
HOLLYWOOD, June 14.—Vice-
President of the Richard M. Nixon yester-
day appointed Red Skelton as entre-
tainment industry chairman of Na-
tional Flag Week during ceremonies at the CBS Television City here. The comedian’s two children participated in the event.

VY Foreign Dates Set By Paramount
VistaVision, Paramount Pictures’ production and screen presentation process, during the next two months will be demonstrated in 15 foreign cities on four continents by representatives of the company’s Hollywood studios.

Some or all of the demonstrations in Australia will be attended by Banks Balaban, president of Paramount Pictures, who arrived in Australia this week from New York. Loren L. Ryder, head of technical research at the VistaVision booth, will be in charge of the demonstrations in Europe; Louis Mesenker, VistaVision expert, will handle the demonstrations in Asia and Australia, and Frank LaGrande, home office VistaVision engineer, will be in charge of the demonstrations in Latin America.

Canadian Exports Off
OTTAWA, June 14.—Canadian film exports dropped slightly to $1,422,000 in the first four months of this year as compared with $1,486,000 in the same period of 1953, the Cana-
dian government reported yesterday.

Sales Drive for Labow
Jack Labow, Canadian district manager for RKO Radio, will be honored with a six-week summer sales drive, July 1—Aug. 31. Labow has been seven years with the company.

MOOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Karp, Editor; Terry Ramsay, Consulting Editor. Published daily, except Saturdays. Subscription $3.00 a year, $6.00 for two years. Headquaters: 10 West 40th St., New York 18, N. Y. Second Class Permit No. 862. Entered as second class matter at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and 82 foreign: single copies, 10c.

HONORARY LLD to Breen and Skouras
HOLLYWOOD, June 14.—Joseph I. Breen, director of the Production Code Administra-
tion, and Spyros A. Skouras, president of National Theatres, yesterday received honorary degrees of Doctor of Laws. The degree was bestowed on Skouras by Loyola University, which also conferred an honorary degree bestowed by his Alma Mater, St. Joseph’s College of Philadelphia.

NEW YORK THEATRES

Radio City Music Hall
Rockefeller Center
"EXECUTIVE SUITE"

William Holden • RKO • Kirk Douglas • Oskar Homolka • Shelley Winters • Laurence Harvey

 изделие в России.

R. W. KENNY'S "THEATRE"
In Mid-Summer

**Drive-Ins help**

- It's Christmas in July! ... America's Drive-Ins do
  their share in Mid-Summer to help their Will Rogers Memorial Hospital to continue its wonderful record of TB healing in the Amusement Industry ... Because Drive-In employees, and their families, are eligible for free TB care and treatment, they accept their part of the responsibility of maintaining their institution. So, Drive-In Exhibitors, and Employees are squarely behind the Mid-Summer Salute goal of TB healing through Research and skillful treatment—are YOU?

**Drive-In Exhibitors—**

**DO THIS FOR YOUR HOSPITAL...**

1. Conduct a MIDNIGHT BENEFIT SHOW sometime during July.

2. Conduct an EMPLOYEE SALUTE. Sign Scrolls. Get Membership Cards.

**VOLUNTEER NOW!**

Volunteer directly through your Will Rogers Hospital National Office, or through the Exchange Area Chairman who will contact you. Simply say, "Sure we'll help", and we'll see that you get the facts.

**Variety Clubs Will Rogers Memorial Hospital**

NATIONAL OFFICE: 1501 BROADWAY • NEW YORK 36, NEW YORK

Saranac Lake N.Y.
Plans for Will Rogers Hospital

(Continued from page 1)

and Robbins were being worked out. These consist of asking the major companies to include a "drop-in" in their new advertisements, offering the general public, upon receipt of 25 cents as a hospital contribution, a photo of the star from the picture being advertised; and a proposal for a "Will Rogers Hospital Stamps" to be sold in theaters, radio and TV stations, distributors and allied amusement industries for use on their envelopes and stationery.

In his president's report, Montague said that the start of 1950, the first year of Variety Club's operation of the hospital, a patient spent an average of 778 days at the institution. But in 1953, the average time was only one day shorter. He said that contributory to the success was the newly activated research laboratory which "is rapidly gaining recognition for its progressive scientific thinking."

"The advancements made in the past five years are not without a feeling in morale of patients and personnel," Montague said, "which has resulted in our giving better treatment, and removing the mental barrier to healing by making patients happier and by fostering relaxation, an important part of the treatment process."

Research Described

In his report, Dr. Morris Dworski, head of the laboratory staff, proposed that the hospital's efforts be concentrated toward the development of an antibiotic vaccine, pointing out that he had been engaged in such research for the last 25 years under the sponsorship of various industrial organisms which may be tested for protective purposes.

During the last nine months, there is now a total of 31 patients in the hospital, 66 having been discharged. There were 58 in the hospital this time last year. Five new applications are now being processed.

Si Fabian's treasury report revealed that operating expenses of the hospital for the five-year period to the Variety Club took over were $863,246, with capital improvements for the period amounting to $129,318 and fund-raising expenses totalling $162,438. Receipts for the period were $1,066,297 plus $269,482 which was turned over to Variety Club when they took control.

The balance on hand on June 1 was $181,046.

Present officers were reelected, plus Fred Schwartz as a new vice-president. The following directors were reelected: Jack Olshansky, Harry Bergman, Charles Boasberg, Harry Brant, Max A. Cohen, Tom Connors, George Denbow, Gus S. Eysell, S. H. Fabian, Charles J. Feldman, William F. Rodgers, Samuel Rosen, Fred Schwartz, Sol Schwartz, Sam J. Switow, Morton Thalhimer, Joseph R. Vogel, Richard F. Walsh, Murray Weiss, William White and Herbert Yates, Sr.

Newly elected members were: George Hoover, international chief barber of Variety Clubs; Ben Kalman, Ben Marcus, to replace William Snaper, former president of Al; Alfred Mayer, Eugene Picker, Walter Reade, Jr., new president of TOA, replacing Al Green, former president of TOA; Charles Reagan and Al Schwaberg.

Hartford Theatres

In Safe Drivers Plan

HARTFORD, June 14.—Three agencies, the Hartford Theatre Managers' Association, Citizens' Traffic Safety committee and the Police Traffic Division, are co-operating in a weekly tie-up through the summer months to select a "Courteous Driver of the Week."

Driver designated winner of the title gets tickets entitling him to downtown restaurant dinner and theatre admission.

Ruth Hampton to Tour

Ruth Hampton, featured in Universal-International's Technicolor film production "Johnny Dark," will tour eight towns of the Butterfield circuit following her participation in the two-city world premiere at the Rivoli Theatre in Toledo and the Michigan Theatre in Detroit this week.

Pitt, Transit Strike Ends After 35 Days

PITTSBURGH, June 14.—The 35-day trolley and bus strike which has plagued Pittsburgh and especially the city's downtown film houses ended suddenly with service resuming today. The truce came as a distinct surprise since the concluding negotiations were kept completely secret. Operating forces are estimated to have lost $1,250,000 in wages during the transit tie-up, and film houses also suffered staggering losses.

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Ruth Hampton, featured in Universal-International's Technicolor film production "Johnny Dark," will tour eight towns of the Butterfield circuit following her participation in the two-city world premiere at the Rivoli Theatre in Toledo and the Michigan Theatre in Detroit this week.

NEW TWA LOUNGE IN KC

KANSAS CITY, June 14.—Trans World Airlines will open the new lounge of the Ambassadors Club at the Municipal Airport here on Wednesday.

Extension Seen For Drafting Committee Arbitration Report

An extension of the 60-day deadline whereby the joint drafting committee is to report on arbitration progress to the full exhibition-distribution committee is expected as the eight-man "sub-committee" has not as yet gathered due to individual business. The present deadline is July 31.

Some members of the exhibitor group have been engaged in fighting the proposed New York City five per cent tax. Others have been attending conferences around the country and still others are at the TOA summer meeting at the Beverly Hills Sheraton Hotel.

Members of the distributor group also have been otherwise engaged.

Adolph Schinell, general counsel for Universal, was heard to be a member of the "sub-committee," for example, is in Europe on a tax matter. A Lightman, Farland, the "head of the group," is attending a conference of 20th Century-Fox, is at his company's Hollywood studios for conferences. A. W. Schwaberg, president of Para- mount Display Corp., is also engaged in conducting sales conferences with his staff in the field.

The lead of the joint drafting committee is composed of Herman Levy, Max A. Cohen, Leo Brecher, Si Fabian, Lichtman, Schinell, Schwaberg, A. Lichtman, and Charles Feldman, alternate.

Gordon Named Head

Of Virginia MPTO

RICHMOND, June 14.—Leonard Gordon of Newport News was elected president of the P. T. O. of Virginia at the annual convention held in Old Point Comfort last week.

Other officers elected are: R. H. Flanary, Jr., Richmond, Va., first vice-president; Seymour Hoffman, Richmond, and W. F. Westfall, Martinsburg, W. Va., second and third vice-presidents respectively; M. Morris, treasurer; W. J. Small, secretary; Mrs. I. C. Atkinson, Arlington, ser-

Ampex Has Two New Speaker Systems

REDWOOD CITY, Calif., June 14.—Two new loudspeaker systems, especially designed to reproduce high-quality magnetic sound tracks, have been developed by Ampex Corp.

Future Ampex installations in theaters having a seating capacity of 1,000 to 1,500 persons will be equipped with the new Model 5630. This unit consists of two low-frequency speakers and in addition, a high frequency driver, horn, and a crossover network.

The complete system stands 84 inches high, 72 inches wide, and 36 inches deep. For larger theaters with a seating capacity of 1,000 to 2,000, Ampex has designed the Model 5670. This system will be installed with Ampex 60-watt stereophonic systems, and contains the two low-frequency speakers in a larger baffle, a high-frequency driver and horn, and a crossover network. The speakers are 79 inches high; 84 inches wide; and 48 inches deep.

SBC Notes Industry Arbitration Effort

WASHINGTON, June 14.—The staff of the Senate Small Business Committee made a strong appeal to the attention of committee members that industry leaders were holding arbitration discussions in "line with committee recommendations."

The Senate committee weekly staff report noted that the committee leader had declared that film industry leaders could produce arbitration procedures which would be productive of renewed vitality and increased prosperity for the industry. The report pointed out that at the invitation of Motion Picture Association president Eric A. Johnston, industry leaders had met in New York and "new efforts to solve problems that have disrupted the entire industry," and that "a further meeting would be held later this month."
For TV-Films

Actors Guild
In Pact With Managers

HOLLYWOOD, June 14.—The Screen Actors Guild today disclosed that an agreement has been reached with the Artists Managers Guild covering representation of guild members in the television-film field.

This agreement was not covered in the last (1949) SAG negotiations with A.M.G. due to the jurisdictional dispute then in progress, and the new agreement, detailed in a four-page intelligence report mailed to SAG members today, binds the members and SAG-franchised agents to honor its provisions exclusively following expiration of the valid existing contracts.

New Italian Pact
(Continued from page 1)

into Italian annually to 175. As a counterpart to the notable contributions already existing, the new agreement will set a precedent that may lead to further exchange agreements in the near future.

Sidney, Barrymore
Name TV Judges

GEORGE SIDNEY, president of the Screen Directors' Guild, and Ethel Barrymore will serve on the 1954 Sylvania radio-television committee of judges which will award individual and organization honors for making the most outstanding contributions to the visual broadcast medium. The awards will be presented here on Nov. 30.

To Vote on Union

LOS ANGELES, June 9.—Film inspection and shipping department employees of Motion Pictures for Television, Inc., have voted June 8 to vote for or against joining the National Association of Broadcasting Employees (CIO).

Knoxville Ups Prices

KNOXVILLE, Tenn., June 14.—Television, Bijou, Booth, Park, Pike and Tower Theatres, have advanced all children's admissions nine to 15 cents and the Booth and Park have added five cents to adult admissions.

3-Day Exhibit

Closed-Circuit
Telemeter in Hotel Shown

A series of daily telecasts to receivers located in the 1,600 rooms of the Park Sheraton Hotel was launched here yesterday when Ampli-Vision, a division of International Telemeter Corp., demonstrated the possibilities of telecasting to closed-circuit "television stations.

The programs, featuring Paramount short subjects and cartoons, will continue today and tomorrow in conjunction with the annual convention of the National Community Television Association.

USIA Gets Big Fund
(Continued from page 1)

service will get $3,591,000 under the Senate, as compared to $2,910,000 under the House bill and $3,590,000 during the current year. The differences may be settled in a House-Senate conference.

Sen. Burton Hickenlooper (R., Iowa), chairman of a Senate foreign relations committee which studied the overseas information program, said he was sorry that the film program had received such limited attention in the picture medium; he declared, "it is one of the most vital and important means we have of communicating ideas and thoughts of the United States and the free world."

Senate Appropriations Committee chairman Bridges (R., N.H.) revealed that the committee had defeated attempts to eliminate all funds for the film service and to cut the House figure in half.

Rose Joins AA

Harold Wirthwein, Allied Artists western division sales manager, has been named, that company announced, for 27 years a Paramount salesman in the Salt Lake City area, has joined Allied Artists' sales staff and will represent the company in western Nebraska, operating out of Omaha. His new affiliation became effective yesterday.
CinemaScope

Hearings on June 22

(Continued from page 1)

Zamack, International Corp. president Murray Silverstone, vice-president Joseph H. Moskovitz and other company executives who saw a completed print of the hour-long subject.

First Coast Showing June 28

- The initial West Coast showing of the reel at the Chinese Theatre will be for members of the press, wire service representatives, and nationally-syndicated columnists with the first exhibitor showing scheduled in that area in the Boulevard Theatre, Los Angeles, on June 28.

The Roxy demonstration, before an invited audience of circuit and independent theatre owners, drive-in operators, exhibition organizer leaders, executives from production and distribution as well as the motion picture and consumer press representatives, will signal the start of showings in all 32 domestic cities.

Will Rotate Prints

Exchanges of 20th-Fox's sales organization, it is expected that five geographical routes in which five prints will be rotated on a day-and-date basis to cover the United States offices by July 9. Demonstrations in Canada will follow at dates to be announced shortly.

Home office: sales executives of the company and field sales heads will be host at each showing at which they are invited to do so. A feature material on the CinemaScope reel will be distributed.

New Haven to Follow Roxy

Demonstration Route Number One will encompass the company's Atlantic Coast-creating resources in New England. Following the Roxy showing, scheduled for 9 a.m. Tuesday, performances will be held at the Roxy Theatre New Haven, June 23, 10 a.m.; Palace, Albany, June 24, 10 a.m.; Metropolitan, Boston, June 25, 9:15 a.m.; Capitol, Washington, June 30, 9:15 a.m.; and Carolina, Charlotte, July 1, 10 a.m.

Demonstrations in Route Number Two will be as follows: Fox, Atlanta, June 29, 10 a.m.; Florida, Jacksonville, July 1, 10 a.m.; Seamen, New Orleans, July 6, 9:15 a.m.; Malco, Memphis, July 6, 9:45 a.m.; Palace, Dallas, July 8, 10 a.m.; and the Criterion, Oklahoma City, July 8, 10 a.m.

In Chicago on June 29

Showings in Route Number Three are as follows: State Lake, Chicago, June 29, 9 a.m.; Wisconsin, Milwaukee, July 2, 9:30 a.m.; Chicago, July 2, 9:30 a.m.; Des Moines, Des Moines, July 10, 10 a.m.; Orpheum, Omaha, June 7, 10 a.m.; Orpheum, Kansas City, July 9, 2 p.m.; and the St. Louis, St. Louis, July 9, 1:30 p.m.

Press Show for Los Angeles

The CinemaScope reel will be shown in Route Number Four as follows: Chinese Theatre, Los Angeles, June 28, 10 a.m. to 4 p.m.; Fox, San Francisco, June 29, 10 a.m.; Orinoco, Portland, July 1, 10 a.m.; Mistletoe, San Diego, July 2, 10 a.m.; Plaza, Salt Lake City, July 6, 2 p.m.; and the Centre, Denver, July 8, 10 a.m.

Route Number Five is as follows: J. P. Harris Theatre, Pittsburgh, June 29, 10 a.m.; Albee, Cincinnati, July 1, 9:15 a.m.; Indiana, Indianapolis, July 3, 9:30 a.m.; Fox, Detroit, July 6, 10 a.m.; Hippodrome, Cleveland, July 7, 7 a.m.; and the Buffalo, Buffalo, July 9, 9:30 a.m.

Full Description Featured

The special demonstration reel will contain a full comparison of four-track magnetic directional stereoscopic sound and regular optical sound in the new upcoming CinemaScope productions utilizing new "taking" lenses developed by Bausch and Lomb; and other demonstrations pertaining to the new entertainment medium.

Narrating the subject will be Zamack.

Rembusch

(Continued from page 1)

local editor reads it. Then there should be a bit of discussion on how the exhibitor and editor could work toward helping each other's business. This certainly would be in order.

"So that I may follow through on my own suggestion, please send me 12 copies of the ad.

Buck, O'Brien Head

Catholic Actors Guild

- At the annual meeting of the Catholic Actors Guild of America, Gene Buck and Pat O'Brien were reelected as president and vice-president. Those elected to other positions were: Jay Jostyn, second vice-president; Ed Begley, recording secretary; Jane Taylor, historian; Frank McNellis, chairman of the executive board; Ann Sullivan, social secretary (theatrical); and Madeleine Larkin, social secretary (non-theatrical).

Members of the executive board were chosen as follows: Matt Briggs, Audrey Adams, Misses J. P. Gallagher, Jason Johnson, Fred Kelly, Paul Lilly, Robert Dale Martin, John May, Ted Denton, Harry O'Keefe, Pat O'Steen, and Victor Hunter.

"Wind" Now Passion

"Passion" has been chosen as the final title for the Benedikt Bogueus production filmed as "Where the Wind Blows," starring Kay McKee and Yvonne de Carlo and directed by Alan Dwan. RKO Radio is distributor.

"Wait" Here June 25

- United Artists' "The Long Wait," will be shown here June 25-26 at the Criterion Theatre on June 25.

Four RKO Branches

Over 'Kramer' Quota

Four branches of RKO Radio exceeded their quotas by substantial margins over the past week in the company's Sidney Kramer Shorts Drive, commemorating the 25-year association of the short subject sales manager with the company. The branches exceeding their quotas were: Yoncalla, Winnipig, Denver and Calgary.

Casablanca Branch Is Added by UA

- United Artists has added a branch in Casablanca, Southern Africa, and it was announced by Arnold M. Picker, vice-president in charge of foreign distribution.

The Casablanca office will be managed by Andre Aubunot, who has been associated with the company's Paris office for the last four years.

Tax Appeal to Governor

(Continued from page 1)

York Emergency Committee will appeal before Mayor Wagner Friday morning at 10:30 A.M. at City Hall. The law is slated to take effect July 1, after the mayor signs it.

The wire led off: "We are writing you in a final desperate attempt to stave off the imposition of a five per cent amusement tax by the City of New York. We know that you are fully cognizant of the plight of the motion picture industry."

It continued: "Indeed, it was with our valuable assistance every year up to the last that was finally obtained this year with Congress and the President as a bill to increase the amusement tax to 10 per cent. In addition special consideration was obtained freeing all admissions, including 20 cents of all tax."

The law went into effect on April 1, the wire said, "and has given the picture and industry a fighting chance to survive."

Turning to city Budget Director Abraham Beame's estimate of $17,500,000 expected to be yielded by amusement taxes in New York, the telegram said: "We are confident that the budget director has based his estimate of the receipts which the city may expect to raise from this tax on motion picture theatres and amusement admissions generally on erroneous assumptions and inaccurate data."

The budget director acknowledged that he had used the Federal government reported from the New York tax district, the wire asserted. "Admissions to theatres in New York are $20,000,000 whereas by 1953 the figure had dwindled to $27,500,000," the telegram said.

The wire concluded by mentioning the retention of Sindingler & Co., and repeated the industry's effort made in open hearings before the city administration, to examine the firm's findings for its guidance in studying the motion picture situation in New York. "This offer has not been accepted," the wire told Dewey.

The industry message completed its missive to the governor by saying: "The livelihood of thousands of industry employees are in jeopardy, and a serious problem is posed for the state and city welfare agencies."

Australia

(Continued from page 1)

cent admission tax a year ago has had a favorable effect, and that CinemaScope has had a beneficial influence, not only in the drive-ins where it is installed but for theatres in general. Sixty of Hoyts' 200 houses are equipped for CinemaScope.

Another favorable factor, Turnbull said, is the country's liberal immigration policy, which has resulted in the increasing population from eight to nine million since the war ended.

The country's drive-in, according to the recently opened the Rosella, he said, is doing such big business that others will be built, the next one with a "roofed-in concession.

Scales Up for 'Robe'

Turnbull said Hoyts increased the admission scale about 20 per cent for "The Robe," the first increase in many, and is getting about 10 per cent higher average price scale for subsequent CinemaScope presentations.

Surveys show, Turnbull said, that Australians have gone in for a single印花 tax policy in as many theatres as possible, and fortifying industry goodwill by all feasible means, to meet the challenge.

Tuesday, June 15, 1954
Hikes Program
Broydie Reveals AA Plans for Expansion

Stock Deal for Huston: 28-40 AA Films in '55

In line with an expansion program now being undertaken by his organization, Steve Broydie, president of Allied Artists, announced here yesterday that AA had agreed to give producer-director John Huston 25,000 shares of AA common stock for each of three pictures he will produce at the rate of one per year for AA release. In addition Huston will get a percentage of the gross and be allowed a budget in excess of $800,000 per picture, Broydie said.

A program consisting of 38 to 40 features will be released by Allied (Continued on page 4)
Brewer Ticket Gets Additional Support

Additional support has been received for the delegates reporting to IATSE No. 8 District in the "Roy Brewer for president" campaign. Russell T. Moss, executive vice-president of Home Office Employees, H-63, IATSE, announced yesterday here in Columbus, O., with international emphasis that Fitzgerald is expected to be present at the meeting.

Brewer and his slate, along with international president Richard Walsh, have taken a bold stand in giving the delegates a slate set by the department locals in pledging themselves to support Brewer and his ticket at the convention.

The Eighth IATSE district met last week in Columbus, O., with international president Norman G. and the Madison entertainment department presiding at the meeting.

Brewer and his slate, along with international president Richard Walsh, announced yesterday that the delegates have been invited to the convention.

Keller Picture Has World Premiere Here

Members of New York society and the entertainment and press attended the world premiere of "The Unconquered," the new picture about the Mexican revolutionary rebellion, at the Guild Theatre here last night.

In the audience were Mrs. August Belmont, Mr. and Mrs. Irving Berlin, Mr. and Mrs. William Randolph Hearst, Dr. Charles Henry Beatty, Mrs. Leonard Prater Benbenicampi, Mrs. Lewis W. Douglas, Mrs. Marshall Field, Miss Eleanor Roosevelt, H. A. Godfrey, Mrs. Harry F. Guggenheim, Mrs. W. Averell Harri- man, Mrs. and Mrs. Roy E. Larsen, Mr. and Mrs. M. L. Merry, Mrs. Goodhue Livingston, Mrs. Lorraine Mayville, Mr. Basil O'Connor, Mrs. Granville Fielding, Mrs. George N. Richard, Mrs. Frederic Steinway, Mrs. Matilda Day Straus, Mrs. DeWitt Wallace, Mrs. Frederic Steinway, Mrs. Clark Williams, Mrs. Wendell Willkie.

The theatre was represented by Vincent C. Cornel, who narrated scores in "The Unconquered," Helen Hayes, Mr. and Mrs. Bernard Bows, Robert E. DeWitt, Erskine, Lillian Gish, Emily Lam- brough, among others.

Morais to Lewyt

Ira Morais, who has been handling exploitation and special publicity for RKO Pictures, Inc., for the last 11 years, is resigning from the theatre circuit, effective June 18. Morais will join the Lewyt Corporation to handle the vacuum and manufacturing contract divisions. His new post becomes effective June 21.

New NT Director

LOUIS ANGELES, June 15—Graham L. Sterling, Jr., a partner in the law firm of O'Melveny & Myers, has also been appointed as a director of the Los Angeles Theatre, replacing James L. Beebe, who resigned for health reasons.

MOTION PICTURE DAILY, Monday, June 15—The Los Angeles Theatre, which was recently purchased by Milton Saltz- burg, is the producer, Bob Brumby is the writer.

Variety Clubs Int'l History and Work Told Service Clubs

GRAND RAPIDS, Mich., June 15—The story of Variety Clubs International, from their inception with the discharge of the Army in the Sheridan Theatre, Pittsburgh, on Christmas Eve, 25 years ago, to date, was told yesterday to the Grand Rapids Lions Club by William Mc- Cray, executive director of Variety International, today.

McCracken filled his talks here with addresses on the international charity work of showmen before other national and local organizations and Thursday. His talks are designed to establish a pattern for similar information in the development of local and regional organizations throughout the country with the activities and accomplishments of the Variety Clubs and their members.

The Grand Rapids Variety Tent was presented with the annual Heart Charity Grant, award tonight by George Hoover, international chief Barker.

JOHNNY DARK" Bows In Toledo Today

TOLEDO, June 15.—With the local citizenry, press, television and radio stations, there was a gala opening of the event, Universal-International's "Johnny Dark," in color, by Technicolor, starring Tony Curtis, Pierre Latro, and Gary Merrill, which was partially shot at the local Kaiser Willys Motor plant here, will have its world pre- vious shown at the Palace Theatre here tomorrow.

Climaxing the campaign will be the participation of Ruth Hampton, who has a featured role in the film and who were here from Hollywood this morning for the final phase of the promotion campaign and to participate in the formal theatrical openings which follow.

Asks Ban of Crime Films in Canada

OTTAWA, June 15.—Rev. E. G. Hansell, member of Parliament for MacLeod, told the Canadian Parlia- ment yesterday that crime films, gambling, and talk of wine and love and drinking parties should be banned in Canada.

In making this demand of the Cana- dian government, he said that se- quences of this type are bad for juve- niles. If the same entertainment is offered in Canada, it be de- sired of the juveniles of the coming generation. Many pictures were ad- vertised as "adult entertainment" but this was to give the juvenile the op-portunity to see something "juicy," he stressed.

Set 'Susan' Ads

RKO's "Susan Slept Here" will be advertised through a large magazine campaign running from July through October, it was announced yesterday by RKO's Los Angeles advertising sales manager. The Technicolor comedy will have its world premiere in San Francisco on July 14.
"NORTH TO EAST TO WEST TO SOUTH! LISTEN TO THAT WORD-OF-MOUTH!
'SEVEN BRIDES FOR SEVEN BROTHERS' MUSICAL THAT TOPS ALL OTHERS!"

OH BROTHER! WHAT REVIEWS!
Read them! Keep them for your advance lobby!

"Excellent! M-G-M, always noted for its lavish sweep. Outstanding musical, rich in imagination and entertainment premiums to show CinemaScope to its fullest advantages. A boxoffice bull's-eye."
—MOTION PICTURE HERALD

"Delightful entertainment. It stands apart!"
—FILM DAILY

"Happy, entertaining musical with all the slickness of a Broadway show. A delightful package that word-of-mouth could talk into solid business at the boxoffice."
—VARIETY

"Lavish musical treat! Outstanding entertainment!"
—MOTION PICTURE DAILY

"Top musical bound to slide into top place among the season's money-makers. It will bring raves and enthusiastic word-of-mouth."
—SHOWMEN'S TRADE REVIEW

"Melody, mirth and magnitude head the long list of assets of this delightfully different filmusical."
—BOXOFFICE

"An M-G-M honey which will sweep the boards at the boxoffice. This socko film is proof indeed that M-G-M figures to stay right on top when it comes to big money-making film musicals. Nominated for Laurel Award."
—MOTION PICTURE EXHIBITOR

"A smash musical show. Three sequences in a row bring forth house-rocking applause. If you see this picture once, you're bound to want to see it again."
—HOLLYWOOD REPORTER

"On merit alone, it rates sturdy returns and can be sold almost without qualifications."
—DAILY VARIETY

"Hearty, happy, bountiful chunk of pure entertainment. Will have audiences permeated with good feeling. Sends them out with a smile."
—FILM BULLETIN

"Ticket sales should be gloriously high at all situations, for this feature literally abounds in entertainment value."
—INDEPENDENT FILM JOURNAL

Watch for widely promoted M-G-M Records Album of tunes from the Sound Track. Variety calls it "a trailer for the picture 2 months ahead!"

BOOKED AT THE MUSIC HALL!

M-G-M presents in CinemaScope
"SEVEN BRIDES FOR SEVEN BROTHERS"
Starring

JANE HOWARD
POWELL KEEL

with

JEFF RICHARDS
RUSS TAMBLYN
TOMMY RALL

Screen Play by
ALBERT HACKETT & FRANCES GOORICH
and DOROTHY KINGSLY

Based On the Story "The Sobbin' Women" by
Stephen Vincent Benet

Lyrics by JOHNNY MERCER

Music by GENÉ de PAUL

Choreography by MICHAEL KIDD

Color by ANSCO
Directed by STANLEY DONEN
Produced by JACK CUMMINGS
Morey Now Top AA Executive In East

Edward Morey, a vice-president of RKO Radio Pictures, until recently liaison officer between East and West coast offices, has been appointed "chief executive officer for the Eastern office, it was announced here yesterday by Steve Brody, AA president. Brody said that the New York publicity and exploitation department would be enlarged to handle the company's expanded schedule.

Firestone

(Continued from page 1)

studio without removing some permanent fixtures. Film distributors whose pictures play the Paramount, or are likely to, are being exhorted to consider the plan to interrupt the regular performance on Mondays for the Firestone Direct Release.

Observers, discussing this apprehension on the part of distributors, point out that Independence Day will be observed this year on Monday, July 5, and that another Monday holiday, Labor Day, will be observed two moons later. They add that a holiday-scales effect in the program interruption could mean a difference of $30,000 in the gross on such a day as the theatre.

Grossing Angle Vital

Thus, the grossing angle, as well as the physical changes in the theatre said to be required for the telecast, are believed to figure into the postponement of the transfer of the program to a site more adaptable for radio and TV shows.

The Paramount Theatre had planned, so it was understood, that the Firestone hour could have ample rehearsal time, to open with a special (on Monday at 3 P.M. and patrons attending after that time could witness the musical show. At the conclusion of the simulcast, the regular film presentation would begin.

Attack on Hollywood

(Continued from page 1)

quote a conversation from Major Clifton A. Wright, Special Services Officer, on a Hollywood show stag which "reflected very highly on the character and integrity of the professional entertainment world."

Murphy's menu did not name "Child of Century" nor its author.

Broidy Tells of Expansion

(Artists next year as compared with 26 to be delivered this year, Broidy stated. He also indicated that negotia-
tions were continued with William Wyler and Billy Wilder. Similar inducements were offered to "The Morning After," the exception being that Wyler and Wilder will merely get options for the story of Alfed.

The initial Houston picture for Allied will probably be "The Man Who Rebuilt King," which is scheduled to be produced immediately following the completion of "Moby Dick," Broidy said. He added that the picture is slated for location in Pakistan and England.

Others Also Considered

Broidy also disclosed that he was "talking to two other people of the same caliber as these two (Wilder and Wyler) men" but refused to identify them.

In order to verify his opinion on what kind of pictures the exhibition want, Broidy announced that he had cancelled his trip to London and was flying back to the Coast on Thursday to attend the TOA meetings. Broidy stated that he believed that the TOA will be planing accordingly.

Broidy said that the present schedule was announced more "seriously than the exception of the Bowery Boys and the Bomba series. All other pro-
jects, he said, would act and one of four categories according to the budget allowance.

Outlines Budget Details

The Huston, Wyler and Wilder pictures will be cast in the vicinity of $800,- 000, which includes the "Police Story" and "Annapolis Story." They will be made on a budget in the $350,000 class; 10 to 12 pictures are planned on an average cost of $250,000; and the same number of stories will be filmed on a $150,000 to $250,000 budget, according to Broidy.

The policy concerning the use of color and CinemaScope will be strictly on an individual basis with the decision depending on the needs of each picture Broidy added.

Meyer, Webb

(Continued from page 1)

production program for Warners to be produced at Warner Brothers studio.

The Webb-Meyer association covering the past three years has seen the "Dragonet" and "Badge 74" television series presented on block to Music Corporation of America for a reputed $5,000,000.

'Apache' to Majefair

"Apache," the Lancaster production starring Burt Lancaster and Jean Peters, will have its New York premiere at the Majefair Theatre following completion of the screen produc-
tion at the house, it was disclosed yesterday by William J. Heineman, vice-president of United Artists in charge of distribution.

Kramer Also Director

Stanley Kramer will direct as well as produce "Not As A Stranger," which he will film late this summer for United Artists release.

Trust Case Damages

(Continued from page 1)

$125,000 damages, trebled to $375,000.

Goldman maintained that the first $125,000 represented lost profits and was taxable, but that the remaining $50,000 was not taxable. The Third Circuit Court of Appeals upheld that on July 5th.

Justice Department and Internal Revenue Service officials have now decided to challenge that ruling, ac-
cording to reliable reports, and an appeal will be filed in the Supreme Court in the next week or two.

'GWTW' Parties

Forty-one New York high schools have arranged for "Gone With The Wind" parties at Loew's State, with more than 3,000 students attending each event. The teen-agers have never seen the picture. The Margaret Mitchell book is used in the schools as a social studies classes of many schools, M-G-M reports. An M-G-M survey indicates that 6,000,000 children in the U.S. are eager to see GWTW.

Review

"Challenge the Wild"

(Continued from page 1)

A CHARMING documentary of an American family's adventures in the Alaskan wilds, in color by Color Corp. of America, "Challenge the Wild" supplies sufficient action and general interest to boost the Yukon's wildlife to classify it as better than average material for neighborhood homes. The film should please audiences in the general, and children in particular.

The Graham family, George and Sheilah and their two children, leave their California home for the North country via seaplane. Equipped with camera and high-velocity rifles, they film and explore the Yukon Valley, Mt. McKin-ley, the Endicott Mountains, the Brooks range, Admiralty Island and Kodiak Island.

Among other appealing sequences, Graham records the actions of a lost fawn, adopted by the children, whose tameness lends itself to the color camera. Other shots include the races betrayed by the dashing Yukon- sters, the giant bears and ice fields of Kodiak Island and an American eagle in flight. Although quality of color sometimes is not vivid, the close-ups and real-life sights of wildlife in its native habitat more than compensate for some technical shortcomings.

Frank Graham wrote, produced and directed "Challenge the Wild." Marvin Skiles composed the musical score.

Running time, 69 minutes. General classification. For release in June.

National Pre-Selling

MARJORIE LENT has been ap-
pointed promotion manager of the Fawcett Women's Group on "Challenge the Wild" Magazine and "True Confessions." She was formerly in charge of promotion for "True Confessions." Then Miss Lent will handle merchandising and tie-up campaigns with the movie companies directed at the point of sale, the box offices of theatres located in all parts of the nation.

Paramount will back up Shirley Booth's ticket-selling name by adver-
tising her latest picture, "About Mrs. Leslie," to 90,000 readers of national magazines.

"About Mrs. Leslie" will be ad-
vertised in a striking color page in the June issue of "Variety." In the same issue there are extrem-
ely interesting photographs (the picture is being played at the Metropolitan Theatre) of Herman Wouk's Pulitzer Prize novel, with its extraordinary theme and vi-
tuality, are faithfully included in this film produced by Stanley Kramer and directed by Edward Dmytryk, re-
ports "Look."

"The Student Prince" receives a laudatory review in the July issue of "Motion Picture Weekly." In commenting on the picture, Phil Hartung cites the singing and music of "The Student Prince," by Richard Rodgers and the splendid rendition of the prince's songs by Mario Lanza.

"Universal-International's "Fireman, Save My Child!" reports "American Magazine" in the June issue, "is about the fastest and raicest scramble since the pie-throwing days of Mack Sennett. An ex-Keystone cop was employed to work up gag, which will give the fun theatre audiences an expect.


In the same issue M-G-M's "Val-
ley of the Kings" receives promi-
nce. "Creme Shampoo" ad, that spotlights the pictures' beautiful star, Eleanor Parker.

"Carnival Story" receives substan-
tial help through a double plug in the June issue of "Redbook." In addition to an interesting, compelling review, there is a seven-page personality story of Anne Baxter, the picture's star.

WALTER HAAS

4 MOTION PICTURE DAILY
Wednesday, June 16, 1954
Governor Promises Tax Probe

(Continued from page 1)

sion is asked to determine the probable effects of the tax on the amusement industry in terms of theatre closings, loss of employment, etc., and whether the tax is a sound source of local revenue.

Help from the state, if it were to be forthcoming, probably could not be realized before the next year's session of the legislature.

Prove Would Require Time

The governor's commission to examine into the tax yield would require time for investigation and study of evidence. If it recommended or the Governor saw fit to recommend invalidation of the Wagner tax, the necessary action would have to be taken at the next regular session of the state legislature. That action, presumably could be taken by the legislature in the session following that of the commission.

Regardless of the time element involved, the emergency commission is burdened by the first evidence of public sympathy in the plight of the city's theatre industry and the assurance that some action would be taken.

It believes that the investigation by the Governor's commission will justify its presentation that the tax and will demonstrate that the theatres cannot afford to pay the tax and, if forced to, will provide Bell. the director's estimate.

Arguments to this effect already have been presented to the City Council and Board of Estimate and will be re-stated at the Mayor's public hearing on the tax Bill Friday noon.

Statement by Committee

The emergency committee issued the following statement after receiving Gov. Dewey's message:

"We are extremely grateful to Governor Dewey for his recognition of the plight of the motion picture industry in New York City and for the prompt action he has taken in response to our appeal for help.

"Because of his active interest in the investigations which led to Con-

chaired by the Commission on Fiscal Affairs into all facts surrounding the proposed 5 per cent city move tax.

"We know that such an inquiry must prove that this levy would be a sad mistake for all concerned, the struggling theatres, their employees

Motion Picture Daily

Wednesday, June 15, 1954

MOTION PICTURE

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Reviews

“Adventures of Robinson Crusoe” (Trapeze Productions-Uniied Artists)

PRODUCERS Oscar Dancigers and Henry Ehrlich have carefully blended together all the important ingredients that go into the production of a popular motion picture history, casting, scenic locale, good photography—and direct a really fine film that will appeal to a wide audience and especially to the family and juvenile trade.

The screenplay by Phillip Roll and Lums Bunnel is smooth and well paced and Fred Zinneman's direction displays a fine talent in handling both the on-stage and the off-stage action. The adaptation in which Robinson Crusoe (Dan O'Herlihy) is shipwrecked on the island, salvages food and equipment and becomes aware of his fate is done simply yet entertainingly. The constant fear and despair felt by Crusoe as the only inhabitant on the island despite his successful battle for survival is handled with imagination and heights the impact of his arrival on his master Friday (James Fernandez) on the scene. So named because it was on that day of the week that Crusoe first saw Friday, proves his allegiance to his master and the last of the 26 years Crusoe spends on the island are happy ones. His accidental escape comes to its conclusion when Crusoe is able to outwit a band of mutineers who land on his shores in search of water. The deposed captain having been returned to his post as master of the vessel oblige by taking Crusoe and Friday back to England.

The casting of Dan O'Herlihy in the lead role is indeed fortunate for while his name is not significant from the box office point of view his portrayal of the mood and mental anguish of a marooned man is natural, emotive and convincing. Several dramatic scenes that place him entirely to himself for two-thirds of the picture and dominates the remaining scenes much of the credit for maintaining interest must go to him.

The film was shot on location on a small tropical island off the coast of Mexico. Photographer Alex Phillips succeeded in capturing the lush beauty of the tropical setting in color by Pathécolor, in a series of shots of the stockade that is Crusoe's home, close-ups of the flowers and wildlife of the island and others of the land and coastline.

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

"Robinson's Choice" (London Films-U.A.)

A BRITISH comedy in which Charles Laughton portrays a prosperous Lancashire bootmaker, "Robinson's Choice," a London Films production, runs as fast and smoothly written by Jay Presson Allen, a scene after scene, its humor and dialogue and an overdose of grinuces and facial contortions by Laughton. On the whole, however, the result adds up to an amusing 105 minutes.

Except for a few places where the story rambles a little too much, the picture captures the spirit and atmosphere of its locale and gives Laughton an opportunity to run the gamut of emotions, from a sentimental widower to a man who drinks well but not wisely. David Lean, who produced and directed, does a capital job.

Liking his home comforts and his glasses of spirit, Laughton refuses to allow his daughters to wed if he has to pay a settlement to the selected husband. And the three O'Herlihies, quite nearly a heavy rain on Mills, is a shoemaker in the employ of Laughton. With the absence of the oldest girl, Brenda de Banzie, Laughton soon finds life uncomfortable so he takes refuge in the inn. One evening, with one extra drink under his belt, he falls to a basement on the way home, leading to a lawsuit for trespassing and damages incurred.

Miss de Banzie learns of his misfortune and further the plan of herself and others of the coast and in her lawyer's mind, de Banzie issues him an ultimatum—he will return home to care for him if he will take Mills into partnership. Laughton, fuming and scowling up his face in expressing his rage, reluctantly agrees. He also realizes that in the future his home will be comfortable.

Others in the cast are Daphne Anderson, Prunella Scales, Richard Wattis, Helen Haye and Joseph Tomely. Produced and directed by David Lean, from a screenplay written by Lean, Norran Meyers and Wynyard Burton.

THE HOLLYWOOD REPORTER
says:

“THE CAINE MUTINY
takes on the boxoffice power
of such money-making giants as
‘Gone With The Wind’ and ‘The Robe’.”

THE CAINE MUTINY

STARRING
Humphrey Bogart • Jose Ferrer
Van Johnson • Fred MacMurray

and Introducing
ROBERT FRANCIS • MAY WYNN
COLOR BY TECHNICOLOR

Screen Play by STANLEY ROBERTS • Based upon the Pulitzer prize winning novel by HERMAN WOUK
Directed by EDWARD DMYTRYK • A COLUMBIA PICTURE • A STANLEY KRAMER PROD.
Five on Panel

Name Speakers At Tomorrow’s Tax Hearings

50 Others Expected at Sessions in City Hall

The Emergency Management and Labor Committee, fighting New York City’s proposed five percent admissions tax, yesterday named a line-up of five industry and union leaders who will speak against the tax tomorrow morning at an open hearing before Mayor Wagner at City Hall.

The speakers will include: Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association, who will open the talks and introduce the other speakers; Harold S. Newman, vice-president, Century Circuit, who will present industry statistics disputing those of city budget director; Alphonse Baine; Richard F. Walsh. (Continued on page 7)

Good Film Definition Theme of Compo Ad

The 17th in the series of COMPO advertisements in “Editor & Publisher,” which will appear on Saturday, poses the question, “What is a good movie?” and then points out that fundamentally a good picture is any film “you can’t walk out of.”

Most of the movie-going millions, the ad says, share a mass taste—in laughter, drama, tears. Yet even this mass taste varies widely, “Using any standards,” the ad states, “we would...” (Continued on page 7)

Top Budgets for Huston’s A-A Films

Budgets for the pictures to be made for Allied Artists by producer-director John Huston “will be consistent with whatever it takes to make the kind of pictures he is accustomed to making,” Steve Brodyt, A-A president, emphasized yesterday in correcting a report published here that the pictures would have a budget “in excess of $800,000.”

Actually, Brodyt said, a figure double that amount will be nearer to their probable cost. Brodyt will leave here for the Coast today.

Hissong Resigns As Ohio Chief Censor

COLUMBUS, June 15.—Dr. Clyde Hissong has resigned as chief Ohio film censor and state Director of Education. He will retain the faculty of Bowling Green State University. Gov. Lausche has named no successor. Hissong said he will stay on the job until Sept. 15 if necessary. He has been on leave from the university for 10 years.

Selznick Back In Production

HOLLYWOOD, June 16.—David O. Selznick will resume personal production “as soon as practicable” with Tolstoy’s “War and Peace” as his first picture, he announced today. The announcement said that Selznick already has completed the screenplay outline. Selznick associates report that the producer intends to surpass his own “Gone With the Wind” with this production.

Selznick said producing “War and Peace” will enable him to study the cooperation of other activities in which he is now engaged, which include preparation of a two-hour television show on major networks on Oct. 24 and the operetta version of “Gone With the Wind” for the stage. He pointed... (Continued on page 7)

PARA’S VISTAVISION SHOWING ENTHUSES BRITISH INDUSTRY

By PETER BURNUP

LONDON, June 16.—Paramount’s Plaza Theatre here today proved to be for Barney Balaban, its president, and all of his associates.

Two demonstrations were given in the course of the morning to accommodate the crowd of around 2000, which included producers, distributors, technicians and exhibitors from as far away as Belfast and representing such divergent operations as J. Arthur Rank’s, ABC’s and small independents from outlying areas.

The demonstrations were preceded by addresses by Balaban and Loren Ryder, Paramount technical executive.

Balaban was applauded as he told his audiences that VistaVision required only standard equipment and a “nominal expenditure by exhibitors.”

“Fact assures the exhibitor that he will not, at some point in the near or distant future, be required to write off a sizeable investment in order to embrace whatever new technique the future brings,” Balaban said.

He emphasized that the system has four virtues, namely: quality, simplicity, flexibility and economy.

Ryder explained the VistaVision system technically, pointing out that the demonstration employed standard projection equipment using standard lenses, an appropriate focal length and an aspect ratio of 1.85.

The demonstration utilized two test reels, previously screened at VistaVision demonstrations in the U. S. Representative exhibitors were unimpressed by the presentations. (Continued on page 7)

Calls Them Impractical

Reade Blasts Distribution And Production Policies

HOLLYWOOD, June 16—Distribution and production policies were attacked bitterly today by Walter Reade, Jr., president of the Theatre Owners of America, who told the Motion Picture Industry Council that current “unsatisfactory conditions—democratic, economically unsound and impractical.”

In an address before the MPIC, Reade, in summary, said:

1. Distribution’s power over production is dangerous and has been used recklessly.

2. The high percentage taken by distribution heads has made production personnel and exhibitors less secure than ever before.

3. The pending trust suits totalling more than $500,000,000 are occasioned by archaic and short view methods of doing business.

4. Well planned, medium or low budget films have been and will continue to be successful.

5. Exhibitors’ investment in the industry is greater than the production... (Continued on page 7)

Dallas, N.O., St. John Win UA Sales Drive

The Dallas, New Orleans and St. John (Canada) exchanges have won the three first-place prizes in United Artists’ 35th anniversary sales drive honoring president Arthur B. Krim, it was announced by drive co-captain William J. Hilburn, vice-president in charge of distribution, and B. G. Kranzke, general sales manager.

The Dallas branch, headed by manager W. C. Hanes; the New Orleans exchange, led by Alex Muhlbo, and the St. John branch, under J. J. Davis, wound up the six-month drive at the top of their respective groups.

The 32 United Artists branches in... (Continued on page 7)

Title Bout June 24 If Rain Tonight

If the Marciano-Charles heavyweight title bout is rained out tonight, the Yankee Stadium closed-circuit event will be postponed to June 24, it was reported here yesterday by the Stadium Network Television. Sixty-one theatres of the 77 houses throughout the U.S. that had requested the presentation, will be served by AT&T long-line facilities. Nine drive-ins are included in the hookup.
**Personal Mention**

**HENRY L. NATHANSON**, head of M-G-M Films of Canada, and HILLIS CASS, general sales manager, returned to Toronto yesterday from New York.

**HARRY L. BECKER,** manager of the Buffalo office of the Exodus Exchange and ELMER F. LUX, head of Elmart Theatres and president of the Buffalo Common Council, have been elected directors of the Buffalo Round Table, National Conference of Christians and Jews.

**EDDIE MILLER,** longtime manager of the Hippodrome, Cleveland, visited there yesterday. He plans to attend the graduation of his nephew from Benedictine High School.

**BERNARD JACON, I. F. E.,** Releasing Corp., vice-president in charge of sales and distribution, will return to New York today from Chicago.

**ANN HERSHORKOWITZ,** secretary to Mr. L. C. Blumberg, manager Eastern United Artists, will be married June 27 to SAMUEL KOLLAND.

**BETTY KAPLAN,** secretary to JAC SOGE, M-G-M branch manager in Cleveland, is convalescing after having surgery.

**L. D. NETTER, Jr.,** Artce Service Corp., general sales manager, has left New York for St. Louis.

**MIKE SIMONS,** M-G-M exhibitor relations head, will return here Monday from Lake WaWaSee, Ind.

**JOHN SIMONELLI,** Paramount Pictures foreign department field officer, has left New York for Tokyo.

**FRANK KING,** field representative for Shea Enterprises, is vacationing in Bermuda.

**DON SCHRAMM** is now city manager in Astoria, Ore., for the J. J. Parker Theatres.

**TOA Board, Officers Are Guests of U-I**

**HOLLYWOOD,** June 16.—The officers and directors of the Motion Picture Theatre Owners of America tonight were guests of Universal-International at a cocktail party given in the company's studio sun room. Hosts to the exhibitor group were Nate J. Blumberg, Alfred Doff and Edward Mutti.

**Another for Mathias**

**HOLLYWOOD,** June 16.—Bob Mathias, now making his film debut in "The Bob Mathias Story" for Allied Artists, will continue his boxing career in "A Lone Hand," an original by Henry Morrison, which executive producer Hal Wallis is planning for a booker for Warners. The Paramount shipping and inspection services were recently transferred to Clark Field in a move to the moving of the Paramount exchange downtown.

**Tenn. House Burns**

**MEMPHIS,** June 16.—Fire gutted the Savannah Theatre at Savannah, Tenn. About 100 patrons filed out quietly. None was hurt. The property was insured but not hospitalized. Firemen said the blaze started in the balcony and was put out to have been caused by defective wiring.

**SPG to Elect**

The general membership of the Screen Producers Guild of the Screen Actors Guild will vote for union officers at a meeting on June 24 at the District 65 meeting hall. Listed on the SPG nominations are: Hal Siegel, first vice-president; Frank D. Brant, second vice-president; Jack Berman, third vice-president; Harry Siegel, secretary; Bob Lipton, treasurer; and Moe Leavitt, business manager. The meeting will be held at the Grand Theatre.

**M-G-M Preparing 'Cartoon Carnival'**

William B. Zoller, sales head for M-G-M shorts and newsreels, is supervising the production of a "Cartoon Carnival," which will be composed of varied cartoons and available exclusively, after its initial run, the film company has announced.

Assisted by Technicolor trailer and a four-tone one-sheet has been prepared by the company for exhibitors to use in promoting the "Cartoon Carnival." Its various series of cartoons, consisting of "Tom, Jerry and Nibbles," "Spook," and "Mr. Sewer Dey," "Lucky Ducky," and "Broomstick," will be available for theatres to select from.

**Oregon Exhibitors Pick Acting Board**

**PORTLAND,** Ore., June 15.—The following were elected temporary members of the board of the Oregon Theatre Owners of America at a meeting with national TOA officers: A. L. Fisher, chairman; Robert R. Hildreth, secretary-treasurer; and Ray Gronbecher, M. M. Mesher, Marvin Fox, Jesse Jones, Lee Corbin, Bill Graper, Joseph Morey, Johan Madach, Walter Tebbets, Roy Brown, Russ Brown, Jack Lovett, Art Adamson, and Ted Adair, members. The meeting will attempt to make the temporary appointments permanent.

**BMI Files Denial In Trust Suit**

A general denial on all accounts has been filed by Broadcasting Inc., in the Southern New York District Court in reply to the $1,500,000 anti-trust suit against it by last fall by Song Writers of America, it was announced yesterday by Meyer Shapiro of BMI.

**Joins Evans WB**

**ALBANY, June 16—James Evans, who was a member of Paramount's 25-Year Club and who served as head of the company's booking for many years, is now a booker for Warners. The Paramount shipping and inspection services were recently transferred to Clark Field in a move to the moving of the Paramount exchange downtown.**

**Legion Calls One 'C', Two 'B', Eight 'A'**

Of the 11 films reviewed by the National Legion of Decency for its current listing, one is placed in the Class C "condemned" section, two in Class B and eight in Class A. The Class C film is "Le Plaisir," while the two pictures in Class B are "Sabrina" and "Sins of Rome."


**Withhold $4,000,000 Hayworth Film Suit**

**HOLLYWOOD,** June 16.—The $4,000,000 damage suit growing out of a dispute over distribution of the Rita Hayworth feature, "Champagne Safari," was withdrawn in California Superior Court, when the distributor, Debernay Film Corp., is said to have received a stipulation from Beckwith Corp., Harry Cohn and other defendants that the case would be handled in any manner with future distribution of the film.

**Wife Here Tomorrow**

"Indiscretion of an American Wife," the first English-language film of producer-director Vittorio de Sica, starring Jennifer Jones and Montgomery Clift, has been in New York for some time at the Astor Theatre here tomorrow. Preceding the picture will be the special cartoon "Autumn in Rome," filmed to help create thematic mood for the feature.

**Party for Miss Booth**

Hal Wallis and Joseph Hazen will be hosts at a reception at the Harwyn Restaurant here in honor of Shirley Booth, who was here last week to help with the new Wallis Prod. film for Paramount release, "About Mrs. Leslie," at the Victoria Theatre June 27.

**WB Clerk Wins Car**

**ATLANTA,** June 16.—Mrs. Betty Ling, a clerk at the Warner Brother's studio, won a new convertible automobile for winning station WLTW-A's slogan contest.

**'Caine's Gets Plug At Army Hearings**

**WASHINGTON,** June 16.—Senator Muntz, chairman of the investigating committee in the M-G-M hearings, interrupted the questioning today to call the attention of the committee to a model of the destroyer used in filming "The Caine Mutiny" and inform the members that they were invited to see the film by the producers. Senator Muntz immediately called for a point of order and almost asked the chairman if he had said "The Caine Mutiny" or "The Cohn Mutiny." He said the point and the committee proceeded with its regular business. This is reported to be the first single American proceedings that a commercial enterprise was mentioned.

**Eight Films Start; 2 Others Completed**

**HOLLYWOOD,** June 16.—Eight pictures were started and two others completed during the week ending June 13. The films are: "Police Story" (A-A); "Fresh from Paris," Ohio Films Prod., Eastman color (Ind.); "Atomic Kid" (Ind.); "Yesterday's Blackbird," Stillman, Russ, Technicolor (RKO); "Black Widow," CinemaScope, color (20th-Fox); "Ambot and Costello Meet the Ghost Busters," Grant Pictures, "The Cat," Betjac Prod., CinemaScope, WarnerColor (Warner); and "Tall Men" (Ind.).

**Ending: "Piffit," "Atina," Technicolor (M-G-M).**

**63 Films Produced In Italy This Year**

Eleven new films went before the cameras in Italy during May, bringing the annual total for the first five months of 1954, according to Italian Films Export. Of these, 4 are technical pictures (proctoring films) and 49 of Italian and foreign companies and one is American. All but one 1954 product is in color with Ferraniacolor being used in 16, Technicolor in five, Eastman color in four and Gevacolor in two. The single American production, is in Warnercolor and CinemaScope.

**Disk Pact Could Net $20,000,000: Petrillo**

**MILWAUKEE,** June 16.—The current five-year contract which the American Federation of Musicians holds with the recording and television industries could eventually put $20,000,000 into the union's Performance Trust Fund, it was stated here by James C. Petrillo, president of the AFM, addressing delegates to the convention of the federation. The Performance Trust Fund supplies the salaries of all the free public and civic concerts, thus creating work for unemployed musicians.
20th Century-Fox proudly invites

The Exhibitors of The World to Witness

A Demonstration of

THE ADVANCING TECHNIQUES of

CINEMASCOPE

please turn...
Demonstrations of **THE ADVANCING TECHNIQUES OF CINEMASCOPE** will be held in the principal cities of the world, so that the industry may see the result of our company’s determination, as the pioneer of CinemaScope, to constantly improve this great medium so that it shall remain the undisputed leader in motion picture entertainment.

You will see, for the first time, the thrilling new range and flexibility and depth of field made possible by the newly-perfected designs of CinemaScope camera lenses.

You will see and hear a special subject devoted to “The Miracle of Stereophonic Sound,” a graphic illustration of the operation of the 4-track, high-fidelity magnetic stereophonic sound system, providing a side-by-side comparison against ordinary 1-track optical sound.

You will see scenes from a number of forthcoming 20th Century-Fox CinemaScope productions which have been filmed with the new lenses, making evident the tremendous improvement achieved in the presentation of this great medium.
We are believers in theatre entertainment. We are convinced that neither television nor any other entertainment medium can equal motion pictures in theatres for diversity of theme, dramatic range and exciting production values, for viewing, comfort and pure enjoyment.

We are dedicated to the single goal of bringing more and more people back into the theatres. To this end, we will forever continue to devote every resource at our command to create new and higher standards of motion picture production than our industry has ever known.

Be sure to see THE ADVANCING TECHNIQUES OF CINEMASCOPE. You need no other invitation than your own desire to give your patrons the finest entertainment in the history of our industry and your boxoffice its most prosperous era.

President, 20th Century-Fox
see

THE ADVANCING TECHNIQUES
OF

CinemaScope

in your

20th Century-Fox Exchange Center

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and watch for the dates in Canada! be sure to attend!
Reade Blast

and the distribution elements combined.

Referring to distribution as the "great octopi," Reade said that that branch of the industry had "grown up on the backs of" MPIC personnel and "on our tremendous investments and showmanship." Asserting that distribution handles control the law of supply and demand, Reade said that they have adopted a policy of releasing fewer and fewer films at higher and higher rentals so that "our position today is precarious." When distribution acts in the capacity of producer, Reade said, it "controls when pictures are to be released, how they are to be released and how many are to be released. It also stipulates exploitation procedures, advertising budgets, types of bookings and film rentals." Finally, it controls what the folks are to earn and when you are to earn it.

Claiming that the salaries of distribution heads are "excessive and disproportionate," Reade said that many of these people now like "the buck out of production and less about running theaters," "yet they draw larger and larger salaries and pensions, and stronger retirement plans, while you and the motion picture theater owners of this country are less secure than ever before."

Sees Salesmen Unnecessary

As for the need of salesmen, Reade said that he had not been sold a picture in a decade, rather "I have to plead to buy them." Shipping could be available elsewhere for a small portion of the cost allocated by distribution, Reade said, adding that print costs are deducted before profits and after distribution costs and that advertising and publicity also are deducted before profits.

Scoring the lack of activity in the major studios, Reade asked why this should be when there never has been a greater need for more and better films on the screens and in the homes of the United States and Canada. He has been necessary for many of you to turn to the production of low-budgeted, unimaginative television dramas." He termed this a "devastating situation."

Reade said that he had been told by a "few bright, old men" that only so-called epic or million-dollar budget pictures are the basis for a substantial profit. This, he said, is not true.

"Here, in this very country, is creative talent," he said, in asserting that individual groups could produce pictures and get the audiences in the theaters. Bankers and theater owners, he said, are ready, willing and able to back groups for the appropriate talent, the proper story and the fresh approach. "Should we not work together on a cooperative basis to the end that we may build a more secure and a more prosperous industry?" he asked.

"Please understand," Reade stated.

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Britain Likes VistaVision

(Continued from page 1)

Although England is noted in their praise of the system, particularly noting the absence of grain fuzziness at the edges of the 45-foot wide screen. Typical comments were to the effect that "we are the answer we've been waiting for." and "I've saved £5,000 this morning." The exhibitors were held at a press conference at which, on being told a majority of the exhibitors here favor a 1.65 ratio, said VistaVision is by that he praised the British-made Stableford screen highly, adding that it is now used in the Paramount studio.

Thereafter, he held a question and answer forum for exhibitors and technicians.

The forum concluded with one exhibitor from Australia telling the audience that he had been a Paramount customer since 1914 and "this is the greatest thing I've ever seen."

Balaban met with Rank and the latter's managing director, John Davis, at lunch today.

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Compo Ad

(Continued from page 1)

guess that even the poorest movie ever made was enjoyed by about a hundred thousand people. And the best movie ever made was disliked by an equal number.

"One potential criticism criticized by the critics, the ad points out, are often turned down by the public while those they do not like often become favorites. For example, a picture that's a big hit at the box office is usually described by the critics as "unimaginative." But when it is listened to, it is found that it is "unimaginative" at all. Our average is darn good." The proof is the fact that in spite of the pressure of competition from many forms of entertainment, free or otherwise, pictures continue to enlist a loyal, enthusiastic and massive audience.

UA Sales Drive

(Continued from page 1)

the United States and Canada competed in three groups of equal grossing power in a contest that began on Nov. 15, and ended on May 15.

Rumors of the film's release at the branch in the last group was broken when B. Adams' Atlanta exchange, while Harry Segal's Boston branch took third place. In the second group, second prize money went to Charlotte exchange, headed by branch manager H. Keeser, with D. J. Eplee's St. Louis exchange in third place, with third place taken by the Calgary branch under Robert Radis.

Additional results showed George Pals' southern district taking first place, with Charles St. Clair's Canadian district second, among the company's seven districts.

"That we of exhibition do not feel pleased to, nor do we pretend to, tell you, nor do we advise you to ask what films to make or how to make them. We are here to enter the field of production, but rather to encourage you and to tell you the need and of the potential of films for which your company, your background and your experience so eminently qualify you.

In conclusion, Reade said that the theatre manager knows that the goal of production and distribution must be a steady flow of good product for the proper operation of the country's theatres."

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Selznick

(Continued from page 1)

out that SRO president Frank I. Davis, Jr., and Budd Rogers will have his extensive reissue plans in hand.

Concerning "War and Peace," Selznick said, a "large percentage of critics the world over regard it as the greatest novel ever written. Its sale has reached literally millions of copies; interest in it has never diminished; new editions appear regularly."

Selznick said the subject is "ideal for one of the new large-screen processes," but he has not decided which one to use. He said he is considering an offer from a major company for "association on it," but it is possible he may make it on his own, distributing the film until it is finished and "until we can see the future course of a business that is rapidly changing."

---

MEN AT WORK

Altec service men . . . 200 skilled, sound-wise field engineers . . .
Altec-trained technicians equipped with Altec-designed precision tools and instruments . . . at work in theatres from coast to coast . . .
installing stereoscopic systems . . . servicing . . . repairing . . . replacing . . . counseling exhibitors . . . solving difficult problems . . . assuring perfect performance day in and day out . . . for 6,000 Altec-serviced theatres!

You can put an Altec service man to work for you tomorrow. Let us show you how . . . today!

SPECIALISTS IN MOTION PICTURE SOUND
161 Sixth avenue, New York 13, N.Y.
BOOK IT NOW!
Available in 2-D and Natural Vision 3-D... early dates indicate it's BIG in both!

in COLOR by pathecolor

Rod Joanne John
CAMERON - DRU - IRELAND

with JOHN DEHNER - GUINN (BIG BOY) WILLIAMS
Directed by RAY NAZARRO - Screenplay by Harry Essex and Geoffrey Homes - Story by Harry Essex
An EDWARD SMALL Presentation
For Brotherhood
Film Industry
JDA '54 Goal
Set at $75,000
Total 15% Higher Than Last Year, Says German

The industry will join with the American Jewish Committee and the Anti-Defamation League of B'nai B'rith in an all-out effort to combat bigotry and discrimination by raising $75,000, William Ger-
man, chairman of the drive in behalf of the Joint Defense A-
ppeal, announced here yesterday.

The JDA, fund-raising agency for the ADC and ADL, is seeking to raise $5,000,000 during the 1954 drive, German stated.

"The film industry goal of $75,000 is
(Continued on page 3)

RKO Radio Holding
Chicago, N.O. Meets

RKO Radio will hold regional sales
meetings in New Orleans on Monday
and Tuesday and in Chicago on
Thursday and Friday, it was an-
nounced by Charles Boasberg, general
sales manager for RKO, who will
preside at the meetings. James R.
Granger, president of RKO Radio,
will address both conferences.

The New Orleans meeting, to be
held at the Jung Hotel, will be at
(Continued on page 3)

Forum Speakers Say:
Divorcement Affects Code;
Special Licenses Needed

ANN ARBOR, Mich., June 17—
Fils which possess certain specific
characteristics indicating the need of
special treatment in advertising and
exhibition should have special condi-
tions attached to the license which
allow their presentation to the public
Hugh M. Flick, director of the Mo-
edicine Division of the New
York State Education Department,
spoke here yesterday.

Addressing the University of Michi-
gan Law School, Flick said that "in a sense
(Continued on page 3)

Last-Ditch Opposition
N.Y.C. Tax Yield at Issue
In Final Hearing Today

The question of the probable yield from motion picture theatre admissions of the proposed New York City five per cent tax will take the spotlight at this morning's open hearing before Mayor

More Production by
Independents Main
TOA Bond Topic

Stimulation of the production of "more and better pictures by inde-
pendent producers" is, and shall con-
continue to be, the principal objective of the board of directors of the Theatre
Owners of America in its three-day
session at the Beverly Hills Hotel
here, it was decided toward the close of the day-long session by Wal-
ter Reade, Jr., president of the TOA,
(Continued on page 6)

Made-in-Miss. Film
Acquired by UA

"Jesse James' Women," color by Technicolor Western starring Peggie
Castle, Jack Beutel, Don "Red" Barry, Steve Darvick and Little Oklahoma, made for United Artists, it was announced by vice-president William J. Heineman, was acquired from Jesse James Film Productions, Inc. for release by Universal-International.
Personal Mention

WILLIAM WYLIE, producer, left here by plane yesterday for Hollywood.

JOHN BALABAN, president of Balaban & Katz, Chicago, will be a luncheon guest at the White House on June 29.

KEARLE KNUT, formerly manager for 20th Century-Fox in The Netherlands, has arrived in New York to open its Rio de Janeiro office where he will take over as general manager.

M. D. O'BRIEN, of the Loew's Theatre projection department, is recovering from a heart attack at South Nassau Communities Hospital, Oceanside, L. I.

EARL L. MCCLELLAND, of the Paramount Pictures directorate, arrived here yesterday from London via B. O. A. C. Monarch.

HENRY GORDON, Paramount International special representative, will leave this Sunday by plane for Havana and Panama.

RUSSELL W. WELLS, formerly with the Columbia Theatre, Florida, has been named manager of the Roxy Theatre, St. Petersburg.

P. T. DANA, Universal Pictures Eastern sales manager, is in Washington from New York.

WILLIAM RICHARDSON, president of Astor Pictures, Atlanta, has left here for a vacation in Florida.

WILLIAM GARDON, M-G-M manager in Kansas City, has returned here from New York.

Motion Picture Daily

Nationwide Previews For CinemaScope 'Queen' Are Slated

The domestic series of exhibitor sneak previews of "The Royal Tour of Queen Elizabeth and Philip" in CinemaScope, is scheduled in Chicago with a special performance of the full-length feature at the Oriental Theatre.

On Monday the film will be previewed at the Lakeview, New Orleans; the Palace, Kansas City; the St. Louis, Philadelphia, and the Wilshire, Los Angeles. On Tuesday it will be seen at the Plaza, Kansas City; 5th Avenue, New York; the Century, Boston, and the Wilshire, Los Angeles. On Wednesday it will be seen at the Plaza, Kansas City; 5th Avenue, New York; the Century, Boston, and the Wilshire, Los Angeles. On Thursday it will be seen at the Plaza, Kansas City; 5th Avenue, New York; the Century, Boston, and the Wilshire, Los Angeles. On Friday it will be seen at the Plaza, Kansas City; 5th Avenue, New York; the Century, Boston, and the Wilshire, Los Angeles. On Saturday it will be seen at the Plaza, Kansas City; 5th Avenue, New York; the Century, Boston, and the Wilshire, Los Angeles. On Sunday it will be seen at the Plaza, Kansas City; 5th Avenue, New York; the Century, Boston, and the Wilshire, Los Angeles.

"Johnny Dark" Opens Strong in Toledo

"Johnny Dark," Universal-International's Technicolor production starring Tony Curtis, Piper Laurie and Don Taylor, which had its world premiere at the Rivoli Theatre in Toledo on Wednesday, opened to a gross of $7,000 and in the Miller Story" and other U-I pictures to play the house during the past year.

Ruth Hampton, who has a featured role in the film and who participated in the Toledo World Premiere activities, has moved from Toledo to Detroit to aid in the Michigan Theatre opening.

U' Salesman Killed

DENVER, June 17.—William Lewis Callis, 35, a salesman for Universal-International, Toledo, Ohio, was killed in a car accident at Lupton, Ariz. Carrie Maelee, 33, Denver, was driving at the time, and she died soon after the accident. The Callis's funeral and burial are to be in Los Angeles, where his parents reside.

UA to Distribute Rizzoli's 'Borgia'

United Artists has acquired from Rizzoli Films the distribution rights to "Laurens the Borgia" for Great Britain, South Africa, Australia and New Zealand.

Petrito, All Officers Reelected by AFM

MILWAUKEE, June 17.—James C. Petrito, president of the American Federation of Musicians, was reelected to the presidency of the organization, as were all other officers of the AFM, at the annual convention of the federation now in progress here.

Among others on the executive committee was Stanley Ballard, Minneapolis; Herman D. Miller, Chicago; George V. Clancy, Detroit; William J. Harris, Dallas, and Walter M. Murdoch, Toronto.

A meeting of the executive board will be held in Chicago next Monday and Tuesday.

'Scope Exhibit Reel Has 6 Film-Excerpts

Scenes from six upcoming films photographed with latest perfected camera lenses will be shown in "The Advancing Techniques of CinemaScope," film subject being part of the 58th Tuesday morning here at the Roxy Theatre, and at the Boulevard Theatre, Fort Worth.

The films whose excerpts have been chosen are "The Egyptian," "Broken Lance," "A Woman's World," "Untamed," "There's No Business Like Show Business" and "Garden of Evil." The demonstration scheduled for Johannesburg, South Africa, has been transferred to the Rialto Theatre, Amsterdam, N. Y. The showing will be the same day, at 11 a.m.

N. Y. Theatre Files Anti-Trust Action

Asking $324,000 damages, the New Dyckman Theatre Corp., operating the New Dyckman Theatre in Upper Manhattan, yesterday filed a $250,000 antitrust action against RKO Radio, RKO Theatres, Warner Brothers, 20th Century-Fox and Universal. In addition, Portland in first run product on the RKO split is charged.

The plaintiffs claim that after acquiring the RKO theatres last July, they redecided the theatres and opened for business in October. However, when they applied for first run product, they were refused, according to the complaint.

"Wait Here July 2

The "Long Wait," will have its New York premiere at the Criterion Theatre here on July 2. The opening was previously announced for June 25.

TOA Board

(Continued from page 1)

developing its own system of distribution.

At the afternoon session Hal Make- lin explained his production plan to the TOA directors and made it clear that participation in the plan is open to all exhibitors, regardless of organizational affiliation.

Schwartz to Speak Today

Tomorrow morning, Fred Schwartz, president of the Century Theatres circuit, New York, will meet with a substantial investor in "Long John Sil- ver," will outline to the directors his financing operation, in which several financiers will be represented. Schwartz has scheduled a press conference for Monday morning, and it is local speculation as to whether an expansion of his operations, possibly with TOA encouragement or support, is imminent.

The directors today also discussed the possibility of obtaining a reduction in fire insurance rates due to the new film, and agreed that this problem should be dealt with on a regional basis.

V.C. Heart Reports To Be Offered Public

HOLLYWOOD, June 17.—Variety will handle international distribution for George Hoover and first assistant John H. Rowley, here for conferences with lifetime big chair Barker Charlie Schramm, who has been named executive director of the 1955 V. C. convention here, May 4 through May 7. The convention, which is public, was admitted, for the first time, to hear the heart reports from the various tents, which are being broadcasted and those of these sessions will be offered networks for use by them as public-interest subjects. W. H. Loehler and Ezra Stern were named as a committee in charge of arrangements for the broadcasts of the proceedings.

Rowley and Hoover will leave to- morrow for Salt Lake City.

Harold Young Returns

Harold Young, former director for Burt Balaban's Princess Pictures in Europe, is back in New York after completing a directorial assignment that called for the filming of theatrical scenes for Hal Roach's film. Young was production supervisor for Paramount in Paris and also directed theatrical pictures for Alexander Korda, including "The Scarlet Emp- irer." Young will leave the end of this month for Bermuda to shoot a television picture for Robert Maxwell Productions.

Irving Berlin Medal

WASHINGTON, June 17.—The Society of Authors and Composers of America and the Techni- committee today reported out a bill which would authorize the President to present $1,500 gold medal to composer Irving Berlin.

The committee proposed spending $1,500 on the medal, to be presented posthumously for his services in composing patriotic songs—particularly "God Bless America."
LICENSING, AND CODE ARE DEFENDED

Certain Films
Special Cases
Flick Insists

(Continued from page 1)

this is called a classification of films and a labelling of categories which, under a contract system or special provision, each problem motion picture would be subject to its own particular set of conditions.

Each problem film would have a tailor-made solution and the system would be fluid enough to allow consideration of special circumstances and conditions, he said. "The exhibition of certain clinical type films might be prohibited in one area of the country to prevent a competent representative of the State Health Department to answer questions and prevent the dissemination of harmful information or have pictures dealing with the use of narcotics brought to the concern of the Federal agency which specializes in this," Flick said.

The success of a system of regulation of areas of conduct must rely greatly on the ability of the personnel engaged in administration of the provisions of the governing state, Flick said. "The police officers are a very important and delicate not to receive the most careful consideration," he stated.

In his talk on "Control and Regulation of Motion Pictures," Flick cited the four types of film censorship now in effect: punitive or post-censorship—"the control by police action under authority of penal law after the fact of public exhibition," preventive or pre-censorship—"the examination and licensing prior to public release; self-censorship—"the attempt to control all releases of a film in cooperation with a pre-determined code of particular activities, and to regulate usually at the place of production the application of a code formulated by the industry itself; pressure group censorship—the control by vigilance committees in special areas of interest."

"It is claimed by some extremists that there should be no restrictions whatsoever and they cite the example of the free press," Flick stated. "What they forget is that the press is already restricted and that abuses may be controlled." The Flick pointed out that these same controls apply to motion pictures, but each medium of communication requires its own special controls to meet its own problems.

Recounting the trials and tribulations of motion pictures and how censorship took place, Flick said the motion pictures should not be controlled by themselves, but rather as a part of the diet of communication. Flick compared motion picture to television, pointing out that there is no proof that films cause juvenile delinquency.

Flick, in his speech, said that the industry is dependent upon public approval of its films. "Dissatisfaction might result in the loss of even a portion of a film's audience and it is simply good business to regulate even though it illustrates both a strength and a weakness of self-censorship," he said.

"Responsives" Cited

"On the positive side of the ledger is to be found a responsiveness to the desires of the citizenry, state and nation, while the weakness lies in the question: to what degree a system in order to institute a public opinion—the group that shouts the loudest, the group that presents the most cogent arguments to dominate picture growth, complaining artist or author?"

The Motion Picture Association claims that a very high percentage of U. S. screen time is monopolized by films which have the seal of approval of the Code Administration, Flick stated, but the fact remains that there is a steadily increasing flow of films which do not carry a seal, better place in the largest percentage of these uncensored films are made outside this country, but the group have been avoided by independent producers in the U. S.," he said.

This group consists largely of the "girly shows" and border-line subjects, he said, and are seldom presented to the Code Administration for consideration. "Without government control these diversified groups would be free to prey on the most susceptible elements of the community," Flick said. The New York film board presented figures at this point saying that last year 45 per cent of films processed did not carry a seal even though 1,579 films were reviewed.

The divestment of the control of the theatres by the producing companies, Flick said, is the foundation of the idea that coercion to free compliance to the provisions of the Code have gone a long way toward solving the problem of compliance, Flick said. "This does not mean that the Code Administration has not made a tremendous contribution to the better production of motion pictures. It does mean that pressure groups and vigilantes are not essential to free compliance to the Code," Flick said.

Describes N. Y. Board

The official censor must in theory be not only less susceptible to the force of vigilante action than the self-

"Leinster, Eastern-Southern division sales manager; Harry Gittleson, executive assistant to Boasberg, and Frank Der-

RKO

(Continued from page 1)

tended by Edward L. Walton, executive assistant to the president; Nat Leinster, Eastern-Southern division sales manager; Harry Gittleson, executive assistant to Boasberg, and Frank Der-

All to Attend Chicago Meet

The Chicago conference, at the Blackstone Hotel, will be attended by the same office executives with the exception of Levy, and the addition of Sidney Kramer, short subjects sales manager; H. H. Greenblatt, Central Division sales manager; M. E. Leeko, Eastern Central district manager, and A. L. Kolitz, Rocky Mountain District manager, also will be at the meetings with the following managers: Western district manager, San Goretich, Chicago; L. Elman, Milwaukee; C. J. Dressell, Minneapolis; R. V. Nolan, St. Louis; M. L. Greenblatt, Chicago; J. D. Yeo, New York; S. Leiber, New York; J. L. Brinkley, Indianapolis; J. W. Lewis, Kansas City; D. H. Conley, Des Moines and M. M. Rosenthal, Omaha.

Discussions at both RKO regional meetings will concern general sales problems and plans for future product.

Vizard Says Divorce Hurt the PCA

(Continued from page 1)

Vizard said. These were veridical involving imported films, "La Ronde," "The Miracle," and the domestically produced "M," and these decisions, the Code executive said, helped stimulate a atmosphere in which all re-

"the question of the continuance of the Code was brought to issue by the release, in defiance of the system of self-regulation, of two motion pictures, 'The Moon is Blue' and 'The French Line,'" Vizard said. "In allowing the Code's seal of approval," Vizard asserted. Instead of deferring an escape from the Code by any of the company presidents who wished to bail out of the Code system, he asked the Code's executive to confine their feelings on their own instrument, he said.

The Code operation is devoted to an examination of material at the pre-production level, Vizard said. Operative for nearly a quarter of a century, the Code has issued in excess of 17,000 certificates on entertainment films of all kinds with the sole exception of the nevered, he said. The nine-man staff of the Code Administration is financed by a system of fees, approximately a sliding scale for each film serviced, Vizard added.

"Provision is made for any producer, independent or a full member of the Motion Picture Assn., to appeal any Code authority decision to the MPAA board of directors, and if there is any question whether there may have been a discrimination, or capriciousness, or simple error," Vizard said. During 1939, he stated 158 letters were written on 1,952 pieces of material.

The business of self-regulation is serious and complex, he said. A test of the state and municipal censor boards in the U. S., as well as in foreign countries, are that it is the right of the state to protect itself from the encroachment of the corrupt idea, Vizard said.

All in all, Vizard concluded, the system of official state censorship, as leveled against the responsible makers of entertainment motion pictures, is a little short of punishment. "Whatever be the arguments regarding the morality of censor boards, or whatever be the invalidities of the principle in principle or in practice, pro or con, with reference to their continued operation, we believe that the industry should make the industry bear the freight for irresponsibility outside its orbit."
HERE'S THE BOX-OFFICE

"FRANCIS" FIRE

THEY'RE IN THE
LADIES' ARMY NOW!

Since the top sergeant started kissing Donald
... maneuvers have never been so much fun!

STARRING
DONALD O'CONNOR • JULIA ADAMS • CHILL WILSON
LYNN BARI • ZASU PITTS with Allison Hayes

Directed by ARTHUR LUBIN • Screenplay by Devery Freeman and James B. Allardice • Story by Herbert Baker • Based
HAPPIEST
FUN SINCE
ST TALKED!

Francis
JOINS THE
Wacs

J.L.S. • MAMIE Van DOREN
Mara Corday • Karen Kadler and
The Talking Mule

Francis

in the character "Francis" created by David Stern • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE
Tax Yield Issue In Last Hearing

(Continued from page 1)

that the tax will force 83 of the city's 430 houses to close. At previous hearings, exhibitors named 144 theatres which have shut their doors throughout the city in the past four years.

Signature Expected

City Hall observers predict that, barring a complete reversal of fortune, Wagner will sign the bill into law soon after today's public hearing. The tax will go into effect July 1, once it is signed.

In Albany, meanwhile, the Temporary State Commission on the Fiscal Affairs of State Government, at the direction of Gov. Dewey, is investigating "the wisdom and practicality of the tax," as well as its yield. The commission said earlier this week it hoped to turn in a report "within a week or so."

The state action came after a last-minute request for aid on the part of the Emergency Management and Labor Committee, comprised of local exhibitors and union heads fighting the tax.

Newspapers Oppose Levy

Meanwhile, several New York City newspapers yesterday fired a final editorial blast at Mayor Wagner and the tax on the eve of today's public hearing.

The "New York World-Telegram and Sun" said: "Tomorrow Mayor Wagner will go through the motions of holding a public hearing on the five per cent amusement tax bill. He may make a political speech for the edification of the entertainment industry spokesmen gathered in opposition.

"We have fought this tax down the line as discriminatory and unnecessary," the "Telegram" said. "It could have been avoided by cleansing municipal payroll polities of political hacks and streamlining administrative procedures."

"Obnoxious," Say J. A.

The "New York Journal American," in last night's editorial, commented: "All taxes are obnoxious, but the impending five per cent amusement tax seems to us to be unusually bad."

"And stay with us now—this thing may bite your pocketbook hard and hurt our city deeply."

Commenting on the total of 163 houses which have closed in New York City since 1948, the "Journal American" continued: "Movie industry spokesmen predict that the proposed five per cent amusement tax will cause the closing of 83 more, costing the jobs of thousands and causing further diminishing of Times Square, tourist center of the world."

"We hope this will not happen—those politics can be forgotten and a fair solution of the tax problem found."

Urges 'Soul-Searching'

"The New York Daily Mirror," in a morning editorial yesterday said: "There is also reason to doubt the wisdom of the destructive and discriminatory amusement tax. Mayor Wagner, who doesn't like the tax, blames it on Dewey, and contends he has no other alternative. We hope he will search his soul before signing the bill that may wipe out more than it gains."

"The Daily News" commented: "It's true that the city needs additional revenues for merit payroll pay increases. But if the amusement tax will raise only trifling sums while dealing a body blow to a valuable and vital industry, then obviously it shouldn't be imposed, and the Legislature should wipe out the permission granted in '47."

"The Legislature can do this at its next regular session beginning in January."

"JERRY"

"LIVING IT UP"

(Continued from page 1)

be permitted to license product on national release and that the defendants be enjoined from maintaining runs and clearances in favor of the larger city houses. The plaintiff alleges that the defendants have granted it 28 days after Philadelphia and that Universal has indicated that it "might be willing to license pictures to the Towne immediately after first-run看完 if Warner Brothers would agree."

New Tennessee Drive-In

CHATTANOOGA, Tenn., June 17—Arthur DuPre, Hickory Valley Road, has secured a permit for the construction of a drive-in theatre at Vance and Shepherd streets.

O'Donnell

(Continued from page 1)

Lemour were the principal guest speakers in the day's program that opened with retiring president Walter Compton yielding the gavel to incoming president Nat James and continued with Glenda Farley's "Seven Servants," Mary Watkins in "The Scourge," and master of ceremonies.

The scroll was presented to O'Donnell "in recognition of his long and distinguished service in behalf of the picture industry."

In his acceptance remarks, which ran for some minutes to complete earnestness, O'Donnell said in part, "nothing—that television or anything else can put on the screen—can compare with what we can."

We are going to have a great summer, I defy television to do what we can in the entertainment field on our wide screens."

To the guild's presentation speech and other talks hailing his record he said, concluding his remarks, "I wish I were as worthy as you say I am."

The ceremonies closed on a light note when Francis, the talking mule, voiced by unison Chill Wills, roamed through the dinner room talking about Texas to O'Donnell.

Made-in Miss. Film

(Continued from page 1)

was produced by Panorama Pictures, Inc., a stock corporation formed by Mississippi theatre-owner A. L. Royal and business man Tom Garaway. From addition to co-starring in the action drama, Don Barry served as producer and director.
US, France in 2-Year Pact

Agreement on a two-year Franco-American film pact, retroactive to July 1, 1953, was reached in Paris at the weekend, climaxing extended negotiations conducted by Eric John- son, president of the Motion Picture Assn. of America, and Mr. M. H. Chaix, French president, it was reported here by the MPAA office.

The first year of the new contract, which will expire on June 30, allowed 109 permits for MPAA member companies. It is indicated that France, for the second year, will consider giving up to 25 additional permits over the 109 already allowed.

The French government, the MPAA office said, has allowed eight permits that were under consideration during the 1952-53 negotiations, to be valid now.

It is film companies, under the new terms, will be allowed to remit $200,000 per month, an increase of $50,000 over before they had been. The remittances are also retroactive to July 1, 1953.

In connection with the settlement over reserve funds which were set aside under the terms of the 1952-53 agreement, the present deal provides

(Continued on page 6)

'SLAGER TALC' IS SIGNED INTO LAW

Twenty-First Century-Fox will release 10 top-budgeted CinemaScope productions and two standard films between July and December, bringing to 18 the number of CinemaScope and 10 the number of conventional films the company will offer this year, the company announced. All pictures in the 28-film lineup except one are in color.

The Twentieth Century-Fox agreement for the July through December period include the newly scheduled “The Royal Tour of Queen Elizabeth and Philip,” in Eastman color, to be released in July, and “Carmen Jones,” in CinemaScope and Technicolor, now added to the winter release roster.

“Black Widow,” in CinemaScope and Technicolor, produced and directed by Nunnally Johnson, will be released in November; and “White Feather,” a Leonard Goldstein Panoramic Production in CinemaScope, is set for December. The film is the last one under Panoramic’s 10-picture contract with the company.

Standard films being released during the period are “The Gambler From Natchez,” a Panoramic Production in CinemaScope and Technicolor, and “The Raid,” a Panoramic Production in Technicolor, an August release.

Previously announced CinemaScope titles are

(Continued on page 6)

Takes Effect July 1; Mayor Hears 6-Hour Arguments, Then Signs

As expected, Mayor Wagner on Friday signed into law the New York City five cent amusement tax after an all-day public hearing in which local exhibitors and union representatives vowed to continue their anti-tax fight.

The tax will become effective on July 1.

After the signing, Mayor Wagner reiterated his charges that Gov. Dewey’s administra- tion was to blame for the tax. Speaking of Dewey’s recent re- jectio of a Wagner proposal to raise funds for the city in place of the amusement tax, Wagner told those listening the sign- ing. “The governor, in typical fashion, has denied considera- tion to the city’s needs.”

At the public hearing Friday which lasted six hours, Democratic Congress- man from Brooklyn and TOA Counsel, Emmanuel Celler, warned of Federal reprisals if Wagner signed into law the present municipal amusement tax.

Celler spoke of “grave discontent- ment in Congress,” at what he called the city’s “neglecting and flouting the will of Congress.” He warned of “substantial reductions in Federal grants to

(Continued on page 6)

Hits Treatment Here

Half Rank’s Grosses Come From Overseas, Davis Says

By PETER BURNUP

LONDON, June 20—In a singularly outspoken article in the just pub- lished “Annual Review of British Industry” issued by the authoritative Financial Times, John Davis, managing-director of the J. Arthur Rank Organization, discloses that today no less than 50 per cent of the total pro- ducers’ return to the Rank Group is secured from overseas.

That says Davis, has not been achieved before in the history of the British industry.

Following a lengthy and detailed examination of the structure of the industry this side, Davis says:

“By reason of the limited domestic market, the capture of screen time throughout the world is vital to this country. For the first time in 25 years the British industry has challenged the American world film domination. The Rank Organization is the only British group which has established world-wide distribution service. “This challenge involves satisfying the tastes of a world public which has been brought up largely on Amer- ican fare. The policy of the group

(Continued on page 6)

One-Track Magnetic System by Ampex

REDWOOD CITY, Cali., June 20—A single-track magnetic theater sound system selling for $1,625 has been developed by the Ampex Corp., according to Jini Mahon, who is in charge of the firm’s theater equipment sales. The system is specifically built for those theater owners who desire to take advantage of the increase in fidelity achieved by changing from optically recorded sound to magnetically recorded sound and, yet, do not wish to invest in the equipment necessary for stereophonic sound, Mahon said.

Based on the Ampex Master stereophonic system, the new Ampex single- track system uses identical components

(Continued on page 6)

Study Present, Fast TOA Weighing Plans to Hypo Production

First National Exhibitor Assn. Idea Considered

HOLLYWOOD, June 20.—Week- end deliberations by the entire board of directors of Theatre Owners of America to consider recommendations submitted by a special committee appointed to weigh the several plans proposed for expanding the supply of product of all theatrical houses due to the final TOA policy with respect to the stimulation of production.

The plans submitted by the direc- tors during the three-day session of the board at the Beverly Hills Hotel here ranged from pre-production guarantees of entire products, as in the Maceklin plan, to outright entry into the production field, as in the case of the First National Exhibitors Association of some 40 years ago.

The suggestion for action along the

(Continued on page 2)
Personal Mention

WA. Germany Playing More German Films

WASHINGTON, June 20.—German films are cutting into the popularity of Hollywood films in Germany, according to Commerce Department film chief Nathan D. Golden. Golden said that screen time for U.S. films in Germany fell from 42 per cent in the 1951-52 year to 37 per cent in the 1952-53 year. At the same time, German films increased from 31 per cent in the 1951-52 year to 36 per cent in the 1952-53 year.

Distributors of U. S. films reported that screen time in first-run theatres during the past year, Golden reported.

The commerce report showed that total receipts for U.S. films during the 1953 year were somewhat lower than during 1952, but that in the case of the blocked market gave U.S. films a better opportunity to withdraw profits from West Germany.

Suit Settled Over 'About Face' Title

A suit over the title, "About Face," was discontinued and settled in New York court yesterday with the agreement of the parties. The action was brought against Warner Brothers, which released a picture of the same name in 1952, by Vitmark Corp., Favorite Film-International and Regal Television Corp., which acquired rights to the title from "About Face," released by United Artists in 1942. The plaintiffs had charged that the release of Warners' picture with the same title had invaded the plaintiffs' music and television sales, and they had asked a total of $550,000 damages. Terms of the settlement were not revealed.

'Demetrius' Scores On Opening Dates

"Demetrius and the Gladiators," 20th Century-Fox's sequel to its first CinemaScope production, "The Robe," racked up a combined $25,000 total in its opening day situations, the film company reported.

The opening day earnings are said to average $2,400 per theater, enough to "Marry a Millionaire." "Demetrius" opened at the Metropolitan, Boston; Fox, San Francisco; Paramount, Portland and Seattle; Chinese, Los Angeles; Palace, Albany; Albee, Providence; Elmida, Elmsford, N. Y., Roxie, San Francisco, and Des Moines in Des Moines.

'Dial' Opens On Coast

HOLLYWOOD, June 20.—Sparked by first night ceremonies attended by stars and local luminaries, "Dial M For Murder" opened strong at the Stanley Warner Beverly Hills Theatre over the weekend. It was reported by Warner Bros. Inc.

"Wille' with 'Prairie'

When "The Vanishing Prairie," Walt Disney's second full-featured western, is shown in its world premiere at the Fine Arts Theatre late this summer, it will be accompanied by a disc short, "Wille,' the Operatic Whale."

TOA Studies (Continued from page 1)

lines of the former association was made on Friday by Charles P. Skouras, president of National Theatres and honorary chairman of the TOA board of directors, in urging the industry to analyze the causes of product shortfalls, present and past. He stressed that he considered the present state of the film industry the best way to handle the present crisis.

Broidy Discusses 'Gamble'

Steve Broidy, president of Allied Artists, and his associates, Walter Borden and C. Ralston Moomau addressed the directors in the afternoon, Broidy telling them "the shows are going to work and work in exhibition. We can't preview a script the way you preview a picture. The solution of the present situation lies in the producers' hands."

Broidy told the directors his company did not need, or want, their financing help. All that was asked was to accelerate the production if the exhibitors will supply a sufficient number of playdates.

Schwartz Held in N. Y.

Fred Schwartz, Century Theatres circuit head, who failed to contact TOA directors on his financing operation now in effect, will be out the production of "Gentleman's Silver," shooting in Australia, was unable to leave New York due to illness.

The Malcolm plan, the first one submitted to the board at its meeting here, was being subscribed to by individual board members, it was learned, with their waiting for the outcome of the weekend deliberations.

Carroll to Distribute

Acquisition of both theatrical and non-theatrical distribution rights to the Lowell Thomas, Lowell Thomas Jr., film "Out of This World" was announced by Carroll L. Pucato, president of Carroll Productions, Inc.; Theodore R. Kupferman, vice-president of Cinemara Productions represented the producers in the transaction.

Selznick East Today

HOLLYWOOD, June 20.—David O. Selznick will be here tomorrow for New York where he will confer on plans for "Light's Diamond Jubilee," television program which will be seen Oct. 24.

Sign Jane Wyman for 3

HOLLYWOOD, June 20.—Jane Wyman, who starred in "Magnificent Obsession," has been signed by Universal-International for three more pictures, it was disclosed here Friday by Edward Muhl, vice-president of U-I.

Three Companies to Sponsor 'Disneyland' on ABC Network

Three commercial concerns will sponsor "Disneyland" for its full-hour, exclusive Monday night debut of Walt Disney TV program which is scheduled to have its premiere over American Broadcasting Co. network on Oct. 27. They are American Dairy Association, American Motors Corp., and Derby Foods, Inc.

American Motors will sponsor a half-hour of the program every Wednesday. The other half-hour of the program will be sponsored on alternate weeks by American Dairy and Derby Foods.

The advertising agencies representing American Dairy Association are Brown & Williamson of Baltimore, Brown & Root of Chicago, Enns & Milham, Inc.; for American Dairy; Geyer Advertising, Inc. for American Dairy; and Caum-Erickson for Derby Foods, Inc.

American Motors sponsorship of the weekly half-hour of "Disneyland" will provide the network with the premiere of the program on Oct. 27.

Derby Foods will be the first alternate week half-hour advertiser. American Dairy will sponsor the program for the first time on Nov. 3, and Derby Foods for the second alternate week, half-hour sponsorship of the program with Derby Foods, Inc.

At Lichtman Host at 'Scoop Showings'

At Lichtman, 20th Century-Fox director of distribution, will welcome his schoolmates from tomorrow when the company demonstrates "The Advancing Techniques of Cinema-Scope" at the Fox Theatre here.

The sight and sound edition of the hour-long film, narrated by 20th-Fox production head Darryl F. Zanuck, at 9 a.m. and be held simultaneously with the showing at the Boulevard Theatre in Los Angeles.

Following the East-West coast demarcation the film will be shown around the country in all exchange centers.

Start Pre-Release "Manhunt" Campaign

A large-scale pre-release national publicity campaign will get underway under the "Manhunt" campaign, which was completed recently in Canada, in a move to maintain a continuing flow of information about the picture right up to its scheduled release in the near future.

Primary object of the campaign is to stimulate consumer interest in radio and television publicity during this current period when the film is in the cutting, editing and scoring stages.

Greenspan to MPIC

HOLLYWOOD, June 20.—Lou Greenspan has been appointed permanent executive secretary of the Motion Picture Industry Council, a new organization for the last two months on a temporary basis. Greenspan succeeds Art Warner, who has been named permanent producer Evans Torr as an associate.
Col. to Distribute 2nd Frankovich Film

Columbia Pictures has concluded a deal with Mike Frankovich to release the producer's second Technicolor feature, tentatively titled "Intercession." The Technicolor film, which will star Maureen O'Hara and George Sanders under the direction of Arthur Lubin, goes before the cameras in London on Sept. 1. The "Film Locations, Ltd." production, a mystery melodrama, will be based on a story by W. W. Jacobs.

"Intercession" will be the second of Frankovich's productions to be released through Columbia. The first, "Fire Over Africa," a Technicolor Maureen O'Hara-Macdonald Carey starrer, was scheduled for an October release.

"Tanganyika" to Hub

"Tanganyika." Universal-International's Technicolor film starring Van Heflin, Ruth Roman and Howard Duff, which had its world premiere last week in Los Angeles, will be given a territorial saturation play in the Eastern territory starting at the Ak-Wesk Theatre in Boston on Wednesday with more than 65 theatres participating.

Paramount Schedules Final Eight Meetings In Field This Week

The final eight meetings in Paramount Film Distribution Corp.'s three-week series of new-style local level sales conferences will be held today throughout the Eastern, Western, and Southern cities. The entire series comprises 27 meetings.

Paramount's home office executive teams will conduct all week's conferences, the first two of which are set for today in Los Angeles and New Orleans.

Pending Releases Listed

Pending releases under discussion at the field meetings included "Living It Up," "Knock on Wood," "About Mrs. Leslie, Pinky Window," "Sahara," "White Christmas" and "Three Ring Circus." The meetings also are aiming at the coordination of local merchandising with national campaigns to enable theatres in small towns to prey the benefits of national advertising and promotion as of the local campaigns. Moreover, discussions are centering around plans for surveying theatres with a view to increasing the exchange information so that it may be disseminated among exhibitors to help guide them in the proper presentation of Vista-Vision.

Party for Drive-In

David Paige Associates will host a press party at the Preview Theatre here tomorrow to mark the opening of the Westbury Drive-In Theatre, N. Estabrook, L. N., which they declare is the "world's largest drive-in theatre."

Tax Relief Bill May Reach Senate Floor Latter Part of Week

WASHINGTON, June 20—The Senate may be considering here this week a technical tax relief bill.

The finance committee reported out the bill late Friday. Chairman Millikan (R., Colo.) said he couldn't guess how long the measure might be on the Senate floor.

As reported, the bill would continue the 52 per cent corporate tax rate through the next fiscal year, permit producers to write off more quickly their investments in new equipment and buildings, and give to producers and banks holding their income taxes currently, permit companies to carry losses back for tax purposes two years rather than one as at present permit firms to pay taxes on the basis of a 52 or 53-week year, set up clear rules for taxing partnerships, and other changes.

The finance committee version has no provision easing the tax treatment of overseas income.

Teitel Acquires Two For 3 Territories

CHICAGO, June 20—Teitel Film Co. has taken over distribution of "The Pickwick Papers," British film, and "Ana-Ta-Han," Japanese production issued in the Chicago, Milwaukee and Indianapolis exchanges areas.

"Pickwick Papers" may hit a house record at the near-northside Carnegie theatre where it starts a fourth week tomorrow. Gross for the first three weeks is estimated at $13,500. The film looks good for six weeks at the Carnegie.

"The Royal Tour of Queen Elizabeth and Philip"

(20th Century-Fox)

(CinemaScope)

The CinemaScope camera proves itself to be very much at ease in all parts of the world as it accompanies Britain's Queen and her consort on the 3,000-mile tour of the Empire they made during the past winter and spring. In fact, the panoramic camera views of mountainous countryside, beaches, and nature's splendour that the 35mm Technicolor camcorder photographed in exciting new CinemaScope are below elevated vantage points, often the chief points of interest in this very interesting film. Excellent Eastman color enhances each scene.

The film record of the royal tour comprises a feature length film running a full 96 minutes. It covers every high spot of the extensive journey from the night departure of the couple from London by plane to the return aboard the royal yacht six months later. In between are excellent records of their visits to Australia, New Zealand, the South Pacific, Tonga, New Guinea, and South Africa, the Cocos Islands, Ceylon, British West Africa, Uganda, Malta and Gibraltar.

Essentially, the film is a travelogue, with the added attraction of having the royal couple as traveling companions. However, the comportment and mien of the couple throughout is unfailingly regal, to the point, it might be said, that some weeks almost hopefully for a miscue or a relenting that would establish some human attraction to bridge all the formality. There is one bond of sympathy established between the audiences and the Queen and consort. It is clear how much endurance and self-discipline was required to the wear of thousand-year-old headdress, in the midst of strange peoples, odd customs and strange foods, not to mention homespun speeches, from which condescension editing has spared the film audience.

It would appear to be a very healthy film, and if "The Royal Tour" must appeal for the most part, and in about equal measure, to those who patronized the Coronation films last year. If you lost any opportunities by not playing the latter, this is your chance to make good. Cinema managing director of British Movietone News, supervised the project, which was produced by Jack Ramsden with Paul Wyand as chief cameraman and Reginald Sutton as sound engineer. The London Sound Orchesta provides an excellent score. Miter's superbly adequate narration.


Shosh XVI

Ask Md. Candidates To See Census Value

BALTIMORE, June 20—Two Baltimore County candidates to the House of Delegates, according to a request from chairman Sydney R. Trumb of Maryland State Board of Motion Picture Pictures, have been asked to demonstrate the value of their labors.

Reason for the invitation is that the two candidates are quoted as saying they would not refuse to run for any group of motion pictures in Maryland.

The two invited are Daniel Brewster, Democrat, who wants to be sent back to the House, and Mrs. Alice B. Hess, also Democrat who wants to be elected.

J. A. Traub told the two candidates that persons in high places at all levels of government are月亮 this suggestion. Management of films by the state is essential to public welfare, particularly with respect to juvenile matters.

As far as can be learned the invitations have not as yet been accepted.

Information Office For Industry Urged

The setting up here of an "all-industry motion picture information center," facilities of which would be fully available to the industry, public officials, as well as to the industry itself, has been suggested by Leonard Spinelli, business consultant to the film industry.

Such an organization, said Spinelli, "would be a clearing house for information, a reliable source of facts and editorial guidance. The budget for the office would not be large; it would require only a handful of personnel. Regarding financing of such an office, Spinelli feels that "it is not in the available financial resources of the major industry groups" would underwrite the venture, with "nominal dues obtained from participating organizations such as equipment companies, service organizations, labor groups and professional associations.

Colo. Theatre Burns

DENVER, June 20.—The Rex Theatre, a 750-seat house in Brighton, Colo., was destroyed by an early morning fire, with damages estimated to be about $200,000. No one was injured.
ROXY

DEMETRIUS and THE GLADIATORS

IT BEGINS WHERE "THE ROBE" LEFT OFF!

IN GLORIOUS COLORED CINEMASCOPE

The Modern Miracle You See Without Glasses!
28 Pictures
(Continued from page 1)
attractions for the second half of 1954 are "Garden of Evil," starring Gary Cooper, Susan Hayward and Richard Widmark; a July release, "Lance," starring Tracy, Robert Wagner, Jean Peters and Richard Widmark, an August release. During the New York City tax law, Cellier continued, "They will check taxless sources in the city for possible Federal revenue," if the law is signed, Cellier said. Wagner replayed that 200 cities in 20 states throughout the nation now have a municipal tax on theatre admissions. Cellier concluded by asking for a veto "for further study" of the measure.

Newman, Sindingler Argue
Following Cellier's talk, a technical and heated wrangle ensued between City Budget Director Beume and Martin Newman, vice-president, Century Circuit, and Albert E. Sindingler, president of Sindingler & Co., statistician: employed by the exhibitors, to estimate of what the tax will yield. At one point in the debate, Beume brought a blackboard and, while standing in the rear room. Beume denied that he ever named as $9,000,000 the yield expected from motion picture houses alone. He then said the overall net of the tax, however, would yield $17,600,000. Previously he had said it would net $17,500,000.

US-France
(Continued from page 1)
so that a theatre owner who purchases single track sound can, at any later date, upgrade to dual sound without having to discard any equipment except one power supply, costing $55. The exhibit simply adds to his single-track master system, Malon explained. The single-track system makes use of the theater's present power amplifier and speaker system to hold costs to a minimum. It was stated. The entire system consists of two magnetically coupled speakers, a sound transfer box and extension rod, a pre-amplifier, a power supply and the necessary accessories, Malon said.

Wisc. Premiere for 'Show' Re-release
BARABOO, Wis., June 20—Plans are made for a re-release premiere on July 4. Cecil B. DeMille's Paramount production, "The Greatest Show on Earth," at the Al Ringling Theatre in this community which has achieved national recognition as a mecca for vacationsists and persons interested in circus memorabilia.

These plans include parades and celebrations of world premiere caliber in tribute to the DeMille Technicolor film about circus life which, in its initial re-release engagement, will have been shown by Jake Eskin's Al Ringling Theatre in this community which has achieved national recognition as a mecca for vacationsists and persons interested in circus memorabilia.

"The Gold Key Active"
HOLLYWOOD, June 20—Dr. Gene Spiller, president of Golden Key Productions, which recently screened its first original production, "The Golden Earth," at the Plaza Hotel for press and educational groups, has announced that his company has three more feature production and five others scheduled.

Half Rank's Grosses
(Continued from page 1)

TV Dominated Film Output of Canada
OTTAWA, June 20.—The growing importance of the television film market last year in Canada's motion picture output, Canadian government reports, showing that in 1953 the film-makers produced more films of all kinds for the TV, and, except for trailers, fewer for theatre presentation. It was a busy year for the 32 commercial firms and government agencies engaged in motion picture production last year. Theatrical production included some 1,254 films, one less than in 1952, and 55 shorts, 14 less than in preceding year. Of non-theatrical films of five minutes or longer, including films for TV, increased to 481 from 306. Production of TV commercials rose to 1,171 from 826 and of theatre trailers to 1,172 from 893.

Fewer newsreels were made for theatre by producing companies, against 507 in previous year, but more for TV, 229 against 134, while combined output by government agencies increased to 78 from 72. Output of side films or filmstrips was reduced to 111 from 157.

The 32 commercial film producers employed 387 persons in 1953 and their salaries and wages amounted to $1,130,900.

fabulous speed to
LOS ANGELES

Fly United's new
DC-7 NONSTOP
"The Advance Continental"
Leave at noon. Arrive before 5 p.m. on the nation's fastest airliner! Many extra comforts, full-course meals, DC-7 service also to Chicago and San Francisco!

United Air Lines

US-France
(Continued from page 1)
vides slightly less than 32 per cent over the reserve fund will be turned over to the French government for their picture purposes. In return, the French officials will allow remittance through capital account of the remainder of the reserve fund. The disposition of the balance is still under discussion.

Ampex System
(Continued from page 1)

"Show" Re-release

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Half Rank's Grosses
(Continued from page 1)

'TB Wagner' Becomes Law
(Continued from page 1)

Wagner Tax Becomes Law

Bassler Not Sold On New Media

Production Cost Low
Overseas: Broccoli

Lower costs for sets and equipment and authenticity in locale are main reasons why more U. S. independent producers are shooting overseas. Broccoli. Broccoli, who recently completed three films for Columbia, "Paramount," "Hell Below Zero," and "Black Knight," has signed another three-picture deal with that studio. In 18 months, Broccoli will deliver "Pride of God," "Safari," "Earth," and "Cocktail Belles" to CinemaScope. Utilizing M-G-M's studios in England for his productions, Broccoli said that "my pictures are slanted for world-wide audiences, not only English and American."

Legion Scans Five, Places All in 'A'

The National Legion of Decency has predicted that "Two Guys from Texas," in Class a, two in Section 2 and three in Section 1. In Section 1 are "Bax-

er Boys Meet the Monsters," "Girl," "Night of the Living Dead," and "Private's War." The "A" films in Section 2 of Class a are "Princess of the Nile" and "Seven Brides for Seven Brothers."
Enjoy full profit from CinemaScope shown in its full appeal!...use only Bausch & Lomb Lenses created specially for CinemaScope

SEE YOUR 20th CENTURY-FOX REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it’s better than ever on film . . . better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension . . . with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation during the next few weeks.

Your screen shows the difference . . . your boxoffice figures the difference in pay-off. Proof? Over 90% of the theatres showing CinemaScope use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how . . . gained from creating and producing the first practical CinemaScope optical system . . . from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.

BAUSCH & LOMB SINCE 1853
The answers are all Yes!

with Tushinsky Bros. Variable Anamorphic SUPERSCOPE* lens!

Q. Can I install SuperScope without shifting my projection machines?
A. Yes! SuperScope may be adjusted to right or left without moving projector.

Q. Can I change my screen ratio easily?
A. Yes! With a "Twist of the Dial."

Q. Can I change from anamorphic to standard on a double bill, and back again, without removing my SuperScope lens?
A. Yes! Absolutely, with a "Twist of the Dial."

Q. Can I install SuperScope without having to drill, tap or use special mounts?
A. Yes! The SuperScope lens mounts on the present lens barrel and is tightened by one screw.

Q. Will I get a wide even picture without a falloff of light at the edges and corners of the screen?
A. Yes! SuperScope projects a wide even picture up to 3 to 1 ratio.

Only $700 per pair

available from

NATIONAL SCREEN SERVICE
At Your Local Exchange
TOA, CEA IN COOPERATIVE MOVE

HOLLYWOOD, June 21.—A committee to seek a stronger and closer tieup with the Cinematographers Exhibitors Association of England and other exhibitor organizations throughout the world will be named by the Theatre Owners of America. Walter Reade, Jr., TOA president, was authorized to appoint the committee at the association’s executive committee here.

Herman Levy, TOA general manager last eight months and a strong and well-known member of the CEA and of the TOA board, and possibly shortly in London with CEA possibility of periodic meetings in groups.

N.Y. Exhibitors Start Fight for 5% Tax Repeal

New York City exhibitors yesterday prepared for an all-out fight to repeal the “Wagner tax,” five per cent levy on admissions, signed into law Friday by the mayor.

With the tax a reality in the city, exhibitors are expected to direct their efforts to Albany in the hope that Gov. Dewey will soon allot aid in repealing the state’s “enabling act,” which empowers the city to levy the tax on admissions.

Industry spokesmen indicated yesterday a series of strategy meetings would occur this week to map out plans to repeal the “enabling act,” and eventually the tax.

Marcus, president of New York exhibitors said plan to make more use of their screens throughout the city to inform the public.

London’s Palladium
Ginsberg Film Theme

HOLLYWOOD, June 21.—A multi-star feature picture based on the London Palladium’s 44-year history will be produced by Henry Ginsberg, in association with Moss Theatre Enterprises and Val Parnell, the Palladium’s managing director. Ginsberg has disclosed. The film will be made in London, Hollywood and New York, and will present a large number of world-famous stars who have appeared at the Palladium over the past four decades. It will be the second production on Ginsberg’s independent schedule, following Edna Ferber’s “Giant” on which he now is engaged with George Stevens and Miss Ferber for Warner Brothers release.

No title or release channel has been chosen for the Palladium.

To Act as Liaison

TOA Plans Employment of An ‘Industry Coordinator’

HOLLYWOOD, June 21.—A plan whereby the Theatre Owners of America would employ an “industry coordinator” to perform a variety of functions will be presented to the TOA membership at its annual convention in Chicago next fall. This was decided at a meeting of the association’s executive committee.

The duties of the proposed coordinator apparently will be broad. The TOA president pointed that the officers and executive committee “prepare and execute the plan defining” the job, and not its execution. The TOA executives ruled, “to comprehend all matters relating to the exhibition, production and distribution of American-made product.”

Paramount-Firestone
Talks Continuing

Negotiations among officials of the Paramount Theatre here, America Broadcasting Co. and Firestone Tire and Rubber Co. are still continuing in the hope that successful arrangements can be concluded for the half-hour “Voice of Firestone” show to originate in the Broadway showcase.

Despite statements that the show will not be telecast from the top of the theatre in the American Broadcasting-Paramount Theatre circuit due to technical difficulties, it was learned.

6,000 EXPECTED AT 20TH-FOX’S ‘SCHOOL’ DEMONSTRATION TODAY

New advances in the techniques of CinemaScope and high fidelity stereophonic sound will be revealed today before an invited audience of 6,000 and film industry representatives when a special hour-long subject produced by 20th Century-Fox is shown at the Roxy Theatre here.

Narrows by studio production head Darryl F. Zanuck, and highlighting scenes from six forthcoming films photographed with newly-perfected “Voice of Firestone” in CinemaScope, will be screened simultaneously in Los Angeles at the Boulevard Theatre, and shown in the near future in a series of international demonstrations in key cities throughout the world.

Featured in the reel will be a full complement of the latest and most advanced equipment provided by four-track magnetic stereophonic sound.
**Personal Mention**

**Howard Dietsch**, editor of Newsweek, who is in New York on a business trip, was over last night at the Sheraton Hotel for a meeting of the D-A-C-O Union.

**Harry Kalme**, general manager of Stanley-Warner Theatres, and Mrs. Kalme will arrive in New York from Europe today aboard the “Queen Mary.”


**Foster M. Blake**, Universal Pictures Western sales manager, left here yesterday for Indianapolis and other cities of the Midwest.

**Gaston J. Deveau, Jr.,** president of Paramount Gulf Theatres, and Mrs. Deveau have returned to New Orleans from Europe.

**Richard Hodge**, president of Chromatic Television Laboratories, a Paramount subsidiary, left New York yesterday by plane for San Francisco.

**The Okman**, head of the M-G-M “Big Three” motion picture companies, plans to leave here on July 14 for England, France and Italy.

**George and Paula Fraser**, of the Paramount Pictures home office advertising-publicity department, have returned here from upstate New York.

**Spier Perakos**, general manager of Perakos Theatres, New Britain, Conn., has returned there with Mrs. Perakos from Detroit.

**Guy Troper**, M-G-M writer, will arrive in New York today from the coast and will leave here tomorrow for England.

**George Smith**, purchasing manager for the Hartford Theatre Circuit, Hartford, and **Mrs. Smith** are marking their silver wedding anniversary.

**Ted Harris**, of the State Theatre, Hartford, has left there with his family to auto for Miami.

**A. C. Kain**, projectionist at the Tivoli Theatre, Chattanooga, has been named a member of that city’s Housing Authority.

**James Mackenzie** and **Mrs. Mackenzie** have purchased the Plaza Theatre, Portland, Oreg.

**Sylvia Fine** returned to Hollywood over the weekend from New York.

**Van Johnson** arrived in New York yesterday from the coast.

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**UA to Distribute ‘Romeo and Juliet’**

United Artists’ recent acquisition, “Romeo and Juliet,” will be distributed in the U. S., Latin American and possibly, the Philippines. The J. Arthur Rank Technicolor presentation was adapted for the screen and directed by Renato Castellani.

**U.S. Pen Women**

**Endorse Film Code**

The National League of American Pen Women, at its executive board meeting held in Washington last week, endorsed the Motion Picture Code of the Motion Picture Producers Association.

In a letter to Eric Johnstone, president, Motion Picture Association of America, league president Helen Oren Gerber said: “They believe that this is the only safeguard for the American public to be assured of safe and wholesome entertainments.”

The letter concluded, “for the sake of our young people, drastic measures must be taken to prevent the offerings from inciting the young people to commit either moral or physical offenses.”

**Mirsich Cuts Holdings**

**WASHINGTON, June 21—** Harold J. Mirisch, vice-president of Allied Artists, sold 18,125 shares of common stock in May, decreasing his holdings partnership holdings in the film organization to 29,760 shares, the Securities and Exchange Commission reported.

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**Einfeld to Europe for ‘Egyptian’ Talks**

Charles Einfeld, vice-president of 20th Century-Fox, will leave for Europe tomorrow aboard the “Flam- dre” to supervise the setting of international premieres on “The Egyptian” in Cinemascope this fall.

Einfeld will meet with government officials, prominent exhibitors and representatives of the company in England, France, Germany, Spain, Italy and the Scandinavian nations to discuss plans launching Darryl F. Zanuck’s first personal production in Cinemascope.

Simultaneous openings in all European capitals are planned for the production which is being released under record promotion, advertising and merchandising program by the company.

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**Lipton Back In N.Y. From Overseas Tour**

David A. Lipton, Universal Pictures vice-president, will arrive in New York from Europe tomorrow aboard the “Flam-dre” after six weeks abroad visiting the company’s offices in London, Paris and Rome, and participating in the Universal sales convention in Barcelona.

After a series of meetings with Universal’s Eastern advertising and publicity executives in the U. S., Lipton will leave for the Coast on Saturday.

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**Loew’s Lease Theatre**

The Elsemere Theatrical Company has taken a long-term lease on the Loeb’s seat Elsemere Theatre in the Brows from Loew’s Theatres. Berk and Krugman, theatre brokers, handled the deal.

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**‘GWTW’ GROSS NEARS $500,000 FOR ITS ‘FIFTH-TIME-AROUND’**

A gross of approximately $500,000 “Gone With the Wind” in the seven openings of its according to figures compiled by M-G-M.

It has been estimated the picture has pulled in the $200,000 in the first three weeks of its present run. This is the highest grossing theatre in the picture’s fifth time around, according to the analysis of the M-G-M reports received from the field.

**Popularity Grows With Time**

The $500,000 gross figure compares to approximately $90,000 for the highest grossing run in six of the theatres, New York not being included in the summary, the company said. For its run around six in the same six theatres, approximately $60,000 in the same six theatres, and again New York excluded.

On its fourth time around, the picture did better than the second and third times, taking in a gross of close to $155,000 for the six towns, it was said.

On its current run, “GWTW” for 23 days at Loew’s Warner in San Francisco grossed $76,000. This compares with Atlanta where $65,000 was racked up for its first 31 days. In

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**Tradewise**

By SHERWIN KANE

**CERTAINLY, producers and distributors should welcome the counsel of exhibitors on all matters pertaining to the welfare of the industry. It is equally certain that such counsel, when offered, should be subjected to re-straints which will encourage a constructive, not an injurious, consequent.**

In this respect, the criticism of distribution voiced by Walter Reade, Theatre Owners of America president, before the Motion Picture Industry Council in Hollywood last week, failed of at least part of its purpose, insofar as purpose included the wellbeing of the industry.

Reade’s remarks found their way into the news columns of the metropolitan press and, regrettably, they did not make the best material for public consumption that the industry might desire. His in-attacks against distribution, when exposed as they were to the public, gave the impression of an in-dustry torn with internal bickering, suffering as much, perhaps, from the dire effects of civil war as from any external enemy.

It was not a picture calculated to win public support or public sympathy for the industry in more tangible form which it had in mind.

No one would deny Mr. Reade the right to express his views. But some views are better reserved for executive sessions than others.

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**Henry North, 67**

HARTFORD, June 21—Henry T. North, 67, projectionist at the downtown New Britain theatre, and brother of Charles North, president, Local 486, IAMSE, Hartford, is dead.

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**NEW YORK THEATRES**

**Radio City Music Hall**

Rockefeller Center

**“The Student Prince”**

In Cinemascope starting

Ann BLYTH — Edmund PURDOM

and the Singing Voice of MARCO LANZA

Color by ANSCO

An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

**THEM!**

JAMES WHITMORE — EDMUND GOWEN

JAN WELDON — JAMES ARNESS

**Paramount**

**Theatres**

**Radio City Music Hall**

Rockefeller Center
Sales Heads
OK Benefits
For Hospital

The general sales managers of the member companies of the Motion
Picture Association approved yesterday the plan whereby the Variety Clubs
Will Rogers Memorial Hospital in Saranac, N. Y., will get additional
revenue.

The plan, proposed by A. Montague of Columbia Pictures, president
of the Hospital, provides that sufficient pictures be made to
such drive-in theatres that will agree to put on a benefit performance with
all the proceeds to be donated to the Will Rogers Memorial Hospital.

A number of such benefit shows have already been set up for July in
Northern California and it is expected that drive-in operators in other terri-
tories will go along with this fund-raising campaign.

Lichtman Reports on 'Army'

Al Lichtman, director of distribution for
20th Century-Fox and a member of the Council of Motion Picture Or-
ganization's triumvirate, reported to the MPA that managers commit-
tees on the progress plans pertaining to the distribution through the various
companies exchanges of “This is Your Army,” a U. S. Army production which the Department of Defense will present over the air segments of COMPO.

With Army approval, Lichtman reported, it is intended to release two
versions of the film—a 30-minute ver-
sion for drive-in theatres and a 30-minute version for single bill theat-
res, each being available on a nominal
rental basis. The COMPO publicity committee is to prepare advertising
accessories and a general exploitation campaign. No date has been set for the film's release.

Company sales managers and lead-
ing exhibitors recently viewed “This Is Your Army” in Washington.

U-I to Use C'Scope
For Murphy Story

“Till Hell and Back,” starring Auslie Murphy and based on the World War II hero's life story, will be filmed in CinemaScope and Technicolor, Uni-
versal-International announced yesterday. Production will begin in July, with J. Sesie Hibs directing and Aaron Rosenblum producing.

This will bring to a total of three the number of U-I productions simulta-
neously filming in CinemaScope. The others are “Captain Lightfoots,” and “Chief Crazy Horse.”

The decision for the U-I CinemaScope move for “Till Hell and Back” was made in the course of conferences being held at the studio among Alfred E. Daff, executive vice-president, Ed-
ward Muhl, vice-president in charge of production, James Pratt, executive manager, and other studio officials.

Mass. Drive-in Opened

HARTFORD, June 21.—The Inter-
state Theatres, New England circuit, has opened a 500-car capacity drive-
in, the Cape Cod, at Route 132, Hyam-
sus, Mass. William Sinnott has been
named manager, under district sup-
ervisor Chris Joyce.

Increased Admission
Tax for Italy Seen

ROME, June 21.—The Cabinet
Council has approved a 20 per
cent increase in the admission
tax on all theatres. The action
may result in increasing ad-
mission prices anywhere from
two to 10 per cent, depending
upon the individual theatre's
classification.

Exhibitors here believe the in-
creased tax will be approved by Parliament and made law

despite strong exhibitor protesta-
tions.

VV Called ‘Ideal’
By Exhibitor Union

PARIS, June 21.—The General
Assembly of the International
Union of Exhibitors hailed VistaVision, Paramount's wide-screen film process, as the “ideal pattern for the theatres
of the world.” It was reported by
Loren L. Ryder, head of engineering and recording at Paramount Studios, who is demonstrating the new medium throughout Europe.

Ryder informed his company in the
U. S. of the endorsement following two resolutions ap-
proved by the General Assembly dur-
ing its meeting here.

The two resolutions passed by the
General Assembly of the International Union of Exhibitors, representing Great Britain and Continental coun-
tries, deal with screen ratios and sound, Ryder reported.

On the subject of ratios, the motion
called that “the public lean toward
the wide screens. VistaVision seems to
combine the best conditions of clear-
ness of image, comfort of visibility
for the audience, and adaptation to
the structure of existing theatres.

Moreover, the motion calls attention to the financial consequences of stereo
copic installations and asks that all exhibitors retain the unusual
optical sound track.”

K.C. Projectionists
Endorse Roy Brewer

KANSAS CITY, June 21.—Local
No. 170, Kansas City Moving
Picture Machine Operators' Union, voted at
its last regular meeting to endorse
Roy M. Brewer and his ticket for
election to the international presidency of IATSE at the forthcoming biennial convention in Cincinnati.

The motion picture operators also
approved a motion to provide financial
assistance to Brewer's campaign.

Roy M. Brewer, candidate for the
IATSE presidency at the forthcoming
convention in Cincinnati, Aug. 3-6, will meet with the members of his slate during the Ohio State Operators
Association convention on Thursday
at the Virginia Hotel in Columbus, O.

Writers' Festival

The National Guild of Italian Film
Writers will sponsor its own film festival, “The Thousand Faces of
Rome” in the Italian capital next
month, according to Italian Films
Export, Highlight of the 16-day festi-
val, which will be held at the Sistina
Theatre, will be the showing of a
series of pictures with Rome as the
background setting.

INTERIM REPORT

Hollywood, June 17, 1954

At close to the half way mark in the completion of The Makelim Plan I have the honor to report, with deep appreciation, the validation of firm contracts aggregating close to $2,000,000.00, and linking 1,600 theatres in harmonious co-operation.

To the thousands of earnest showmen who have given me so generously of their time, attention and contracts at Allied meetings on my first nationwide tour on The Makelim Plan, and to the trade-press which has reported so fairly and faithfully the progress of the project, I take the occasion of this interim report to express abiding gratitude.

A special expression of gratitude to Mr. Abram F. Myers and the entire Board of Directors of Allied States Association of Motion Picture Exhibitors, whose vision and foresight in accepting The Makelim Plan has so generously helped me to bring this plan before all the exhibitors of America.

And to those other thousands of exhibitors whom, irrespective of organizational affiliation or other categorical status, and to the many who have written for information on The Makelim Plan, I hope to see in person at meetings being arranged for in Albany, Atlanta, Buffalo, Charlotte, Chicago, Milwaukee, New Haven, Salt Lake City, St. Louis, Seattle, Portland, San Francisco, Los Angeles and many other intermediate points that are requesting full details for participation in The Makelim Plan —

Believe me, I am grateful,

Hal R. Makelim
Tax Appeal

(Continued from page 1)

public about the tax. Meanwhile, the Emergency Tax Court, operating under an act and Management, made up of leading exhibitors and union executives, is sponsoring an anti-municipal crusade, which has appeared in metropolitan newspapers for several weeks.

Frederick L. Bird, chairman, the Temporary Committee on Fiscal Affairs of State Government, yesterday said his staff is receiving cooperation from the industry.

Data Being Compiled

The Bird committee, appointed by D. W. Grinnell on June 15 to investigate the fiscal aspects of the amusement tax, after a request by exhibitors, is accumulating data. The bird committee, for instance, by the city in drafting the bill, as well as those used by industry in its fight to have it repealed.

According to Bird, some information is hard to come by. He was referring to statistics on industry internal revenue payments. Bird did indicate the nature of the difficulties facing his staff but said, "We are investigating the facts.

The date the commission concludes its investigation and presents its findings to the governor depends. Bird said, "Not until we have a complete picture of the facts we get."

Allied Probe

(Continued from page 1)

form of suicidal mania for the industry, because the continued strangulation of the exhibitors by the municipalities in this manner can only result in the ultimate self-destruction of themselves,

Mich. Allied Alerts Theatres on Taxes

DETROIT, June 21—Allied Theatres Michigan execs have exhumed throughout the state to the dangers of municipal taxes on admissions and has offered Ohio exhibitors suggestions on how to get through to the local city government in Michigan to fight the imposition of such a levy.

Pointing out that New York City exhibitors have been well prepared and saddled with a city admissions tax, Michigan Allied urges exhibitors in the state to visit mayors of their city governments and make sure they are still opposed to a local admissions tax and are not contemplating one.

Michigan exhibitors are further urged at the first indication of introduction of a municipal admissions tax to notify the state organization and be ready to oppose the measure immediately.

Set Back Opening Of Conn. Drive-in

HARTFORD, June 21—Nick Kounaris and Partners, operators of the Kounaris-Tolis Theatres in Meriden and Newington, Conn., have changed opening of their new Meriden Drive-In Theatre, now under construction, from early July to Aug. 1. Car capacity has been increased from 125 to 150, screen to measure over 100 feet wide.

Estimated cost of construction is over $180,000 mark.

Location is in the rear of their first run Meriden Theatre, Meriden.

‘Industry Coordinator’

(Continued from page 1)

fore the picture was well into distribution, releasing the early authorizing president Walter Reade, Jr., to ask that this matter be put on the agenda of the next joint meeting to be held by the TOA representatives and the general sales managers committee.

Carl Hudson, vice-president of American Broadcasting - Paramount Theatres, Westerna, told the TOA executives that television and radio as promotion media had proved their worth and that "they are most effective when they are used on a saturation basis." "Distribution should allocate more time and money to the use of these media," Hudson said. "Efforts should be expended to exploit these avenues of advertising and to carry on this effort through the sales office and retail outlets."

"Theatre owners are the public relations officers of the motion picture industry. It is their function through their good public relations to earn respect for themselves, for the product which they show on their screens, and for the theatre industry as a whole. In these trying times it should be their primary function to become conscious of this obligation and to act affirmatively on it."

Asides & Interludes

—by Al Stoen

A t a Midwest drive-in that was having a "back-a-car" bargain show, a car that had drove up in a broken down jalapetic that was loaded with people left the attendant looked at the old wreck and at the passengers and shrugged his shoulders.

"Okay," he said, "a dollar for the car."

"Sold," said the driver, tossing him the keys.

* * *

The following press release was sent out by Charles Mathieu & Co., which handles the Baldwin Piano account: "On behalf of the Baldwin Piano Co., we wish to point out that Libera's uses the Baldwin piano exclusively. Recent erroneous news stories and articles have stated that he uses another make of piano."

"Libera, which gives us an excuse to use this piece of deathless prose right from the corn crib:

"I've got a new piano,"

"Is it a Baldwin?"

"Sure it's a bad one. Do you think it had hair on it?"

* * *

One of our field correspondents was invited to a screening which was preceded by a dinner. Either our local guy didn't like the picture or else he didn't want to see it, because, instead of reviewing the epic, he wrote a review of the dinner:

"Fine performances by the waiters offset any negative reaction to the salad which had too much garlic to please the average gourmet. Under the skillful direction of the chef, however, the main course was expertly adapted from a French menu with a touch of Army mess technique. A wide table cloth was used with an aspect ratio of 1.85 to 1, but it is quite possible that the tablecloth is selected from a pattern of paper on a napkin of conventional size. The meat was served in vivid color by Heinz Catsup. The color also was quite apparent on the table cloth just prior to the introduction of the finger bowls."

"Considerable imagination was injected into the preparation of the soup, as the guests imagined it to be everything but what it really was. The entire dinner built up into an exciting climax of dessert of three-dimensional deep-dish apple pie and bottles of deep pop which were consumed without glasses. Eating time, 57 minutes."

* * *

When Columbia's "The Mad Magician" opened at the Holiday Theatre here last month, a well-known magician performed tricks in the lobby on opening day. This is good exploitation and we'd like to be of service in offering a suggestion. Columbia has another picture title "Jungle Man-Eaters," so why not, on opening days, have a couple of cannibals standing around?

Since Asides and Interludes appeared in sorts of a "new look" last week, we have received a number of fans letters, We'd like to print some of them, but let's face it! The Post Office is sort of particular about what goes through the mail.

* * *

Then there was the Connecticut exhibitor who, after his theatre had been flooded by a tidal wave, advertised as follows: "We don't have Per- specta Sound, Stereophonic Sound or any kind of Magnetic Sound, but Oh Boy! Do we have Long Island Sound!"

* * *

These new techniques are getting so confusing that nobody raised an eyebrow at a recent exhibitors' convention where this piece of conversation was overheard between a couple of exhibitors:

"My wife has a one-track mind."

"Magnetic or optical?"

CinemaScope

(Continued from page 1)

ophonic sound with regular optical sound, in addition to the footage displaying the capabilities of the new "talking" lenses perfected by Bauch and Lambrecht. The home developer was over the past year in order to bring greater clarity of image, increased depth, and an unusual depth of participation to the CinemaScope process.

CinemaScope productions, footage from which will be seen in the special subject, include, "The Egyptian," "Broken Lance," "A Woman's World," and "Irish Leo." The home developer was for the past year in order to bring greater clarity of image, increased depth, and an unusual depth of participation to the CinemaScope process.

Exchanges of 20th Century-Fox's domestic sales organization have been broken into five geographic routes in which the location of the CinemaScope, Capitol became the 12th Cinematone installation.

Headed by Ohio's Gov. Frank Lausche, Lt.-Gov. Harold Handley of Indiana, Frank Jessup, State Superintendent of Police for Indiana, the Hon. Raymond Breckinridge of St., and a host of state officials for Kentucky, Cincinnati's topside social set made the event the official opening of the summer season. The Cincinnati Club sponsored the opening.

The city fathers permitted Seventh Squad Maj. W. C. G. Wiggens, the head of the Cincinnati Police, to be re-routed for traffic. Signs adorn all the lamp posts of the city, and the media. Proclamations and sanctions have been issued by the governors of three states (Indiana, Kentucky, and Ohio) of the National Association of Commerce, the Cincinnati Club, the Board of Trade, the University of Cincinnati.

Church Men Ask Ban On New Haven 'Line'

NEW HAVEN, Conn., June 21—The New Haven Baptist Association has been petitioned by Martin J. Griffin, president of the St. Francis Holy Name Society, a Catholic organization, to ban the controversial motion picture, "The French Line." Griffin's petition brands the RKO Radio production as "immoral" and "indecent."

Cut 'Scope Prices

CINCINNATI, June 21—The Paramount Theatre, larger of the two Hollywood houses in this market, has reduced its prices for CinemaScope showings from 90 cents and up to the regular house scale of 50 cents matinees, 70 cents evenings.

Delegates Named

ATLANTA, June 21—Louis Dwyer and Clyde Daige, Local F 57, and Harold B. St. John and John B. Rennier, local B 57, have been named delegates to the Film Exchange Employees Southern regional convention. The meet is scheduled for Atlanta on July 26, 27 and 28.
Hyman Asks Closer Contact in the Field With Exhibitors

Closer contact between film producers and circuit executives with exhibitors in the field and with the public was urged here yesterday by Edward Hyman, president of American Broadcasting-Paramount Theatres, which recently returned from a New England operations tour.

"An exchange of ideas between the producer and theatre operators and owners at the local level will enable both to get an inside view on differences," Hyman said.

Hyman will leave at the weekend for conferences in Buffalo, Rochester and Detroit with ABPT local officials and "landlords" in those areas. He will be accompanied by company treasurer Simon Siegal.

Commenting on independent producer A. R. "Cubby" Broccoli, who is meeting with exhibitors throughout the country to learn the faults and merits of his own and other product, Hyman said that "production is the only way in which by personal contact one can feel the pulse of the theatre-going public."

Production Pace Holds; 5 Starting

HOLLYWOOD, June 21.—Start of five pictures and film features for 1954 kept the production schedules fairly level at weekend. New beginnings are "Desires," CinemaScope, color (20th-Fox): "We're No Angels," VistaVision, Technicolor (Para.); "Chief Crazy Horse," CinemaScope, Technicolor and "Return of the Creature from the Black Lagoon," 3-D (U-I); "Black Pirates," Salvaro (Lippert). Final endings are "Woman's World," CinemaScope, Technicolor (20th-Fox); "30,000 Leagues Under the Sea," Technicolor, stereo sound; "Greaseball's" (KO); "Destry" (U-I); "Fresh From Paris," Ohio, Eastman (1st.).

Escapes Fire Damage

CLEVELAND, June 21.—The S-W Allen Theatre suffered small damage yesterday as result of a $100,000 fire that broke out in the tunnel of the Bucklild Bldg., of which the theatre is a unit. The fire was discovered about 3:00 a.m. Specialty stores in the building were badly damaged and contents water soaked, but the Allen suffered no damage other than water and some smoke odor in the lobby.

ACCORDING to Hugh M. Beville, jr., NBChief of research and planning, more than 6,000,000 TV receivers were installed in American homes between May 1, 1953, and May 1, 1954, making an estimated total of 30,083,000,000 in all...Stanley Nies, writer-director of the CBS program, "Precinct 21," has been named producer of the CBS-TV "Danger" series as of next Tuesday.

Ed Sullivan, accompanied by Marlo Lewis, co-producer of "Toast of the Town," flew to Paris yesterday to present to Genevieve de Galard-Terreau, garnet nurse of embattled Doctor Laptop, a citation from the American Red Cross, the U. S. Air Forces Nurse Corps and the City of New York, plus a check for $1,000 for her favorite charity. They'll return Thursday with a filmed recording of the interview for presentation on next Sunday's "T.O.T.T."...During his brief sojourn on the coast Max Liebman signed Academy Award winners Ray Evans and Jay Livingston to write original songs for his first "Your Show of Shows" colorcast which will star Betty Hutton...Larry Schwab has temporarily shelved TV production to direct summer stock and will open the Spring Lake (N. J.) season directing George Bernard Shaw's "Pygmalion." The production will star Judith Evelyn.

Because of interest by Recording A & R men, directly following Jane Froman's introduction on her TV chime of the composition, "In Our Time," Macay and Sylvern, the composers, submitted several music pub offers...Only recently introduced by Peggy Lee, Alice's new lightweight "Lipsick" microphone, because it specifically was designed to exclude studio and audience noises, is now being used regularly by Peter Lind Hayes, Mary Healy, Ello Fitzgerald, Liberace and others...Deejays are latching on the new Columbia platter of "The Cuddling Song" featuring Three Beans and a Peck, backed with Bernie Leighton's Orch. It's real gone...Milton Salzberg, presy of Award Television Co., was all smiles last week at the Johnny Victor Theatre in Radio City where he held a press preview of the first two stanzas of the "Jimmie Demarest Show" telefilm series. The story features the great golfer with Bob Hope and Bing Crosby, respectively, are entertaining and most enlightening to duffer and pro alike and to us appears to be highly saleable for local, regional or network sponsorship. Series is directed by Marvin Rothchild with scripts by Bob Rombusch.

With the untimely passing last week of Michael (Mike) H. Cleary, one of Tin Pan Alley's finest, we'd like to recall an incident in his past. In 1931, when he first established Mike's character, Helen Kane, (she rushed to St. Malachi's Friday from "The Morning Show") whose boo-hoo-a-dooping the previous year at the Paramount Theatre in New York had zoomed her into international prominence, was brought in to do the Palace Theatre. For three months prior to opening day, Shipwreck Kelly, the much-publicized flagpole sitter, was perched atop a pole in the center of Father Duffy Square, directly opposite the Palace. Immediately after her first performance, Helen was taken in tow by an enthusiastic Cleary, who took her to the piano in the rehearsal room and played a new novelty, "I'm Just Fallin' in Love." A few minutes later, thrilled by the song she gave Mike five hundred dollars for it, learned it then and there and stopped the next show cold. Next day the unpredictable Shipwreck Kelly decided to forsake the rarified atmosphere of the flagpole top and descended, thoughtlessly or even wantonly deserted the scene, leaving her new song's potential, Mike Cleary, deserted, dispirited and disappointed at the turn of events, again visited Helen Kane and offered to return what was left of the five hundred but she refused. She knew they would take the money Mike's address would have changed from the Bryant Hotel to a bench in Central Park.

Firestone

(Continued from page 1)

here yesterday that the idea of "using an added attraction with the regular film program of the house is and will be considered always."

It was reported that entertainment unions had raised some objections to the Firestone feature, which originated in the Paramount Theatre. The unions want the theatre to resume stage shows on a permanent basis, and will discourage occasional shows such as holiday bonanzas, telecasts and such. These objections, it was learned, were the reason why singer Eddie Fisher couldn't appear on the stage during Christmas and New Year's when the theatre booked "The Eddie Cantor story."

Charles Joins Jones

PORTLAND, Ore., June 21.—"Chuck" Charles, veteran theatre manager of Oregon, Washington and California theatres, has become a member of the executive staff of Jones Theatres here, headed by Jesse E. Jones, and will become buyer and booker for the circuit.

Abbe Lane Signed

HOLLYWOOD, June 21.—Abbe Lane, headliner of Xavier Cugat's band of entertainers has been signed by executive producer Sam Wiesen- thal for a specially-created spot in "The Americans," the Robert Stilman production now shooting at RKO Radio studios.
**In the THEATRE**

**Equipment & Refreshment World...**

*With RAY GALLO*

*The Altec Lansing Corporation has added two newly designed models of the Voice of the Theatre loudspeaker systems to its line of such equipment, a change introduced by the firm which was previously made for small theatres. The new A-6 model consists of one 1-kw horn, 76-inches high and 31-inches wide, a far more powerful and efficiently engineered enclosure and a high frequency driver unit with a newly designed horn, and a low frequency 1-kw system made by Altec. The company's announcement states that the new model is particularly adaptable to two persons--"the higher quality requirements of stereophonic sound and the increased need for lower priced sound systems in smaller theatres."

Charles Konselman, ad chief and Rudy Grofick, contract manager of A. & M. Karageusian, Inc., New York, manufacturers of Gulistan carpets, were honored by the Outdoor Fall Review show last week. Many new and interesting theatre patterns and designs were introduced in the firm's newly furnished show rooms.

The Eastman Kodak Company's new processing laboratory at East Lawn, N. Y., has already begun operations on a limited scale, according to a report from V. V. Hulman, Kodak's general manager of Kodak Park Works. The new unit, located two miles east of Partition and designed to be in full operation later this summer in processing Kodachrome 135 and 828 film.

"The Fyr-Larm" is the name of a new automatic device for sounding the alarm in case of fire, recently introduced by the Fyr-Larm Co., Inc., of Summit, N. J. The device is a cylinder of compressed gas to which is attached an alarm horn, connected to the interior of a cylinder through a special heat activated valve. When the temperature surrounding the unit rises above 140 degrees F., the valve opens automatically and the horn produces a loud warning sound. The device can be installed in length and weighs three pounds.

The "Barbe-Cutie" is an infra-red rotisserie designed to barbecue 160 frankfurters within a few minutes and made by the Bell Engineering Co., Lynn, Mass. The unit is constructed of aluminum and glass-enclosed on all four sides for counter display. It has four spits to the machine, with a gridiron and a gridiron on top to keep an extra stock of finished products fresh and hot or to grill other foods. Heat switches are adjustable to high or low, and there is a separate switch to operate the roasts without heat, for display purposes.

**Reviews**

**"The Outlaw Stallion"**

*(Columbia)*

Working within the standard Western framework, producer Wallace Reid Jr. has produced an entirely satisfactory B western and a horse. "The Outlaw Stallion" is a wholesome and occasionally exciting tale, told against handsome outdoor scenery and including some magnificent wild horses racing through the wilderness.

The film, in color by Technicolor, stars Phil Carey, Dorothy Patrick and young Billy Gray.

The story is set in rural Utah and concerns a pretty widow, Miss Patrick, who wants to buy the tiny town that is being run by her lazy, old, adolescent son, Gray, in the grayed out country. She is particularly upset when the boy, whose father was killed trying to break a wild horse, takes a fancy to a horse on the range, while the town bully, who has been the local herds. She is further worried when Roy Roberts, a horse runner posing as a surveyor, offers to help her son catch and break the white stallion.

Gray eventually captures the stallion which, by this time, Roberts wishes to steal for himself. When the boy is almost killed by the horse, the mother gives the beast to Roberts. Instead of clearing out of the country immediately, stays on to capture more of the wild horses, an illegal pursuit eventually causes him and Carey to be arrested in a good, old-fashioned chase in which the mother and son are held as hostages by the bandits.

Highlights of the film are those scenes dominated by the horses. There is one particularly chilling sequence in which the white stallion battles to the death a black stallion not quite his match. A happy ending finds the vet's courtship due for reward and the little boy destined to at least several years' companionship with the stallion. All production values are good with a special emphasis on naturalism and the action.

The story is told by Charles H. White's photography, Fred F. and David Lang wrote the screenplay for "The Outlaw Stallion."

Running time, 64 minutes. General classification. For release in July.

"Princess of the Nile"

*(Panoramic—39th Century—Fox)*

DEBRA PAGET, Jeffrey Hunter, Michael Rennie and a host of lovely ladies are the principal attributes of this Baghdad type production. Both the characters and the plot leave the impression that they were cast from a model book and have been rounded off with the formula screenplay. The costumes by Travilla are imaginative and well complemented by the color by Technicolor, as are the settings. In addition, there is an abundant action. These should insure good chances with audiences that like action pictures, or at least action up till now it seems that the series will not appear guilty and thus turn Jeff Hunter against the newspapers. Miss Paget witnesses the murder and eventually reveals the circumstances to Hunter, who has been struggling to get along with the locals. Hunter enlisted assistance from the members of the local Den of Thieves who, despite their occupation, are quite patriotic. After a number of encounters Hunter slays Rennies and detects his forces in a pitched battle. The bolding romance between Miss Paget and Hunter, thus completing the happy ending.

Robert L. Jack produced and Harmon Jones directed.

Running time, 71 minutes. General classification. For release in July.

"Return to Treasure Island"

*(World-United Artists)*

The classic tale by Robert Louis Stevenson of the hunt for buried pirate treasure is converted into a modern setting in "Return to Treasure Island," and results in a swiftly paced adventure film.

In color by Pathcolor, Tab Hunter and Dawn Addams are starred and Porter Hall and Darrick Heron are the support. The modern counterparts of Stevenson's original characters, Jim Hawkins, Lorn John Silver and hermit Ben Gunn, recreate the classic tale in Twentieth Century-Fox Technicolor.

Miss Addams, as a descendant of Jim Hawkins, returns to Treasure Island in a yacht chartered by Hall who intends to steal the treasure with the help of a band of cutthroats. On the Island Hall is confronted by Scry, a blind beggar, who reveals the hiding place of the pirate's treasure. But Silver, as the hermit marooned on the island by the pirates, rescues the girl and helps her to find the buried treasure. During the hunt, the pirates make an attempt to capture the girl and the man, but do not succeed. The girl helps Silver to locate the treasure which she has hidden. She gives the treasure back to the boy who has recovered it. The romantic interest is between Hunter and Miss Addams.

All in all, the originality of adding a modern touch to a classic yarn results in an interesting and good adventure film. Those who have enjoyed the earlier version should find a great measure of entertainment in "Return to Treasure Island."

Aurie Wisberg and Jack Pollexen wrote and produced the film. E. A. Dupont directed.

Running time, 75 minutes. General classification. For release in July.

**Hearings on Ohio Censor Law Thurs.**

COLUMBUS, O., June 21.—Oral arguments in the injunction suit against the Ohio censor board were presented Thursday by Judge Ralph Bartlett of the Franklin County Common Pleas Court. Both sides have filed rebuttal briefs in the case, in which the plaintiffs are seeking to have the Ohio censor law declared unconstitutional. Action was brought by KKO Radio Pictures Corporation, Ohio Owners of, Martin Smith of Toledo and Horace Adams of Cleveland.

**Hint O. Censor Quit Over Law Conflict**

COLUMBUS, O., June 21—Dr. Clyde Hisson, who last week announced his resignation as chief Ohio censor and state director of education because of censorship, was "always sympathetic with exhibitors' problems" said Robert Wile, president of the Independent Theatre Owners of Ohio. Wile has been a leader in the fight to remove the censorship laws. "We have no personal quarrel with Dr. Hisson," Wile added. "Our only quarrel is with the law." Wile said that Hisson never ordered the arrest of an Ohio exhibitor except in the newsreel test case in which he was dismissed.

Theatre men speculated that recent months of conflict about the constitutionality of the Ohio law may have been factors in Dr. Hisson's decision to resign. He will return Sept. 13 to Bowling Green State University at Bowling Green, O., where he will resume teaching education, psychology and philosophy.

**ITO Wins Partial Carrier Victory**

COLUMBUS, O., June 21—Independent Theatres Owners of Ohio won a partial victory in its action to force Huntington Cincinnati Trucking Lines to charge ITO a carrier's structure. Public Utilities Commission of Ohio ruled that the carrier's practice of charging 21 cents for the first pound on each can of film from each exchange must be changed. If a feature comes in two or three cases, he is allowed to charge only 21 cents for the first on the entire shipment. If two features come from the same exchange, the same rate holds. If features come from Reisland and United Artists at the same time, that is considered one ship.

**Claims to Be Filed**

Robert Wile, ITO of Ohio secretary-treasurer, said his company that claims for overcharges can be filed against the Huntington Cincinnati of the film exchange will be made only for bills rendered within the past two years, said Wile. He asked that affected theatres send him bills paid during that period. Wile said his office would file claims on behalf of the theatres concerned. Wile advised those who own stock future bills to see that the commission's orders are followed. "If they are not," said Wile, "the carrier will be cited for contempt."
New Tax Issue
Major Fraction Issue May Be Tax Loophole

Exhibitor Counselors Study NYC Provision

The possibility that the New York City administration "may be overstepping its bounds" by levying the recently-passed 1% occupancy tax, arose yesterday as industry leaders uncovered possible new means of having the tax repealed.

The tax's major provision, where any fraction of one-half or more cents is involved, resulting in the city's collecting the full amount, become a key issue.

The state's "enabling act," empowering the city to impose the tax, says that an admissions tax, "of up to five percent," may be levied on admissions. However, with the major fraction provision, the city may levy as much as six per cent on certain admissions. This became evident when industry officials released figures showing how the tax would work.

A notable example involves an admission of 50 cents. The tax on a 50 cent admission would total two.

(Continued on page 2)

Eidophor Lens Here For Tests: Sponable

The commercial prototypes of the Eidophor lens for wide-screen television presentation are now undergoing laboratory tests in the U.S. after their arrival from Switzerland a short time ago, Earl Sponable, 20th Century-Fox research head, disclosed here yesterday.

"This lens can do a tremendous job in the television of title fights on wide-screen," Sponable stated.

BMI Music Pacts Sent to Theatres; Fees: $5 to $15

In its initial move to collect performance rights fees from theatres, Broadcast Music, Inc., yesterday sent contract forms to exhibitors. The fees are being asked only for the playing of intermission music. The contracts will become effective on July 1 and the rates, range from $5 to $15, depending on seating capacity.

In addition, according to the BMI contract, the license includes the use of BMI copyrighted music by live talent during only one evening in any calendar week, as an incidental portion of a film program.

If a theatre, the license reads, is

(Continued on page 4)

Newest of New Media

Unveil Todd-AO Process At Coast Demonstration

By WILLIAM R. WEAVER

HOLLYWOOD, June 22—The Todd-AO process, demonstrated here today, challenged Cinerama, CinemaScope, and all other contemporary extra-dimensional systems of motion picture presentation.

As demonstrated, under several handicaps, on an experimentally-equipped sound stage at the M-G-M studios, the system evoked such comment as: "This is Cinerama without seams," and "CinemaScope, easier high.

The demonstration was conducted with rickety, ramshackle old Erneman projectors, throwing amateurishly-shot footage upon an improved screen of eggshell muslin. Even under these conditions, a roller coaster sequence, a half ring episode and a tour of the Venice canals—these filmed expertly by Mike Todd, personally, and without intention to exhibit publicly—matched Cinerama's best.

Similarly, a collection of test shots were made in preparation for "Oklahoma," included outdoor prairie panoramas r

(Continued on page 2)

IMPROVED C'SCOPE PLEASING SHOWMEN

'Scope Comparative Reel Demonstrates Technical Progress

By AL STEEN

The technical progress of CinemaScope, visually and sound-wise, was amply demonstrated by a side-by-side comparison of four-track high fidelity magnetic stereophonic sound with one-track magnetic and one-track optical. While there differences in sound distribution were exactly detected, the new range and flexibility of the screen seems more possible by the new Bausch & Lomb camera lenses, made the deepest impression.

A large portion of the demonstration reel, which will be shown to exhibitors in key cities throughout the country, is devoted to "Broken Lance," which highlight sequences are shown. Because of its outdoor theme, the camera was concentrated to a large extent on the scenic beauty of the locale, but without detracting from the action. Here, 20th-Fox's claim to greater clarity of image, extreme depth of focus and improved sense of audience participation with the new lens is affirmed. In fact, the observer can note an impression of depth, an almost three-dimensional quality, however slight, in some of the scenes.

(Continued on page 5)

Report S-W to Ask More Time to Divest

Stanley Warner will ask the Justice Department for another extension of its divestiture deadline, it was reliably reported.

The present deadline is July 4. Undoubtedly the Warner consent decree, the court was to have disposed of approximately 55 theatre properties by Jan. 4, 1955. So far, it has received three six-month extensions of this extent and the time of the last extension, in January, still had 22 properties to go.

(Continued on page 4)

TV Group Asks Gov't Aid in Getting Films

WASHINGTON, June 22—A group of television stations today urged Congress to give motion picture production companies special tax incentives to sell their old films to television stations.

They also urged that Congress give gup stems, writers and other talent groups special tax privileges to make new films for television.

These were the major proposals of a memorandum filed with a Senate commerce subcommittee which today wound up its hearings on the problems of ultra-high-frequency television stations. The subcommittee is expected to get down to work quickly on its report, and to recommend, (Continued on page 4)

SHIRLEY BOOTH • ROBERT RYAN in HAL WALLIS' production

"ABOUT MRS. LESLIE"

ADVERTISED IN THE JULY ISSUE OF Redbook - 2,097,119 Circulation... Highest in History

WALLIS' production
Personal Mention

Charles Moskowitz, vice-president and treasurer of Loew’s, Inc., will return to New York today from Hollywood.

Mary Pickford and Buddy Rogers on Thursday will celebrate their 20th wedding anniversary on a moonlight cruise up the Hudson River for the benefit of the George “Junior Republic.”

Jules Lapin, Warner Brothers Eastern and Canadian division manager, is in Philadelphia today from New York, and will be in Washington tomorrow.

Joseph H. Moskowitz, 20th Century-Fox vice-president and Eastern studio representative, will leave here today for the Coast.

E. F. Clarke, Walt Disney studio executive, will arrive in New York today from Europe aboard the “Ile de France.”

Russell Holman, Paramount Pictures vice-president in charge of production management, has returned to New York from the Coast.

Louis Astor, Columbia Pictures sales executive, is in Milwaukee from New York.

Emery Austin, M-G-M exploitation director, left here yesterday for Rochester.

Carlo Giroli, producer for Titanus Films of Rome, arrived in New York by plane yesterday from Italy.

Yvonne de Carlo will leave here today for London via E.O.A.C. Monarch.

Michael Mindlin, jr., advertising and publicity director of Lopert Films, is on a trip to Europe.

Spencer Tracy will arrive in New York from Europe on Tuesday.

Festivities Precede ‘Caine’ Debut Here

The world premiere of Columbia’s “Caine Mutiny” is scheduled for Tomorrow morning will be preceded by a special pre-premier breakfast and parade.

Approximately 60 winners of “Caine Mutiny” contests conducted by 10 disc jockey radio and television programs in New York will be guests at the breakfast beginning at 8 a.m. in the Hotel Statler’s East Room. Also present will be 12 radio and television personalities who were sponsors of the contests, as well as Robert Francis and May Wynn, who have the romantic roles in “The Caine Mutiny.”

Following the breakfast, the stars and their guests will join a motorcade up to the Palace Theatre, preceeding the Times Square by a U.S. Navy band and escorted the rest of the way to the theatre. Through.

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Circuit Operators Sign, Says Makelkin

HOLLYWOOD, June 22—Hal R. Makelkin, who last week addressed the board of directors of the Screen Owners of America today disclosed that several individual members of the board have signed contracts for Makelkin plan, and that others are close to signing.

Among those who have signed are said Makelkin, are John Rowley, of Rowley United Theatres, Dallas; Charles Gilmore, of Gibraltar Amusements, Denver, and the James J. Rosenfield circuit of Salt Lake City.

Says Japan Extends World Film Market

Masaichi Nagata, president of the Daii Motion Picture Co. of Tokyo, announced his intention of making foreign films and pictures here exclusively aimed at a foreign market, preferably the United States, at a press conference held here yesterday.

Following the conference, Nagata, as guest of honor at a Motion Picture Association luncheon, declared that he would "certainly try to make the economic recovery to permit the import and export of motion pictures on a ‘free trade basis’ in three years.”

Nagata indicated that in addition to scoring the potential U. S. market, was in this country to introduce “Glasses Hell,” the first Japanese film to be shot in a new fast color film by Eastman, and “Sanso Dayo” in color.

Nagata explained that under the present distribution set-up in Japan, each of the five major producers has its own first-run houses. These, added to the independent exhibitors, total 3,500 theatres, he said. Since, about 70 foreign films come each year, and independent producers make only 20 to 30 pictures, the major producers must make as many as 250 pictures to keep the exhibitors supplied with product, he said.

Warner Going to Italy On ‘Troy,’ ‘Pharaohs’

HOLLYWOOD, June 22—Jack L. Warner, vice-president of Warner Brothers, will leave at the weekend for New York enroute to Rome, Italy, where he will confer with Howard Hawks, producer-distributor of "Land of the Pharaohs," and with Robert Wise, director of "Helen of Troy," films scheduled for release by SuperScope and the most important in the history of the organization.

Ward will view the full footage and first assembly of the two Cinemascope and WarnerColor productions. He will also witness the filming of the new production "The Battle of the Nile." in the project screen for "Helen of Troy."

During his brief stop in New York, Ward will visit the Fox Tower in the People’s World Office and with home office executives on the production program now in full swing at the studio.

Todd-AG

(Continued from page 1)

Taxe issue

(Continued from page 1)

and one half cents; five per cent. Under current rates, the tax would actually amount to three cents, or six per cent.

Under existing laws, exhibitor sympathizers are, looking into the problem with view to challenging the seemingly unanswerable on the floor of the legislature. Tickets will require no stamped markings indicating the rise in admission, they said. Indication of this rise must, however, be visible at all box offices, according to the city-granted waiver.

Here is a breakdown of the New York City five per cent amusement tax as it applies to theatre admissions in excess of 10 cents. The law goes into effect July 1.

Taxes

Adm. (cents) Tax

11-29... one cent

30-49... two cents

50-79... three cents

90-109... five cents

Although admissions of ten cents or less are tax-free, the levy will cover the first ten cents of any taxable admission. For instance: if the admission is 50 cents, the entire amount will be charged, except excluding the first 10 cents.

No increases in admissions are expected at present by local exhibitors, according to spokesmen. However, Emanuel Frisch, president, Metropolitan Motion Picture Theatre Assn., recently predicted that the tax would "certainly try to make the economic recovery to permit the import and export of motion pictures on a ‘free trade basis’ in three years.”

Frissch said: "There is a neighborly spirit in town, 'talking it over' at a less percent profit. How can any one of them absorb this levy?" Frissch made the statement at a recent meeting of community and theatrical union officials in the New York offices of the Motion Picture Association of America.

Rigid Censorship Urged by Pope

ROME, June 22—Roman Catholic film commisions were urged by Pope Plus XII to be firm in condemning immoral films and not to be dissuaded by arguments or the interest of their subjects.

The Pope’s message was sent to the Vatican Council meeting in Cologne, Germany by Vatican secretary Giovanni Montini.

‘Hobson’ Grosses $16,000

“Hobson’s Choice” has registered $16,000 in New York in its opening week, the first week of its engagement, William J. Heineman, United Artists general sales manager, stated today.

“George Stevens, 63

CLEVELAND, June 22—George Stevens, 63 years old, a veteran for 25 years, died in Euclid-Glenville Hospital here yesterday after an illness of two weeks. Stevens was best known for his ‘Second Chances’ series.”

Strand.”
The timing is perfect! Just when M-G-M begins to launch "VALLEY OF THE KINGS," the Year's BIGGEST Adventure Drama, Egyptian scientists discover ancient treasures. And the news is on every Front Page everywhere in the world! "VALLEY OF THE KINGS" was filmed on the scene of the widely publicized discovery! And M-G-M's spectacular sensation parallels in many ways the true-life episodes.

CASH IN ON THIS GREAT ATTRACTION WITH THIS SHOWMANSHIP ANGLE! FREE ONE-SHEET (see above) FOR ADVANCE LOBBY USE! Thanks, Egypt! Let's go, America!
Motion Picture Daily
Wednesday, June 23, 1954

National Pre-Selling

COLUMBIA'S "The Caine Mutiny" and "Hell Below Zero" are being advertised in action-packed color ads in the June 21 and 14 issues of "Life."

Paramount's "About Mrs. Leslie" starring Shirley Booth is being promoted by a striking two-column ad in the current issue of "Life."

In the same issue "Unconquered," the late Spencer Tracy's last picture, is reviewed. "For nearly all her 74 years Helen Keller, who was stricken deaf and blind in infancy, has been shut up in a world veiled in darkness. Many photos from the pictures are displayed on three pages.

An eye-compelling full-page ad on UI's "Magnificent Obsession" appears in the June issue of "Woman's Home Companion."

In the same issue "About Mrs. Leslie," "Here's Twelve Men," and "The High and the Mighty," are among the pictures recommended and reviewed by Philip Hartung.

"99 River Street," starring John Payne, receives a substantial plug in a full-page full-color page ad in the current issue of "Look," that advertises Van Heusen shirts.

"The Man With a Million" was chosen as the picture of the month for July by Florence Sommers of "Rewind" and a candidate for the annual Silver Cup Redbook Award.

Fred Sammis, editor-in-chief of "Photoplay," very rarely writes an editorial on a picture. But a picture impressed him so deeply that he wrote the following message directed to motion picture patrons for the "Man With a Million."

"MEN ARE BETTER THAN WOMEN..." And "The Caine Mutiny" is another of several excellent films that have come along this year to prove it!

"It's fun to see two newcomers, Robert Francis and May Wynn, introduced to screen audiences in a tender love story. It's rewarding to see Humphrey Bogart, Van Johnson and I. "The Barefoot Contessa" are in splendid roles—they've never been better.

"When you're in need of relaxation, in need of shedding the cares of the day, there is nothing better than a good motion picture to take you out of this world. We highly recommend "The Caine Mutiny" as the film that can do it."

WALTER HAAS

Improved "Scope Draws Praise

(Continued from page 1)

Fox Engineers Plan
'Scope on 16 mm

Twentieth-Century-Fox engineers have been given the "green light" in planning the presentation of CinemaScope on 16 mm. film, William C. Gehring, executive assistant general sales manager of the film company, disclosed here yesterday.

The film company executives were almost uniformly enthusiastic. Leo Brecher, president of the newly organized Technicolor Theatrical Productions unit, declared that "It was a very fine show." Ernest Turnbull, managing director of the Hotel-Tee Ltd., Australia, was "terrifically impressed."

The technical improvements in CinemaScope are revolutionary, he said.

Tom Connors, head of Tom Connors Associates, said that "the lineup of product demonstrated here is a tremendous encouragement to the whole industry."

"Better Than Ever"

Ned E. Depinet, exuding enthusiasm, said: "I am very high on the future of the industry after seeing these samples of the forthcoming product and the further development of new techniques. Picture quality, sound, color, story values, everything is better than ever."

Leo Jaffee, Columbia Pictures vice-president, was "very impressed."

Sam Rinder of RadioShore Circuit said, "I have been amortized for a very good." Sam Goodman of Century Theatres declared: "What they have shown is the future of the industry to see such product coming."

Wilbur Napper of Allied States Association said the film was "very encouraging."

Lew's vice-president, Joseph Vogel, said: "It looks though Fox has great pictures coming up. Very impressive." Paul Gottschalk, vice-president of RKO Theatres stated: "It's great, it's terrific."

William A. White commented: "What can be greater than CinemaScope? Only the new project with its vastly new techniques which I am sure mean greater benefits."

Ed Blackman said that "the photography and depth of focus is something to behold."

General Exhibition

William C. Gehring, executive assistant general sales manager of the film company, said that "the lineup of product demonstrated on 16 mm. film which was specially screened for them at that time by Lichtman. Their comments were specifically that the demonstration reel as a trailer."

'Extremely Impressive'

Walter Reade, Jr., TOA president, stated that it "was extremely impressive and 20th Century-Fox is to be congratulated on its lineup of product and their confidence expressed for the future and in the progress of the industry." Other TOA officials and exhibitors at the Century-Loew's, R. J. (Bob) O'Donnell, Myron Blank, Nat Williams and others also expressed highly favorable comments about the demonstration reel of Blank and Harold Field, 20th-Fox studio manager Sid Rogell sent a Fox Movietone News camera crew to the TOA conclave and recorded the comments of other TOA members as well.

TV Group Asks Gov't Aid

(Continued from page 1)

The subcommittee was told, is that film and television companies have cut back substantially in film that is profitable for television stations. The memo suggested that Congress might help reduce the price of used prints. It's the greatest thing for the industry to see such product coming. Wilber Snaper of Allied States Association said the film was "very encouraging."

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Ed Blackman said that "the photography and depth of focus is something to behold."

BMM Music Pacts

(Continued from page 1)

The rates for conventional houses are: Up to 600 seats, $5; 601 to 1,200 seats, $7.50; 1,201 to 1,500 seats, $10, and over 1,500 seats, $15.

For drive-ins: Up to 200 cars, $5; 201 to 400 cars, $7.50; 401 to 500 cars, $10, and over 500 cars, $15.

Color TV Forum Heads NTFC Meet

A panel of advertising agency representatives and film producers headed by Alfred N. Goldsmith, outstanding electronics engineer and consultant, will discuss the problems of films for color television at a luncheon meeting of the National Television Film Council at the Warwick Hotel tomorrow, Melvin L. Gold, NTFC president, announced here yesterday.

ONLY A LITTLE MORE
GO FIRST CLASS

Live In
Sunset Strip Beverly Hills

ED FOWLER CO., REALTOR
8737 Sunset Blvd., Hollywood 6, Calif.
Hollywood 2-7236
At N. Y. CinemaScope Showing

MORE than 2,300 showmen and executives of the New York metropolitan area turned out yesterday to witness 20th Century-Fox's report in the form of a 66-minute film on (a) improved four-track, high fidelity magnetic stereophonic sound compared with one track magnetic sound and one track optical sound; (b) the improvements in picture clarity and realism made possible by the new Bausch & Lomb anamorphic camera lenses, and (c) important forthcoming 20th-Fox product using both those advances. Among those at the Roxy showing pictured above, (l. to r.) are: Joseph R. Vogel, head of Loew's Theatres operations, with Alex Arns-waller, 20th-Fox New York manager; (center), Abe Dickstein of the 20th-Fox New York staff with Wilbur Snaper, New Jersey Allied president, and (right) Sam Rinzler, Jr., of the Frisch & Rinzler circuit, with Ed Fabian of Stanley Warner Theatres.

The New—Improved

By SHERWIN KANE

WENTIETH CENTURY-FOX demonstrated here and in Hollywood yesterday, and will be demonstrating in all key cities in the coming days, what has been happening to stereophonic sound and CinemaScope camera work in the past year.

There is good news for showmen and for the industry at large in both the improvements in four-track stereophonic sound and in picture realism made possible by the continuing efforts to improve the new CinemaScope process. Moreover, the apparent audience appeal in the new 20th-Fox product utilizing the improved lens and sound is so apparent in the footage from the new productions included in the company's demonstration film that showmen everywhere will be enthused at the prospect of seeing the completed productions on their own screens.

But perhaps of greatest significance is the evidence supplied by the current demonstration that 20th-Fox is not content to "stand pat" on the place in the market it has established for CinemaScope to date. The company is serving notice that it will be on the search continuously for methods of improving its new process.

While each of these shows an improvement over the CinemaScope presentations of the first few, in the medium, it is "The Egyptian," that appeared to stand out as the last word of true stereophonic sweep. This may be because it was shot in its entirety with the new, improved Bausch & Lomb lens.

The comparative presentations of "old sound" with stereophonic is effective. A clap of thunder, a speeding streamlined train and a trio of saucer jets provide an adequate comparison.

Such comparisons are also offered in repeating the same scene three times from a sequence in "Untamed." A meeting of horsemen in mid-stream is first presented on the standard screen dimensions and single-track sound; then in 1.85 to 1 and finally in CinemaScope's 2.35 to 1. These shots do much to tell the wide-screen story.

In offering "The Advancing Techniques of CinemaScope," 20th-Fox has a mammoth, hard-selling trailer that should accomplish its purpose.

Stereophonic Sound and CinemaScope

(Continued from page 1)

700 Applaud Coast Exhibit

HOLLYWOOD, June 22.—Upholds of 700 members of the exhibitors, production, distribution and public relations branches of the film industry attended 20th Century-Fox's special CinemaScope demonstration this morning at Hollywood's Chinese Theatre. There was also a substantial turnout of the lay press and wire services. Four times during the demonstration, which was preceded by a brief address by Spyros Skouras, 20th-Fox president, the assemblage vigorously applauded scenes and sequences photographed with the new CinemaScope lenses. In the foyer, lobby and adjacent parking lot where attendees congregated following the demonstration, comment was highly commendatory both for quality achieved by the new lenses and for the size and richness of the story properties listed as forthcoming.

W. R. W.

Altec-Installed Units

For the Reade Circuit

A contract has been signed between Walter Reade Theatres and Altec Service Corp, covering all theatres in the Reade circuit. The pact, which is effective July 5, and which was negotiated by Marty Wolf, assistant general sales manager of Altec, and Edwin Gage, vice-president of the Reade organization, provides for the servicing of optical and stereophonic sound equipment in all of the 26 Reade houses, which are located in New Jersey and New York.

The Reade circuit includes 20 regular type theatres and six drive-ins.
Enjoy full profit from CinemaScope shown in its full appeal!...use only Bausch & Lomb Lenses created specially for CinemaScope.

SEE YOUR
20th CENTURY-FOX
REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it's better than ever on film...better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension...with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation during the next few weeks.

Your screen shows the difference...your boxoffice figures the difference in pay-off. Proof? Over 90% of the theatres showing CinemaScope use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how...gained from creating and producing the first practical CinemaScope optical system...from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.
Para. to Appeal Salt Lake Injunction on First Runs

SALT LAKE CITY, June 23—Federal Judge Willis W. Ritter's injunction providing that the Salt Lake City area be divided into two zones to determine how Paramount's first-run pictures be distributed was ordered stayed for 10 days to permit Intermountain Theatres, Inc., the film company and American Broadcasting-Paramount Theatres to file an appeal with the 10th Circuit Court of Appeals in Denver.

The injunction was issued after anti-trust jury proceedings were heard in which Village Theatres, Inc., charged that Paramount was discriminating against the Villa Theatre here. The house was awarded $660,000 triple damages. The court also ordered that bids be opened before all interested parties before being awarded.

Judge Ritter fixed the attorney's fees at $27,500 and court costs at $913 which to be paid by the defendants. Motion for a retrial was denied. The Intermountain Theatres, AB-PT and Paramount Pictures were also ordered to post a bond of $107,200 which includes estimated appeals costs.

VV Wins Praise at Tokyo Presentation

TOKYO, June 23.—The first Far Eastern demonstration of VistaVision, Paramount's medium of production and wide-screen presentation, was held here yesterday at the Ernie Pyle Theatre in separate Japanese and English versions in ten separate standing-room-only audiences of exhibitors and newspapermen.

Exhibitor delegations attended the demonstration, conducted by actor William Holden and Paramount studio staff我和 technical expert Louis Myen-ko from all parts of Japan.

Following the screening, Ohno Shochiku, exhibitor board director, (Continued on page 4)

RKO Theatres Down To 3 in Cincinnati

CINCINNATI, June 23.—RKO Theatres which formerly operated eight first run houses in the downtown district here, excluding a number of suburban opera- tions, now has but three as a result of divestiture proceedings under the Federal consent decree.

RKO Theatres still holds the leases on the Capitol and Shubert but the former has been sublet to Cinerama and the latter has been closed. The lease on the Capitol has more than three years to run. The Shubert lease expires this fall. Rube Shorr now operates one of the former RKO houses, another is closed and a fifth has been demolished.

The one-time extensive RKO operations here were acquired originally from Ike Libson.

Mobile Units to Plug 'Egyptian' Nationally

Charles Einfeld, vice-president of 20th Century-Fox, revealed yesterday before embarking for Europe, that one of the largest national TV and newspaper advertising campaigns in the company's history has been set on "The Egyptian," and that a cross-country tour of two mobile exhibits will start July 6 to pre-sell the CinemaScope picture three months in advance of release.

The film company executive, who left aboard the S. S. Flandre, will attend the largest six-weeks meeting with leading European theatremen and government officials charting interna-

(Created on page 4)

Hope for U.S. Action

C.E.A. Annual Convention Talks Global Theatre Plan

LONDON, June 23.—The proposal that national exhibitor organizations throughout the world effect a cooperative framework by which common problems may be discussed and policies arrived at is under discussion this week at the annual convention of Cinematograph Exhibitors Association in Harrogate, Yorkshire.

C.E.A.'s general council was scheduled to explore the plan further in executive sessions during the conven- tion and there is every likelihood that it will be brought to the floor of the convention for general discussion in the open forums before the weekend.

C.E.A. already is on record as favoring the plan and, in fact, has effected a limited working alliance with Continental theatre organizations through the Union Internationale de l'Exposition Cinematographique in Paris. A recent show of American

(Continued on page 4)

Completing Study

N.Y.C. 5% Tax Validity

Data Ready Tomorrow

The Bird commission, recently appointed by Gov. Thomas E. Dewey to study the validity of New York City's five per cent amusement tax, will have "all available data organized and ready for consideration" by tomorrow, accor-ding to Frederick L. Bird, committee chairman.

The Dewey study was undertaken a week ago by the Temporary State Commission on Fiscal Affairs of State Government, in response to a plea for help sent to him by the local industry's emergency management and labor committees. The industry message ad-vised the governor that it felt that passage of the tax would be "tantamount to confiscation."

The figures, after being collected by the committee's research staff, will then be analyzed and studied in prepara-tion for a formal report to Gov-ernor Dewey. Bird indicated that no date could be set for the report yet, and all figures are in.

Beginning its study two days before Mayor Wagner signed it into law, the committee is evaluating three main

(Continued on page 4)

Small Profit Increase

Reported by A.B.P.C.

LONDON, June 23.—A.B.P.C. to-day declared a final ordinary stock dividend of 12 1/2 per cent which, with the previous interim dividend, makes a total of 20 per cent for the year ending March 31 last, equaling the dividend for the previous fiscal year.

Group trading profits for the year amounted to £2,213,312, compared with £2,067,776 in the preceding year. Net profits after providing for all charges were £565,284 (818,878,13), which compares with net of £498,672 the year before.

The company's report showed that £250,000 had been released from "provi-sions for taxation," and £450,000 had been transferred to the development of a reserve in connection with expendi-ture for equipping theatres with new projection and sound systems.

Jersey Allied Sets Sept. Convention

Allied Theatre Owners of New Jersey will hold its annual convention this year at the Con- cord Hotel, Kiamsha, N. J., on Sept. 20-22. It has been the cus-tom of the N. J. Allied unit to hold its annual meetings in At- lantic City in mid-summer.
Select Three For Venice Festival
Three U. S. films, 20th Century-Fox's "Three Coins in the Fountain," Columbia's "Mutiny" and M-G-M's "Executive Suite" have been selected for showing at the Venice Film Festival on Aug 22, the Motion Picture Export Association announced here this week.

Senate Starts Talks on Reciprocal Trade
WASHINGTON, June 23.—The Senate began debate yesterday on the Reciprocal Trade Bill, but a crucial vote is not likely before Thursday.

Young Press Mgr. For Screen Gems
Frank Young has been named press manager of Screen Gems, Inc., subsidiary of Columbia Pictures, according to an announcement by Ray J. Kilbourne, president and general manager. In this capacity Young will have full charge of the public relations and commercial publicity and report to Eiliu E. Harris, director of the advertising and promotion department.

Film Fight Bookings Reach Total of 1,900
The United Artists bookings of the Errol Flynn-Stu Erwin-Eleanor Boardman-Frank Morgan-Bob Hope-Tom Brown-Manny King-Peter Godfrey-and E. A. Weiss film "Life Begins at Forty" have been extended solidly through the month of July, it was disclosed by William J. Heineken, United Artists' vice-president, in charge of distribution. To fill the demand for playdates showing the title, match staged at the Yankee Stadium on July 2, the bookings have been extended solidly through the month of July, it was disclosed by William J. Heineken, United Artists' vice-president, in charge of distribution. To fill the demand for playdates showing the title, match staged at the Yankee Stadium on July 2, the bookings have been extended solidly through the month of July, it was disclosed by William J. Heineken, United Artists' vice-president, in charge of distribution.

Shuff Elected 8th IATSE vice-pres.
John A. Shuff of Akron has been elected eighth vice-president of the International Alliance of Theatre Stage Employees and Moving Picture Machine Operators of the United States and Canada, at a meeting of the general executive board held here.

To Bow at Trans-Lux
"Victory at Sea," NBC Film division of Trans-Lux Corp., will have its New York premiere at the Trans-Lux 66th St. Theatre following a season of successful runs in other major cities.

2 Baltimore Houses Become Art Theatres
BALTIMORE, June 23.—Two major subsequent-run theatres here have switched over to the art-films policy. They are the Centre, where renovation starts July 1, and, when reopening the first week in August, will be renamed the "Gala," and the Howard, which R. Rappaport, general manager of the I. A. Rappaport interests, announced Thursday that he has switched over from Morris Mechanic. The Rappaports already operate the Town, Howard's suburban outpost.

The other house is the Linden, which closes this week for remodeling. It will open July 30 as The Cinema, Howard Wohngraben, vice-president of the Milton Schwabert Theatre which owns the Linden, plans to make a complete renovation and re-seating.

250 'Caesar' Dates Grossed $4,000,000
In U. S., Canada
In less than 250 U. S. and Canadian engagements to date, M-G-M's "Julius Caesar" — following subsequent-run engagements, has grossed close to $4,000,000, the company reported here Friday.

The Shakespearean film, M-G-M, has been played to above average audience response, the art theatres advertised it as a "thriller among gangsters in toga, a story of intrigue, intrigue and murder." In Italian neighborhoods of the city, particularly popular as a story of "Lusty Rome."

MGM Staging 'Kings' Premiere in Egypt
M-G-M's "Valley of the Kings" will have its world premiere on July 21 in the two Metro Theatres in Cairo and Alexandria, Egypt, it was announced here yesterday by Loew's International.

The staging of the premiere in Egypt was decided upon by the place, and it honors the recent discovery in the shadow of the Pyramids of the Egyptians' funerary ship fates. The roster of distinguished guests expected to attend includes Premier Nasser and members of the Egyptian government, representatives of Egyptian archaeological circles and high society.

Employment at U-I At All-Time High
HOLLYWOOD, June 23.—Reversing the general trend reported in Hollywood studio employment over the past two or three years, Universal-International, with seven pictures shooting, has touched its all-time high in employment, with 2,146 individuals now on the payroll. The increase has been brought about with two new films going into production, reflects gains in all departments, the company said.

Mid-Central Allied to Hear Makelim Mon.
HOLLYWOOD, June 23.—Mid-Central Allied Theatre Owners has set June 28 as the date for a special meeting at the Fox Theatre, St. Louis, to hear Hal R. Makelim discuss his production plans. The meeting will be the first on Makelim's second swing around the country.

Caine Starts Tour
Robert Francis and May Wynn, the last of the "Wives of Caine Mutiny," who have been active in promotion of the Technicolor film in the various cities, have just completed a three-week exploitation tours of behalf of the picture today. The players will appear together in five cities and will do solo turns in others, finishing up on the 21st of a total of 11, with the possibility of more cities being added to the schedules.

Personal Mention
JEROME PICKMAN, Paramount Pictures vice-president in charge of advertising-publicity, will return to New York at the weekend from Hollywood.

Sgt. Kenneth J. Kane, USMC, brother of Donald V. Kane, of the RKO Radio legal department, will represent the United States in the Far Eastern swimming meet to be held in the Orient in August.

Charles C. Moskowitz, vice-president and treasurer of Loew's, Inc, has delayed until Monday his return to New York from the Coast.

Richard Heerman, assistant to Walter Murch, Allied Artists executive producer, has returned to Hollywood from London.

George Jessel, accompanied by his daughter, will sail from New York for Europe tomorrow aboard the "Ile-de-France."

E. K. O'Shea, Paramount Film Distributing Corp. vice-president, will return to New York today from the Coast.

Dolph Schader, Loew's assistant treasurer, has returned to New York from Hollywood.

Van Johnson will leave New York today aboard the "United States" for England.

Robert Aldrich, director, will arrive here tomorrow from Hollywood.

Debbie Reynolds will leave New York today for the Coast.

'Seventeen' Devotes Issue to Theatre
Academy Award winner Audrey Hepburn headlines the cast of 36 young faces and talented personalities featured in the July "Young Theatre" issue of "Seventeen." Devoted from cover to cover to the vocation of fresh, young dramatic talent, the issue is believed to be the first complete entertainment magazine published by a national consumer magazine.

Fourteen articles cover a wide range of theater activities across the country and spotlight such theatrical celebrities and motion picture stars as Oscar Hammerstein II, Audrey Hepburn, Maggie McNamara, Roddy McDowall, Mel Ferrer, Pat Crowley and Chris White.

This is the first time in the 10-year history of "Seventeen" that an entire issue has been devoted to a single theme.

Harper Leaves Norling
William A. Harper, producer, director and writer with Loucks & Norling Studios here, is leaving the film firm and plans to devote himself to theatrical feature production. Harper was closely associated with John Norling Jr. at the Norling-Oko Studio, and his work has been confined to theatrical feature production. Harper is the son of John Norling Jr. and the grandson of John Norling, of the Norling studio here, and is a third generation Norling artist. He is the first Norling to join the motion picture industry.

Radio & Television
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Ted Henschel, Circulation Editor; Martin Quigley, Business Manager; Treasurer. Cia. Stevens, News Editor; Herbert V. Fawcett, Advertising Manager; Hopi H. Fowles, Production Manager; Hollywood Bureau, Yucca-Vine Building, William W. Henn, Editor; Hollywood 7-2495; Chicago Bureau, 10 South LaSalle Street, Urban Farley, Advertising Representative; New York, 20 N. Y. Telephone Circle 7-1906. Cable address: "Quigpubco, New York." Martin Quigley, Publisher; Martin Quigley, Jr., Vice-President; Theo. J. Stullman, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Broudy, Secretary; Al Steen, News Editor; Herbert V. Fawcett, Advertising Manager; Hapi H. Fowles, Production Manager; Hollywood Bureau, Yucca-Vine Building, William W. Henn, Editor; Hollywood 7-2495; Chicago Bureau, 10 South LaSalle Street, Urban Farley, Advertising Representative, F1-60405; Sam Lesser, Editorial Representative, 400 West Madison St., Chicago 6, Ill. Washington, D. C., National Press Association, 1300 G Street, National Press Association, 1300 G Street, Washington, D. C. Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 12 times a year as a section of Motion Picture Herald; Motion Picture and Television Fact Book, annual. Advertising rates upon request.
Motion Picture Daily
Thursday, June 24, 1954

Review

"Susan Slept Here" (RKO)

A delightfully cast, headlined by Dick Powell, Debbie Reynolds, Alvy Moore and Glenda Farrell make this RKO film color by Technicolor. "Susan Slept Here," a fast and flippant comedy which should rock a theatre's foundations repeatedly from invoked laughter. Alex Gottlieb's slick and tricky script, taken from the book written by Alphonse D'Alarbi, is a moving story which never lets down and is tip-top in all respects, from production to direction.

Powell is set upon by the screen writers as an Oscar-winning writer to polish up a film. He has a showpiece on Christmas Eve to quell a juvenile delinquent Miss Reynolds as "research material" for his next film, and also, to keep her from spending Christmas in jail. He is reluctant to keep her in his apartment, so Miss Reynolds spends the night, decorously enough. This is only the beginning of complications which multiply fantastically before ultimate discovery by Powell that she is not, as he told the idea that he has had in a long time and both decide to make it permanent.

Performance by Powell is truly successful and Miss Reynolds' acting is easily her best to date. Anne Francis is highly pictorial and adequately expert as Miss Reynolds. Moore is rock-steady, and Miss Farrell sparks every scene she is in. It was produced by Harriet Parsons and Frank Tashlin directed.

Some situations and dialogue tip-toe along the border-line between good taste and not so good, but no one save those who that 17-year-old girls should not marry men twice their age are likely to interpret what goes on as other than amusing.

Running time, 97 minutes. General classification. W.W.

Film Delivery VistaVision

(Continued from page 1)

Film Delivery VistaVision

(Continued from page 1)

La Ronde' Cleared By Chicago Police

CHICAGO, June 23—"La Ronde" has won a permit to be shown here without cuts in the film after having been banned earlier on the grounds that it was immoral. The Chicago Police Censor Board viewed the film again at the request of Police Commissioner John C. O'Brien.

The film probably will be shown at the World Playhouse, pioneer art film theatre.

Malta' Here July 16

United Artists' "Malta Story," will have its American premiere on July 16, at the Guild Theatre here.

Show WB Program Reel Worldwide

Jack L. Warner's CinemaScope and WarnerColor presentation of forthcoming WB product, currently being shown in the U. S. and Canada, will be shown overseas as well, the company announced yesterday. It is estimated that the 2,000,000 persons will see the "high," aimed at an 80,000,000 audience domestically.


Warner also enumerates in the presentation story properties to be filmed in the U. S. and Canada. They are "East of Eden," "Gowns of Glory," "Giant," "The Sea Chase.


Tax Valley

(Continued from page 1)

Tax Valley

(Continued from page 1)

National premiers of Darryl F. Zanuck's first personal production in CinemaScope.

The video segment of "The Egyptian" campaign will cover some 60 key markets across the nation starting this week and consecutive weeks through the openings of the lavishly-mounted production. Spots of 60- and 20-second duration, designed to recruit local playdate identification, will be programmed to bracket top network shows as well as popular local programs. Several of the TV spots is planned to reach all audiences groups via day- and evening programming. Trailer footage will also be incorporated into the studio's present national TV spots presentations from "The Egyptian," as part of the company's new TV trailer program.

300 Newspapers to Participate

More than 300 newspapers across the country will participate in the advertising campaign being drawn-up on "The Egyptian." Plans call for insertions, ranging from 1 to 1,200 lines each, to appear the Sunday a week before opening and the Sunday current with the film's debut. The two weekend insertions will be in conjunction with upped ad lineage during the pre-opening and first weeks of playdates.

Local exhibitor tie-ins with newspapers, TV and radio stations are designed to buttress local and regional campaigns and generate audience impact.

The truck ballyhoo will be the largest ever in 20th Century-Fox's history, Einfeld disclosed, with hundreds of large and small cities able to be visited by the mobile ex-

Aria, and Ohio film carriers are invited to attend this meeting and present their views of the story.

The exhibitor committee appointed to meet in Adams' office on Friday consists of Martin G. Smith of Toledo, past president of ITOO; Harold Raives, Schine booking manager; Joe Lassauer, of the Skirball Bros. circuit; Milton A. Mooney, of Co-operative Theatres of Ohio; Manuel Franklin, Elyria exhibitor, and Dick Wright, Hollywood theatre district manager.

Northern Ohio film carriers are Film Transit Co., of Cleveland; Friedanof Transportation, Toledo; E. J. Johnson, Cleveland; L. C. Gross, Cleveland; Leonard Albrecht, Cleveland; Larry Tucio, Bellaire, and Andrew Tewch, Columbus.

Tax Valley

(Continued from page 1)

Tax Valley

(Continued from page 1)

Tax Valley

(Continued from page 1)

files of ITOO president Horace Adams. Several suburban Ohio film carriers are invited to attend this meeting and present their views of the story.

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Tax Valley

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vice of ITOO president Horace Adams. Several suburban Ohio film carriers are invited to attend this meeting and present their views of the story.

The exhibitor committee appointed to meet in Adams' office on Friday consists of Martin G. Smith, past president of ITOO; Harold Raives, Schine booking manager; Joe Lassauer, of the Skirball Bros. circuit; Milton A. Mooney, of Co-operative Theatres of Ohio; Manuel Franklin, Elyria exhibitor, and Dick Wright, Hollywood theatre district manager.

Northern Ohio film carriers are Film Transit Co., of Cleveland; Friedanof Transportation, Toledo; E. J. Johnson, Cleveland; L. C. Gross, Cleveland; Leonard Albrecht, Cleveland; Larry Tucio, Bellaire, and Andrew Tewch, Columbus.

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Tax Valley

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First to fly NON-STOP coast to coast, TWA now offers the ONLY non-stop service daily BOTH WAYS on luxurious Super Constellations. Here is the ultimate in transcontinental travel...including TWA's traditional "Best Bill of Fare in the Air," a friendly lounge for conversation and refreshments, 22% more cabin room for complete stretch-out comfort in deep-cushioned lean-back chairs, and a host of other exclusive features at no extra fare! If you wish, you can also enjoy the added luxury of a full-size sleeper berth for as little as $25 extra (plus tax) — the ONLY air sleeper service between New York and California.

For immediate reservations see your TWA travel agent or call TWA: LExington 2-7100.

Lv. NEW YORK...... 10:03 am EDT
Ar. LOS ANGELES... 6 am PDT

Visit one of TWA’s conveniently located ticket offices:
East Side Airlines Terminal Building, 1st Ave. and 38th St.
80 East 42nd Street • Astor Hotel Lobby
624 and 630 Fifth Avenue • Hotel Statler
67 Broad Street • 120 Broadway
Brooklyn: 200 Livingston Street
Newark, N. J.: 15 Commerce St.—Mitchell 3-7650

Fly the finest... FLY TWA
TRANS WORLD AIRLINES
U.S.A. • EUROPE • AFRICA • ASIA
UNIVERSAL-INTERNATIONAL PURSUING ITS FREQUENTLY-STATED POLICY OF SUPPLYING ALL OF ITS PICTURES TO ALL THEATRES, ANNOUNCES "THE BLACK SHIELD OF FALWORTH" WILL BE RELEASED IN CINEMASCOPE AND WILL ALSO BE MADE AVAILABLE TO THEATRES WITH ALL OTHER TYPES OF CONVENTIONAL PROJECTION...

CINEMASCOPE PRINTS AVAILABLE WITH FULL STEREOPHONIC 4-TRACK SOUND, DIRECTIONAL SOUND OR WITH CONVENTIONAL SOUND TRACK
Barnett Says
Industry Needs Leadership for All Segments

SMPTe Head Predicts Eventual Standardizing

WASHINGTON, June 24.—The motion picture industry needs a new leadership which will coordinate engineering programs with market requirements and customer acceptance, Herbert Barnett, president of the Society of Motion Picture and Television Engineers and executive vice-president of Cinemusa, declared today.

Speaking at the annual luncheon of the Motion Picture and Television Council of the District of Columbia, Barnett said there is "a desperate need for a new kind of leadership which can bridge the vast gaps between business management, creative artists, sales and engineering, to the end that patterns of progress can be logically drawn."

"In no industry, to my knowledge," Barnett stated, "is there less coordination."

(Continued on page 5)

Industry Embittered
British Answer Eckman; Cry 'Disservice' to U.S.

By WILLIAM PAY
LONDON, June 24.—British Film Producers Association's Sir Henry French, and John Davis, managing director of the J. Arthur Rank Organization, reacted promptly to Metro-Saalem's Sam Eckman, Jr.'s attack on the producers for their recently issued memorandum in support of their claim for a share of the entertainment tax remission.

In an exhaustive analysis of the Metro chief's outburst Sir Henry claims that Eckman's statement had done a disservice to the American motion picture industry. Sir Henry accuses Eckman of having misread the producers' memorandum, for the BFPA, he said, has never objected to British quota films made by American subsidiaries receiving payments from the Eady Fund. "Nowhere in it was the implication that the subsidiaries had a right to receive payments directly from the Eady Fund, reckoning the payments to be for a share of the entertainment tax remission."

"The BFPA, he said, has never objected to British quota films made by American subsidiaries receiving payments from the Eady Fund. "Nowhere was there a suggestion of any kind that the principles on which the Fund is at present distributed should be modified," he says.

Replying to Eckman's assertion that the Eady scheme, already approved by the C.E.A., and which would yield

(Continued on page 5)

Utah Rules Privacy Laws Exempt Films

SALT LAKE CITY, June 24.—Utah's right of privacy law, under which heirs of personalities portrayed in motion pictures have been suing film companies, received a modifying interpretation from the Utah State Supreme Court.

The court ruled that the statute applies only to actual advertising or sales promotion of a collateral commodity but not to motion pictures, newspapers, books or other profit-motivated media where in the name of a deceased, a newsworthy public figure is used in the plot or story.

(Continued on page 5)

PUBLIC WILL VIEW 'SCOPE REELS

Twentieth Century-Fox's demonstration film, "The Advancing Techniques of CinemaScope," currently being shown throughout the U.S. in 33 exchange cities, will be edited into two separate 20-minute featurettes for general public exhibition, AI Lichtman, director of distribution for the film company, disclosed here yesterday.

The hour-long reel, which is to be demonstrated to the trade on a day-and-date basis by July 9 in this country, will be cut after its presentation to the industry, Lichtman said.

One 20-minute reel will deal with stereophonic sound and will be used to "educate the public," he said. The other 20-minute reel will concern forthcoming product in CinemaScope from 20th-Fox and briefly describe the new techniques of that medium, he said.

Officials Confirmed By Oregon TOA Unit

SALEM, Ore., June 24.—The territory agreement of Al Fornan as chairman of the Oregon Theatre Owners today was made permanent. At the same time, James Clark was named secretary-treasurer. Board of directors consisting of 16 exhibitors of this area will serve the organization, which is a unit of the Theatre Owners of America.

A drive will be inaugurated shortly to increase membership and to build theatre attendance, which has fallen off here recently as a result of a strike in the lumber industry.

Decision Reserved on Ohio Censorship Suit

COLUMBUS, June 24.—Common Pleas Judge Ralph Barlett today took under advisement following oral argument the anti-censorship injunction suit seeking to have the Ohio motion picture law declared unconstitutional.

The action was brought by RKO Radio Pictures, Independent Theatre Owners of Ohio, Martin Smith of Toledo and Horace Adams of Cleveland. The plaintiffs were represented at today's hearing by Harry Wright, attorney, who enlarged upon points contained in briefs previously filed in the case for his clients.

The case was represented by Assistant Attorney General Guylene Myers, who defended the constitutionality of the law.

Hughes is Agreed on with 'Sinbad' Cuts Sought by PCA: Grainger

By SAM LESNER
CHICAGO, June 24.—Howard Hughes has agreed upon cuts in his "Son of Sinbad" which were suggested by the Production Code Administration in Hollywood, James R. Grainger, RKO Radio Pictures president, who is here to address the company's two-day sales meeting at the Blackstone Hotel, said today.

Grainger, characterized as a "shrewd fabricator," a story in Sheila Grainger's syndicated Hollywood column to the effect that Hughes had refused to cut any of the Sally Forrest dance sequences in "Sinbad," reported to have been objected to by the P. C. A.

It was learned, however, that "Sinbad" does not yet have the Production Code seal of approval and both Grainger and Charles Boasberg, RKO Radio general sales manager, confirming that no release date has been set for the film yet.

"It may possibly be a fall release," Grainger said.

Widespread trade interest centers in the action the company takes with

(Continued on page 5)

Titanus Head Here to Talk Co-production

Paying his first visit to the United States, Dr. Goffredo Lombardo, 35-year-old president and sole owner of Titanus Films and president of the Union of Italian Film Producers, will arrive today from Rome to open negotiations for Italo-American co-productions and contracts for American writing, acting and technical talent for his company's 1954-55 productions. One of Italy's largest producing, distributing and dubbing organizations, Titanus recently celebrated the 50th anniversary of its founding in Rome.

Dr. Lombardo will stay in New York for a week.
Motion Picture Daily
Friday, June 26, 1954

Personal Mention

SYPROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from the Coast.

MILTON R. RACKMILL, president of Universal Pictures, has returned to New York from Europe.

LOTE VORCHTELMANN, secretary to Louise Fruen, is attending the N.Y.C. busi- 
ness meeting. She will return to Los Angeles by Friday.

MURRAY M. KATLAN, sales manager for Technicolor, will return to New York today from Hollywood.

WALTER W. VINCENT, president of the Actors Fund of America, and Mrs. Vincent will leave New York today for a vacation in England and on the Continent.

HERMAN BERNARD, M-G-M producer, arrived from Hollywood yesterday.

WALTER AND RAY, Perakos Bros. will move here over the weekend.

ANITA FOSTER, of the "Motion Pic- 

ture Herald" editorial staff will leave here today to spend the summer months at Camp Homestead, West Nyack.

BROOKLYN, N.Y. — Walter W. Vincent, president of the Actors Fund of America, and Mrs. Vincent will leave New York today for a vacation in England and on the Continent.

HARRY BERNARD, M-G-M producer, arrived from Hollywood yesterday.

WALTER W. VINCENT, president of the Actors Fund of America, and Mrs. Vincent will leave New York today for a vacation in England and on the Continent.

STEVEN E. PERAKOS, attorney for Perakos Theatres Associates, New York, Conn., has been appointed New Britain police court prosecutor.

MURRAY M. KATLAN, sales manager for Technicolor, will return to New York today from Hollywood.

ROBERT PERKINS, Tokyo manager for Paramount International, is the father of a boy born Sunday to Mrs. Perkins.

BRIAN ABRENE is scheduled to ar- 

tive here today from London via B.O.C. Mayflower.

FRANK SLAND, operator of the Pal- 

cade Theatre, Desserto, O., will close the house for the summer on July 1.

RICHARD CONTE is due in New York Sunday from London.

GEORGE J. SCHAFFER returned here yesterday from London via B.O.C. Mayflower.

Pickman Asks Unity

HOLLYWOOD, June 24.—Unity of action by the Paramount Pictures promotion forces is the ob- 

jective of plans outlined here by Jerome Pickman, Paramount vice- 

president in charge of advertising, 

who opened his forum at the beginning of his tour. The program described in this report covers 15 major cities.

Pickman, in an address to his promotion forces, said he was pleased to see the early results of his campaign, which he started in Chicago and will conclude in San Francisco.

So You Think Titles Can Be Confusing?

The way titles can be confusing is illustrated by a story from "Motion Picture Herald's" issue, out today:

Mr. Terrill, exhibitor of Tokyo, O., questioned the title of the upcoming MGM attraction, "The Last Time I Saw Paris," based on the novel by F. Scott Fitzgerald. Mr. Smith, who had read a book or two, remembered a number of reme- 

nences of the same title by Ei- 

liot Paul and that Mr. Fitzger- 

ald's novel in Paris, was called "Babylon Revisited." Out of Dan Terrill, via Mike Si- 

mons, came an explanation:

"If we ever did decide to make a picture out of Eliot Paul's "Babylon Revisited" we'll call it, of course, "Babylon Revisited." And he concluded the letter by stating that the film was a Paris, quel confusion!" Translation on request to Mr. Ter- 

rell.

$300,000 Building

Is Planned by SDG

HOLLYWOOD, June 24.—Screen Directors Guild has announced that the membership has approved the referendum to construct a new building which will include, in addition to Guild offices, a 435-seat theatre, a lunchroom, a lounge, a swimming pool, a 100-seat conference room, a full complement of staff and personnel.

The building will be completely equipped for all sorts of special events, with special styles of picture presentations, including television and live performances, but will be used primarily for film presentations.

It will be available for rental by other industry groups or for press previews.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
THE STUDENT PRINCE
In CinemaScope starring
Ann BLYTH Edmund POURDUM
and The Singing Voice of MARIO LANZA BROADCAST SPECTACULAR STAGE PRESENTATION
James Whitmore - Edmund Cwinn Joel Weldon - James Arness
PARAMOUNT
British Charge 'Disservice' to U. S.

(Continued from page 1)

around two and one-quarter million pounds annually, should suffice pro-
tective tariff controversy or a free-
tary agreement which was entered into last
November.

Mr. Eckman, approved by all
four associations, and sent to the Chan-
cellor of the Exchequer and the presi-
dent of the Board of Trade, it is hoped may share any reduction in
entertainment tax. Does Mr. Eckman
mean that having agreed to the prin-
ciple Ministers will not demonstrate to try and persuade the industry to
go back on its signed undertaking
as is shown by the financial advisors and American interests?

'Ingenious Guesswork'

Finally, Sir Henry, who had a long
and distinguished career in the Gov-
ernment service before becoming
general-director of the Board, re-
counted as "ingenious guesswork"
the Eckman statement that the entertain-
ment tax reduction should be "al-
lowed to operate in the way the chan-
cellar apparently has in view." He
has completely forgotten that last
summer Ministers already asked Commons and representatives of the
industry over and over again that in the current situation, there be no
agreement between entertainments duty and the
levy.

Mr. Eckman is a citizen of the United
States and may be excused from knowing fully the working of our
Government and institutions, but he is living in this country long enough to know that Ministers
do not double-cross national industries
at all.

John Dow was equally forthright
when he joined the controversy. Re-
iterating that since the Eckman ac-
tories are here as guests of this country and so far have been welcome
and friendly ones, Davis says:

Doubles Approval in U. S.

"Although Mr. Eckman speaks as
a prudent elder statesman, I do not believe that his article represents the
views of the American motion picture
industry, nor do I believe that it will
receive approval from the far-sighted
executives in New York.

"Mr. Eckman writes of the support
given by the American film indus-
tory to the East plan as a magnani-
umous and statesmanlike gesture. This
Haskell is right to his point, but he was not at the time personally
posed to it and whether he recon-
siders his position, especially in New York, that his company should have nothing to
with it.

"The implication of the article is that
British producers are entitled to playing time in this market by courtesy
of the American companies.

"We think it is high time for Mr. Eck-
aman; and members of the C.E.A. who
resent the long drawn-out dispute about booking figures are likely to be
misled. They know how important it is for them to foster a successful British

Bad Feeling Engendered

These exchanges coupled with the C.E.A.-K.R.S., break figure dispute have resulted in much bitterness
between all sections of the industry. Al-
ready the producers have indicated that they think of the K.R.S. ref-
lection of the official K.R.S. attitude then they will have no alternative but
to take further action directly to the
government.

All Officers of ITOA

Are Renominated at

Meeting Held Here

All officers were nominated for re-
lection, with the exception of secre-
tary, at yesterday's meeting of the Independent Theatres Owners Associa-
tion of New York.

High on the meeting's discussion
agenda was the recently passed New
York City five per cent amusement
tax. Exhibitors held a full discussion
of the workings of the tax and re-
cieved briefing in their campaign to
have it repealed.

Those incumbents nominated for re-
lection include: Al Margo, first presi-
dent; David Weinstock, first vice-
president; Max A. Cohen, second vice-
president; Charles W. Curtis, third vice-president; Julius Sanders,
fourth vice-president; Leon Rosen-
blatt, treasurer; John C. Bohm, Jr.,
secretary-treasurer. Edith Marshall
was nominated for secretary of ITOA,
replacing J. J. Goldberg.

New director nominations consisted of
seven names: Jack Hatten, Norman
Eaton, Martin Lewis, Murray Wax, Howard Peck, J. J. Gold-
berg and Al Margo.

For 1-Track 'Robe'

Bookings for one-track mag-
netic and one-track optical
prints of 20th Century-Fox's first CinemaScope production, "The Robe," total over 600, a
figure reported yesterday. Prints were
made available on June 19.

Over 600 Bookings

In Washington Plea

Aided Eastman Issue

When the United States postage
stamp is released at ceremonies on
July 12 in Rochester, N. Y. to con-
memorate the birth of George Eastman, the Cinema Stamp
Collectors will share with the direc-
tors of Eastman Kodak and executives
of the Eastman company the credit for bringing about this special
issue.

The Coronet Corporation, of which Leon J. Bamberger is current
president, petitioned the Postmaster
General to act favorably upon the pro-
posed Eastman stamp, in line with its policy of endorsing proposals for
new stamps considered worthy and
appropriate.

WB Canadian 16mm.

Post to Harnett

TORONTO, June 24—Ap-
pointment of C. Ray Harnett as Canadian
sales manager for Warner Brothers' 16mm. division, was announced by
Harold K. Pierson, general
branch manager in Canada.

Harnett was affiliated with General
Films, Ltd., for three years in Regina,
Kingston and Eastern Canada. He
was connected with Associated Screen
News in Montreal for eight years
during which time he was manager
of that company's equipment division which handled Bell and How-
eIl products.

Three WB Pictures

Pace L.A. 1st Runs

HOLLYWOOD, June 24.—The
box-office parade in the Los Angeles
area seems to be dominated by three of
Warner Brothers top current pro-
ductions; "The High and the Mighty," at the Hollywood Egyptian Theatre; "Blitz M for Murder," at the Stanley
Warner Beverly Hills, and "Them!
"The Mighty and the High" contin-
tinue to set the box-office pace in the
area.

'Silver Lode' Opens

"Silver Lode," RKO Radio, began
its general release Wednesday with
openings in five cities. The Techni-
color Western drama is playing at the
Keith Theatre, Syracuse; Or-
pheum, St. Paul; Kansas City, Mis-
souri; Denver and Minneapolis.

Rejoinder to Reade: 'Has a Lot to Learn'

While the general sales man-
agers of member companies of the
Motion Picture Assn. of America
recently decided that any reply to
Theatre Owners of America presi-
dent William Reade's recent Hally-
wood criticism of distribution
should be on an individual company
level, the Independent Theatres
20th-Century-Fox director of
distribution, when asked yester-
day if he had any comment on Reade's charges, said: "Walking is a young man and has a
great deal to learn."

Industry Screenings

For MGM's 'Brides'

In All Territories

M-G-M will hold "all industry"
screenings in each territory for "Seven
Brides for Seven Brothers." Arrange-
ments were made by the company's branch managers for spe-
cific theatres in each exchange area to show the CinemaScope produc-
tion.

M-G-M executives in each branch
will invite branch managers and em-
ployees of all film companies in the
territory, as well as exhibitors, news-
paper, TV and radio representatives,
disc jockeys and other prominent per-
sonalities.

Already set is the New York
date, showing scheduled for Loew's
22nd Theatre on the evening of
July 1.

Broadcast Music, Inc.

Moves N.Y. Offices

Broadcast Music Inc., music licen-
sing and publishing organization, has
moved its executive offices to 599 Fifth
Avenue, occupying 20,000 square
feet on the seventh and eighth
doors of the new Fifth Avenue build-
ing.

Kaufman's Father Dies

Funeral services were held yesterday
at Park West Chapel for Gustave
Kaufman, father of H. C. Kaufman,
company manager of exchange
activities, who died late Monday.
In addition to his son, he is survived by
his wife, Fanny.

Joins Transfilm

Ken Marthy has joined Transfilm,
Inc., as a production supervisor on
business and TV commercial film.
He has spent 14 years in the motion pic-
ture business and was also an assistant
art director at the B. B. D. & O. ad-
vertising agency.

C'Scope for Houston

An additional key-city demon-
stration of "The Advancing Techniques and Applications of Cinemascope"
has been booked by 20th Century-Fox for Houston, at the Metropolitar Theatre, July 9 at
1 p.m., as the repeat of the Houston
Independent Theatre Owners Asso-
ciation screening.

Installations

(Continued from page 1)

hand at present for equipment total
Jack Miller, said. It was learned also that U. S. and
Canadian theatres which have in-
stalled single optical and single mag-
tics, or both, are now at 1,079.

4,000 Lenses Sold

Jack Miller of CinemaScope Prod-
ucts, a 20th-Fox subsidiary organiza-
tion, revealed here that as of yester-
day over 4,000 cylindrical anamorphic
tenses have been sold to theatres.

Balcom to RETMA

Board Chairmanship

CHICAGO, June 22—Max F. Bal-
com, who served as president of the
Radio-Electronics Television Manu-
facturers Association for two years,
1947-49, was elected chairman of the
group's board of directors as RETMA
concluded its 30th anniversary con-
vention at the Palmer House here.

Others selected by the board of
directors were president and general
counsel Glen McDaniel, treasurer Les-
lie F. Muter, executive vice-president and secre-
taries D. Secrest, engi-
neering department director W. R.
G. Baker and general counsel emeritus
John W. Weisner.

Views, of course, Robert S. Alex-
ander, K. E. Carlson, H. J. Hoffman
and others, were received, and
Floyd W. Bell was elected to succeed
Sidney Harman as vice-president of
the amplifier and sound equipment
branch.

Bookings for 'The Robe'

"The Robe," total over 600, a
figure reported yesterday. Prints
were made available on June 19.
# Motion Picture Daily's Booking Chart

<table>
<thead>
<tr>
<th>Allied Artists</th>
<th>Columbia</th>
<th>Lippert</th>
<th>M-G-M</th>
<th>Para.</th>
<th>Republic</th>
<th>RKO</th>
<th>20th-Fox</th>
<th>United Artists</th>
<th>Univ-Int'l</th>
<th>Warners</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Bowery Boys Meet The Monsters</em></td>
<td><em>Columbia</em></td>
<td><em>Black Eagle</em></td>
<td><em>Eagle</em></td>
<td><em>Princess of the Nile</em></td>
<td><em>Silver Lode</em></td>
<td><em>Laughing Anne</em></td>
<td><em>Garden of Evil</em></td>
<td><em>DEMETHUS AND THE GLADIATORS</em></td>
<td><em>GOG</em></td>
<td><em>DRUMS ACROSS THE RIVER</em></td>
</tr>
<tr>
<td>Bowery Boys</td>
<td>C—D60 min.</td>
<td>(May Releases)</td>
<td>(June Releases)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(June Releases)</td>
<td>(June Releases)</td>
<td>(July Releases)</td>
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<tr>
<td>(June Releases)</td>
<td>THE SARACEN BLADE</td>
<td>(June Releases)</td>
<td>TERROR SHIP</td>
<td>(July Releases)</td>
<td>GOMA WITH THE WING</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(June Releases)</td>
<td>(June Releases)</td>
<td>(July Releases)</td>
</tr>
<tr>
<td>(June Releases)</td>
<td>(Color)</td>
<td>(Color)</td>
<td>William Lundigan</td>
<td>(Re-Release)</td>
<td>Clark Gable</td>
<td>(Re-Release)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
</tr>
<tr>
<td>Ricardo Montalban</td>
<td>D—60 min.</td>
<td>D—5300</td>
<td>(Release 6/30/54)</td>
<td>D—60 min.</td>
<td>(Re-Release)</td>
<td>(Re-Release)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
</tr>
<tr>
<td>Betty St. John</td>
<td>(Rev. 5/1/54)</td>
<td>(Release 6/31/54)</td>
<td>(Rev. 6/25/54)</td>
<td>(Rev. 6/25/54)</td>
<td>(Rev. 6/25/54)</td>
<td>(Rev. 7/5/54)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
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<tr>
<td>D—60 min.</td>
<td>(Rev. 5/25/54)</td>
<td>(Rev. 6/12/54)</td>
<td>(Rev. 5/25/54)</td>
<td>(Rev. 6/12/54)</td>
<td>(Rev. 6/12/54)</td>
<td>(Rev. 7/5/54)</td>
<td>(July Releases)</td>
<td>(July Releases)</td>
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<tr>
<td>(June Releases)</td>
<td>BLACK EAGLE</td>
<td>THE BIG CHASE</td>
<td>THE STUDENT PRINCE</td>
<td>THE BIG RAINBOW</td>
<td>SINS OF ROME</td>
<td>GARDEN OF EVIL</td>
<td>RETURN TO TREASURE ISLAND</td>
<td>THE LAWLESS RIDER</td>
<td>THE HANGER AND THE MIGHTY</td>
<td>BLACK HORSE CANYON</td>
</tr>
<tr>
<td>(The Story of a Horse)</td>
<td>(June Releases)</td>
<td>(June Releases)</td>
<td>(June Releases)</td>
<td>(July Releases)</td>
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<tr>
<td>William Bishop</td>
<td>(Color)</td>
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</tr>
<tr>
<td>Virginia Pitts</td>
<td>(Rev. 5/25/54)</td>
<td>(Rev. 6/12/54)</td>
<td>(Rev. 6/25/54)</td>
<td>(Rev. 7/5/54)</td>
<td>(Rev. 7/5/54)</td>
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<td>(Rev. 7/5/54)</td>
<td>(Rev. 7/5/54)</td>
<td>(Rev. 7/5/54)</td>
</tr>
<tr>
<td>D—90 min.</td>
<td>(Rev. 6/12/54)</td>
<td>(Rev. 6/12/54)</td>
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**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.
Leadership

(Continued from page 1)

tion among the various segments" than in the motion picture industry.

Barnett stated there was little doubt that the welfare state, or large screen presentations "would be consolidated into a uniformly applicable scheme, representing an important ad-

ancement of the art." Eventual standardization would come "for purely economic reasons," he said, because the theatre indus-

try cannot support the development of basic systems requiring varia-

tions in equipment for each method of presentation."

Technical developments will continue to take place at the rate at which Barnett went on, "but it is our sincere hope that these may be approached in a more generally 'rolled out' manner." Barnett expressed the hope that producers pay "more careful attention to the changing tastes and attitudes of theatre audiences," and suggested that coordination between the new leadership he had called for and organizations such as the Motion Picture and Television Council.

Many Nations Represented

Brief speeches were made in advance of Barnett's address by the Amba-

sador of Uruguay, representatives of the Italian, Indian, and Japanese embassies in the future to the motion picture division of the United States Information Agency. Mrs. Vir-

ginia Deleon, president of the district council, introduced the speakers.

Standards on 'Love' Puzzle Film Censors

MILWAUKEE, June 24.—One of the biggest problems facing the Motion Pictureroducing, censorship organization, was aired here last week when Mayor Frank Zeidler told the Board of Trade that Milwaukee County that each community has different and definite standards on a love theme. And "yet they (com-

mitment) must be a picture considering the community without causing conflict with the industry," Zeidler said.

Honorary memberships in the Council for their cooperation in the con-

tent of films that have been presented to Mal Miskis, Warner Theatre; Mr. Sperries, Towne Theatre; Estelle Steinbock, Donner Theatre; Harold Fitzgerald, the Wisconsin Rep- resentment Corp.; Jack Lorentz, 20th Cen-

tury-Fox and Louis Orlove, M-G-M Ball; Mrs. Charles Berenger, outgoing presi-

der.

'Apech' in N. Y. July 9

"Apech," the Hecht-Lancaster ad-

venture spectacle starring Bert Lan-

caster and Jean Peters, will have its New York premiere at the Mayfair Theatre on Friday, July 9, it was disc-

closed yesterday by William J. Hen-

man, vice-president of United Artists in charge of distribution.

Reviews

"The Outcast" (Republic)

G

certainty and tender love make odd contrasts in "The Outcast," but the film's overall effect is that of a well-made and audience-pleasing period Western.

In Trucolor, the film stars John Derek, Joan Evans, Jim Davis and Cath-

tery Liberal." A native ranch hand, daughter, is introduced. Derek and Miss Evans fall in love and the former is torn by a conflict: whether to continue the bloodstream, or abandon the fight, as theVIEW

The end of the war occurs when Derek kills Davis in a gun duel within sight of Miss Evans and Miss McLeod, Davis' fiancée. Sickenled by the slaughter, Derek settles down in peace with his bride.

William J. O'Sullivan was associate producer and William Winney directed "The Outcast." John K. Butler and Richard Wormer wrote the screenplay based upon an Esquire magazine story by Tod Hunter Ballard.

Running time, 90 minutes. General classification. For release, October 1.

"Sins of Rome" (Corbisno-RKO-Radio)

TH

E standard apperances of Roman legends, gladiators, comedy women and a massive battle, are present in "Sins of Rome," yet have vigor and freshness. The Italian-made film should please adult audiencespartial to the special effects, and film buffs.

Ludmilla Tcherina, Massimo Girotti and Gianna Maria Canale are starred, and Viesco Vincent, Carlo Ninchi and Vittorio Sanpauli head the supporting cast.

"Sins of Rome" in 68 B.C., "Sins of Rome" tells the story of an uprising of enslaved gladiators against their Roman masters. Led by Girotti, the slaves rebel over Italy and plan to return to Rome and sack the city.

However, treachery arises from a love triangle in which Girotti, Miss Canale, as the emperor's daughter, and Miss Tcherina as a slave girl, are involved. Miss Canale is involved with the warrior and buys him as her slave, but he falls in love with the slave girl when they escape their slavery together. However, she is overcome by jealousy when she learns of his past escapades with the emperor's daughter.

The outcome is disaster, Miss Tcherina, assuming command of the gladiator army when Girotti is with Miss Canale, starts an attack upon Rome. In the ensuing bloodstream, Girotti is killed, but before he dies, the slave girl realizes he still loves her.

Several suggestive love scenes in which Girotti and Miss Canale take part, and an equally suggestive dance by Miss Tcherina place "Sins of Rome" in an adult category.

Ricardo Frieda directed. The score is by Benno Roscelfini.

Running time, 70 minutes. Adult classification. For release in June.

"Monte Carlo Baby" (Vortuna-Filmmakers)

CAPITALIZING on the now famous name of Audrey Hepburn, Filmmakers Releasing organization has revived one of the films she made years ago before her Hollywood and Broadway successes. In "Monte Carlo Baby," Miss Hepburn's role is revealed.

Produced in Monte Carlo and Paris with a Franco-Anglo-American cast, the film is the type of comedy that needs witty dialogue and expert facefece to keep it from being preposterous. Unfortunately, it has very little of either. Consequently, despite its frantic movement, it only occasionally brings forth a smile.

The story tells of an infant given to the wrong relative when a measles epidemic breaks out in a nursing home. The alleged granddather works for a shipping line in Monte Carlo, but lades his identity for fear the child can't come along. The real mother and father, an actress and a pianist, both temperamental and separated, believe the other has kidnapped the child. They, too, head for Monte Carlo. Meanwhile the daughter of the nursing home's operator leaves Monte Carlo. According to the script, his is a jazz band but it seems more suited to weddings than to jam sessions.

The best bit in the picture is the finale which is an unusual television show wherein the orchestra tries to locate the parents via song and dance. It's one of the few laughable scenes.

Jean Boyer and Jean Jerrold directed and wrote the screenplay with Alex Joffe.

Running time, 70 minutes. General classification. For release in May.

Hughes

(Continued from page 1)

respect to a Code seal for "Sinsbad," the new RKO Radio release of "The French Line" without a last winter and has not yet paid the $25,000 fine levied against it by the Motion Picture Association of America for that infraction of association membership rules.

Grainger voiced his anger over the experience which "French Line" met with in this city. The picture originally was passed by the police censor board with Select in charge. Grainger said: "Months later it was pressed right out of Chicago. I'm Catholic, too. This is the same membership steams from 'The Outlaw' controversy."

Grainger said, however, no censorship matters will be discussed at the meeting here. The new release, "San-

s Sued Here," was screened for the delegates today.

Utah

(Continued from page 1)

day's ruling came as the court re-

jected the claim of the widow and
dughters of Jack Donahue, Broad-
way producer, who claimed he was

portrayed in Warner's "Look For the Silver Lining," biography of Marilyn Miller, Mrs. Donahue and her daugh-

ters, have been ordered by the Utah Supreme Court to pay $150,000 damages from Warners' studio and distributors for showing the picture in Utah.

New York and Virginia have similar laws, but New York's provides no recovery of damages and Virginia's is not yet effective. Utah's legislature killed a bill last year to restrict the law to Utah residents.

RKO Canada Offices

Top Shorts Quota

Winnipeg and Montreal RKO branches have ended their "Sidney Kramer Shorts" drive with over-quoto results, according to the company.

Winnipeg has deposited its drive 103 per cent over-quoto for the drive period, while Montreal ended its eight-week period with the highest drive-in over-quoto stana. The drive com-

memorates the RKO short subjects sales manager's 25-year association with the company.

Enlarge N. E. Drive-in

BOSTON, June 24.—Two drive-ins of the Redstone circuit, the Neposet in Boston and the Revere in Revere, are being enlarged. By Aug. 1, the Revere will have added six full ramps making it the largest operator in New England. Another concession stand is planned to take care of the added patrons. The Neposet, Bos-

ton's largest in the N. E., is having four new ramps added.

Acquires 'Divorce'

Edge of Divorce starring Valerie Hobson took the top "Back-

ground" by Warren Chelian-Strode, has been acquired for release in this country by Embassy Pictures International. The film will have its premiere in New York late in July.

'Alamein' to Open

"El Alamein," Columbia drama, will have its New York premiere at the Fox Theatre, Brooklyn, on Wed-

nesday.
Enjoy full profit from CinemaScope shown in its full appeal!...use only Bausch & Lomb Lenses created specially for CinemaScope.

SEE YOUR
20th CENTURY-FOX
REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it's better than ever on film...better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension...with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation during the next few weeks.

Your screen shows the difference...your boxoffice figures the difference in pay-off. Proof? Over 90% of the theatres showing CinemaScope use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how...gained from creating and producing the first practical CinemaScope optical system...from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far.

Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.
Tradewise ...

By SHERWIN KANE

CURRENT reports that Britain is considering the removal of all present restrictions on sterling convertibility — reports which stirred mild interest in home offices executing letters of credit and export department circles — appear to have been inspired by the conference which has been called by the Council of the Organization for European Economic Cooperation in London next month to discuss with other leading European nations the problems which might be encountered if all were to make their currencies convertible.

Involved in the conference will be, in addition to Britain, France, Germany, Italy, the Scandinavian and Benelux countries, Greece and Switzerland.

The apparent intention at this time is to accustom British financial and economic authorities, would be to restrict sterling convertibility to non-residents of Britain, permitting them to convert into dollars their sterling balances. Presumably, it would have no direct bearing on British trade with the dollar area or with the sterling Commonwealth.

Meanwhile, official quarters in London insist there is no time-table for convertibility yet and hence no foundation for the report that it may occur in the fall. Well-informed British economists are of the opinion that it will take place by next spring, possibly earlier if favorable conditions continue without interruption.

Britain's gold-dollar reserves have been increasing at a substantial rate for some time and this month, on the basis of the report for May, are in excess of three billion dollars. Much of the huge May increase was said to be the result of foreign buying of sterling.

Britain's strengthening dollar reserve position is being argued as justifying either free convertibility of sterling or a widening of the open market exchange rates beyond the present brackets of

Maybe Somebody Should Telephone

Exhibitor and distributor companies which were set up by the Industry Arbitration System are waiting for somebody to move the first move to call a first meeting.

Said Herman Levy, general counsel of the Theatre Owners of America: "We are ready to move with the distributors anytime they set a date."

Said Al Lichtman, of the distributors' group: "We are waiting to hear from the TOA people."

The drafting committee was scheduled to have a tentative draft ready by July 31, but it appears that the date will have to be extended.

Grainger Denies 'Sinbad' Quotation

CHICAGO, June 27.—James R. Grainger, RKO Radio Pictures president, asserted the company had been "misunderstood" in a MOTION PICTURE DAILY story published last Friday which reported Grainger as saying that Howard Hughes had agreed to make changes in "Son of Sinbad" as requested by the Production Code Administration.

"I made no such statement and would appreciate you printing a retraction," Grainger said. "It was a clipping of a story by Sheila Graham which stated that Howard Hughes refused to make any cuts in 'Son of Sinbad' as requested by the Production Code. I replied, in answer to a question, that I was certain that Mr. Hughes had no discussion whatsoever with any one regarding 'Son of Sinbad.'"

Still Effective Aug. 31

D-J Agrees to Change in Loew's Divorcement Plan

By J. A. OTTEN

WASHINGTON, June 27.—Justice Department officials have agreed to a change in the way the Loew's divorcement plan is to be carried out, but declared it was "a change in form and not in substance."

The change was requested by Loew's on the ground that it had encountered major tax problems in the workings of the original decree's divorcement provisions.

According to Justice officials, divorcement will still be required by the Aug. 31 deadline in the original decree, but the divorcement will be accomplished in a slightly different fashion.

Under the original decree, Loew's was to have formed a new theatre company by Aug. 31 and to have transferred the stock of the theatre operating subsidiaries. It could then hold the stock of the new theatre company until Feb. 6, 1955, and for another two years after that if able to convince the court that it could not accomplish a reasonable division of the outstanding funded debt between the picture company and the new theatre company. So long as Loew's held the stock of the new theatre company, half the board of directors of the latter company would have to be approved by the court and various other restrictions would have to be met to assure independent operation.

Under the new plan approved by the Justice Department, Loew's will sell up its new theatre company by

(Continued on page 5)

N.Y.C. TAX VALIDITY STATISTICS COMPLETED: CITY ISSUES GUIDE

Compilation of statistics for the purpose of investigating the validity of the recently issued New York City five per cent tax on admissions were completed at the weekend by the Bird commission which was appointed by Gov. Dewey, according to Frederick L. Bird, committee chairman.

Bird said that it may be "quite a while" before the commission finally issues a formal report to the governor. The only deadline he could name was the next scheduled session of the state legislature which will convene in January.

"We are not wasting any time," Bird emphasized, as he described the work being done by his research staff. The staff is evaluating what it now

(Continued on page 5)

MGM Adds Four to Release Schedule

M-G-M will release two pictures in September and a like number in October, according to the company's new schedule announced at the weekend. The four additional pictures will make a total of 22 announced so far for the calendar year. Three of the new quartets will be in color, making a total of 19 in color announced for the calendar year.

For September, the lead off picture

(Continued on page 5)

Technical Tax Bill Debate Starts Today

WASHINGTON, June 27.—The Senate is scheduled to start debate tomorrow on the huge House-passed technical tax bill. Majority leader Knowland (R., Calif.) said he hoped the Senate could have passed the bill by the end of the week.
Personal Mention

CHARLES C. MOSKOWITZ, Loew’s vice-president and treasurer, returned to New York from the Coast at the weekend.

OSCAR DOOR, M-G-M executive, will return to New York today from Houston, where he set up the advance campaign for the world premiere of “Seven Bridges for Seven Brothers.”

JAMES M. CONNOLLY, North-East division manager for 20th Century-Fox, has returned to Boston from New Haven, Conn., and Albany, N.Y.

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, left here over the weekend for a motor tour through New England and Canada.

H. SIMON ULLMAN, son of Saul J. Ullman, Fabian division manager in Albany, N.Y., was married to Ruth Rotheim, of New Rochelle, at Temple Israel in White Plains.

JEROME PICKMAN, Paramount advertising-publicity vice-president, returned to New York over the weekend from Hollywood.

HEBB STEINBERG, Paramount Pictures national general sales manager, returned to New York at the weekend from Oklahoma City.

LEON J. BAMBERGER, RKO Radio sales promotion manager, returned to New York over the weekend for Edgewater Park, Miss.

W. W. SULLIVAN, 20th Century-Fox manager for Japan, has arrived in New York from Tokyo.

HOWARD DIETZ, M-G-M vice-president, is scheduled to return to New York today from the Coast.

RUSSELL STEWART, of the M-G-M home office publicity department, has left here for an Atlantic vacation.

ALFRED HITCHCOCK will arrive here tomorrow from France.

LEONARD SPIDELGASS, writer, will arrive in New York from the Coast Friday and will leave here next day aboard the “Liberte” for Europe.

LUC FORMATO, M-G-M branch manager in Philadelphia, has returned there from New York.

Duer, of A.A.A. Dies

DENVER, June 27—Funeral services were held Saturday for Charles Duer, 53, Allied Artists branch manager for the past five years, who succumbed to a heart ailment. He was associated with Paramount Pictures for 25 years prior to joining A.A.A. His widow, Mrs. Duer, and two grand-children survive.

Testimonial Tonight

For Hoyt’s Turnbull

WASHINGTON, June 27.—The House will likely send to the White House this week a one-year extension of the reciprocal trade agreements program.

The Senate approved the extension late Thursday, but added two minor amendments, which closed a matter more than five months after its release, Dece. 21 and 2-1, and have joined their promulgation, and have extended a second time, the period of the Decca album based on the soundtrack of “Magnificent Obsession.”

The Decca album, which was available on two spools, has a 45 extended play, features the Universal-International orchestra and chorus under the direction of Joseph Gershenson.

Alexander Smith to Close Yonkers Plant

The Alexander Smith Carpet Co., one of the oldest in the nation and considered as a leading carpet creditor, is closing its oldest and largest plant in Yonkers, N. Y., and removing its operations to a new plant in Newark, N. J.

The move is partially consequence of a strike by textile-union members who closed down the company on June 15. The new plant in Mississippi, already in operation, is non-union. Another plant is maintained by the company in Philadelphia, where employees are members of the T.W.U.

Industry Leaders to Dine With President

WASHINGTON, June 27—Plans are being made to drive to collect money in theaters for Korean relief will be discussed with industry leaders at a White House luncheon Tuesday.

The President has asked about 40 industry officials, mostly theatre owners, to the luncheon to talk over the drive on Federal and American Korean Relief Foundation.

Miss Booth Honored as ‘Leslie’ Opens

The world premiere of “About Your Wife,” Hal Wallis production for Paramount Pictures, was held here last night at the Victoria Theatre. Samuels, 20th Century-Fox, starred by Gable, which marks her second motion picture, was on hand for the event and personally selected the director, as a special Actors Equity Award as a tribute to her talent.

Presentation of the award was made by a group of stars which included: Atterzukor, Billy de Wolfe, Barry Sullivan, John Hodiak, Kim Hunter and Paul McComas.

The boxoffice proceeds from the premiere were turned over to the Actors Fund of America.

Samuels on Coast

Leo F. Samuels, sales manager of Walt Disney Productions and head of the Disney distributing subsidiary, Baena Vista, will arrive in Hollywood today for a series of product meetings at the Disney studios. While on the coast, Samuels is scheduled to discuss a deal with Fox West Coast executives for the exhibition of Disney’s “True-Life Adventure” and “The Vanishing Prairie” scheduled for release this summer.

Veto Guam Census Bill

GUAM, June 27—Gov. Elvidge for a second time vetoed a Guamanian census motion picture censorship bill. Elvidge said the threat of film censure to “the pillars of freedom,” particularly speech and expression, far outweighed the evils of bad films.

Muskat Leaves SMPTE

Sig Muskat, for many years New York office manager for the Society of Motion Picture and Television Engineers, leaves his post Wednesday to establish a new connection in the film industry.

Myers on Vacation

WASHINGTON, June 27.—Afram P. Myers, general counsel of Allied States Association, leaves Washington for a two-week vacation in Maine with Mrs. Myers.

W. B., Allen Sign for Animal Documentary

HOOLYWOOD, June 27.—Warner Brothers and Irvin Allen’s Windsor Productions have closed a deal for the distribution and distribution deal for “The Animal World,” which will trace the development of animal life from the time of the world’s oldest known illuminated by naturalist photographers throughout the world will shoot footage for the feature, documentary on the project is scheduled for wide-screen filming in WarnerColor.

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The boxoffice proceeds from the premiere were turned over to the Actors Fund of America.

Universal to Release Rank’s ‘Tale of Tub’

“Tale of a Tub,” the J. Arthur Rank Organization’s new farce comedy starring Paul Douglas, will be released in the United States by Universal Pictures under its U-I Special Films Division banner, it was announced by Charles Feldman, president and general sales manager of Universal.

“Tale of a Tub,” known in England as “The Vanishing Prairie,” is Michael Balcon-Ealing Studios Production. The film was directed by Alexander Mackendrick who directed “Tight Little Island” and “Man in the White Helmet.” It was produced by Michael Truman from a screenplay by William Rose who is writing the screenplay at present with the screenplay at present under the title “Genievieve.”

U-I Foreign Officials Feted by Ben Cohn

Ben Cohn, assistant foreign general manager of Universal International Films, was host at a luncheon Friday to a group of foreign sales managers, distributors and exhibitors who are in New York for conferences with company officials.

Guests of honor at the luncheon were Herc McIntyre, South Pacific Supervisor; Arthur Doyle, Far Eastern Supervisor; Kurt Jahnke, Manager for Sweden; William Hislop, Manager for New Zealand; Vice-Presidents Gerald Dunham for Greece, and Vernon Chustman, General Manager of the Kerridge circuit in New Zealand.

Mehr to Lumber Assn.

Milton Mohr, former publicity manager for RKO Radio Pictures, has been appointed publicity director for the first conventional and expansion of the National Retail Lumber Dealers Association, which will be held at King’sbridge Armory, Oct. 2 to Oct. 10.
Enjoy full profit from CinemaScope shown in its full appeal!...use only Bausch & Lomb Lenses created specially for CinemaScope

SEE YOUR
20th CENTURY-FOX
REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it's better than ever on film... better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension... with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation.

Y our screen shows the difference... your boxoffice figures the difference in pay-off. Proof? Over 90% of the theatres showing CinemaScope use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how... gained from creating and producing the first practical CinemaScope optical system... from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.
Ever stop to think of what is involved in compiling and producing the industry's most-often-used reference book each year? The more than one thousand pages of Motion Picture and Television ALMANAC are checked and rechecked and revised . . . out-dated data is eliminated and useful new information is added . . . facts, facts, facts—literally tens of thousands of items are obtained and examined . . . In the Who's Who section alone, there are approximately 12,000 concise, correct biographies of personalities in or associated with the motion picture, television and radio industries. And that is but one of the 15 thumb-indexed sections!

The big job for the 1954-55 edition of the ALMANAC is well under way. Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 26th edition in their hands, and the up-to-date facts at their finger-tips.

Edited by
Charles S. Aaronson

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The 1955
Motion Picture
and Television
ALMANAC

A QUIGLEY PUBLICATION
Film on CinemaScope Is Seen by 100 Guests
In Upstate New York

AMSTERDAM, N. Y., June 27—One hundred exhibitors and guests witnessed 20th Century-Fox's preview of coming product in improved CinemaScope on the Lyric stage of Schine's Rialto Theatre here. The demonstration was transferred to the radio because of its auditorium-speaker system.

Among those attending were: Don G. Schine, F. Chase Hathaway, whose Hoosick, N. Y., house had the first drive-in double screen; Marcia Schine, manager; Bernard Diamond, William Kramer, J. Dewey Lederer and Sy Evans, Schine home offices in Gloversville; Reed Keenan, manager of Schine's Oneida; Mrs. Hazel Smalley, Robert Johnson and Lawrence Dorn, Small, the Lyric manager; Saul Ullman, Fabian division manager in Albany; Charles C. Gordon and Mr. and Mrs. Ger- nie, Utica; Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., Albany.

Two Mayors Present

Also, Frank Williams and Harry Durkee, of Dunkirk; E. G. Smith, of Clifton, F. Chase Hathaway, whose Hoosick, N. Y., house had the first drive-in double screen; Marcia Schine, manager; Bernard Diamond, William Kramer, J. Dewey Lederer and Sy Evans, Schine home offices in Gloversville; Reed Keenan, manager of Schine's Oneida; Mrs. Hazel Smalley, Robert Johnson and Lawrence Dorn, Small, the Lyric manager; Saul Ullman, Fabian division manager in Albany; Charles C. Gordon and Mr. and Mrs. Gennie, Utica; Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., Albany.

Canadian Exhibitors and Press To See CinemaScope Reel

A complete schedule of exhibition and press callings has been arranged in Canada by the Super-8 Cinemascope Corporation of Canada. The showings will be at the Royal, Toronto; the Odeon, Montreal; the Grand and Capitol, Vancouver; and the Roxy, Calgary. The first showing in Toronto will be on Monday, July 7, at the Empire, Toronto. The showings in Montreal and Vancouver will be on Monday, July 14, at the Odeon, Montreal, and the Grand, Vancouver. The showings in Calgary will be on Monday, July 21, at the Capitol, Calgary. The showings in each city will be accompanied by representative exhibitors and the Canadian press.

MGM Adds 4

(Continued from page 1)

will be "Betrayed," in Eastman Color and starring Clark Gable, Bette Davis and Victor Mature. This will be followed by "Brigadoon" in Eastman Color and CinemaScope, starring Gene Kelly and Cyd Charisse. For October, "Rogue Cop," starring Robert Taylor and Janet Leigh, will be the first attraction. This will be followed by "Beau Brummell," in Technicolor and starring Stewart Granger and Elizabeth Taylor.

100 Towns Set for Preview of 'Brides'

With 35 exchange centers now set for special "all-industry" showings of the company's CinemaScope and color production "Seven Brides for Seven Brothers," M-G-M has extended the operation to 100 towns, these new situations to include key and chart towns outlined specifically by the sales and publicity and exploitation departments. A sneak preview plan for inviting key exhibitors, radio commentators, disc jockeys and record distributors will prevail for the additional 68 towns added to the original 32 cities and towns. General exhibitors and persons identified with music will also be invited.

N.Y.C. Theatres Pay
16 Licenses, Taxes

(Continued from page 1)

With the addition of the five per cent amusement tax on July 1, New York City theatres will be paying a total of $16,000 in city, state and federal government taxes. There may be more, but New York City tax and license fees are imposed on 10 different items. A three per cent sales tax is levied on film rentals and materials purchased, including equipment. If the theatre is leased, three per cent of the three per cent tax on the annual rental is to be paid.

Several Special Licenses

A theatre here pays a gross receipts tax of three per cent on months per cent and also a real estate tax. There is a local levy on water and an additional one-third of the water levy is charged as a sewer tax. The theatre operator has to have special licences for his theatre, a marquee, a checking room and an oil burner. He also has to pay an occupancy tax. State government taxes are on liquor licenses, the operation of the theatre, insurance and unemploy- ment insurance, a payroll tax. Federal levies include the 10 per cent admission tax, unemployment insurance benefit and social security on employee incomes over $3,000.

Divorcement

(Continued from page 1)

Ang. 31, but will not transfer to it the assets of the other companies. Instead, the individual theatre operating companies must meet—after the 1950 tax return is filed—on the original decree on the new theatre company. Thus, one half the board of each operating company must be approved by the other company. The operating companies must be operated independently of the picture company, the operating companies can have no officers in common with the picture company, etc.

Could Continue Two Years

This set-up could continue through 1952, and then for another two years, on the same showing on the enduring debt as provided in the original decree. Somewhere along the line, presum- ably, Loew's will straighten out its tax problems and the stock of the operating companies will be transferred to the new theatre company.

Justice officials said they couldn't emphasize too strongly that they didn't regard this as a weakening of the principle of the divorcement plan. They said it was merely a change in the form of the divorcement plan to meet its tax problems, and that the substance of the original divorcement plan was unchanged.

"Time" TV Station

(Continued from page 1)

Denver television station channel after a hotly contested fight with Denver Television Co., controlled by actor James Stewart and Denver exhibitor John Wolfrum.

At the same time the commission authorized the sale by Aladdin, it de- nied Denver Television Co.'s petition to set aside the earlier grant to Alad- din and reinstate the Stewart-Wolfrum application.

Hope to Do 'Fog' Biography for Para.

Bob Hope's next picture for Para- mount will be "Eddie Fog and the Seven Little Fays." Jack Rose will produce and Melville Shavelson will direct the film, which will begin in July. The biographical story is to be filmed in VistaVision and in Technicolor.
available in **CINEMASCOPE**
for Labor Day from 20th Century-Fox
$1.57 on Common
Universal Net For 26 Weeks
$1,721,000
Approximately 28% Ower Same Period in 1953

Universal Pictures and subsidiary companies yesterday reported earnings for the 26 weeks ending May 1 of $1,721,000 after providing $1,045,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to $1.57 per share on the 1,017,334 shares of common stock outstanding at May 1.

For the twenty-six weeks ending May 2, 1953, earnings were $1,246,000 after providing $321,000 for Federal taxes on income. After dividends on the preferred stock, this was equivalent to $1.27 per share on the 901,098 shares of common stock outstanding at May 2, 1953. This period's net is approximately 28% per cent above 1953.

Involves 8 Distributors
Poster Exchange Appeals N. S. S. Anti-Trust Suit

WASHINGTON, June 28—Charles Lawlor and Mitchell Pantzner, partners trading as the Independent Poster Exchange, have appealed to the Supreme Court their anti-trust suit against National Screen Service and eight major distributors.

The exchange is a motion picture poster renting outfit. The partners' suit charged National Screen with a monopoly in the poster and trailer field and declared that the major distributors aided National Screen to maintain this monopoly.

The Philadelphia District Court and the Third Circuit Court of Appeals threw out the case, holding that the suit was barred by reason of the (Continued on page 4)

Wilcox, Schaefer in New Global Deal

LONDON, June 28.—Herbert Wilcox has renewed an association with George Schaefer on a world-wide production, distribution and exploitation of films. Schaefer is in charge of the current production "Lilies in the Spring" and a series of films with international stars. Wilcox and Schaefer had a similar (Continued on page 4)

Sees Fox Earnings Doubled in 1954
Donald A. Henderson, 20th Century-Fox secretary-treasurer, reported here yesterday to the New York Security Analysts, who attended a special screening of "The Advancing Techniques of CinemaScope," that the film company's estimated profit before taxes this year will be $16,500,000 as compared to last year's $8,211,000.

Earnings for 1954 are expected at $3.02 per share as compared to $1.65 in 1953, Henderson said.

Limit Senate Debate On Technical Tax Bill
WASHINGTON, June 28—Senate debate on the technical tax bill got off to a slow start today, but Republican leaders were still predicting passage by the end of the week.

Republican Majority Leader Knowland (R., Calif.) obtained Senate agreement to limit debate on each amendment to two hours, starting Wednesday.

New Policies Effected NT Acquires 20% Evergreen Interest; Fitzgerald Retires

The sale by Frank L. Newman of a 20 per cent interest in his Evergreen circuit in the Pacific Northwest to National Theatres and the retirement of Harold J. Fitzgerald as president of Fox Wisconsin Theatres indicates a realignment of NT's operational policies.

Newman is reported to have sold his 20 per cent interest in his 250-theatre circuit for $800,000. This move will result in streamlining the operations, with William Thelford as Northwest division manager and maintaining offices in Portland and Seattle.

Fitzgerald will conclude his long-term contract with National Theatres on Aug. 1. With his retirement, NT will operate the Wisconsin group of theatres as a division of the Los Angeles office instead of as a division out of Milwaukee.

It was pointed out in Milwaukee at the weekend that divestiture provisions arising from the Paramount case, economic conditions and the resulting curtailment of operations has had the effect of reducing Fox-Wisconsin Theatres from 68 theatres to the presently operated 25 houses.

Fitzgerald will continue as a member of the Fox Wisconsin board of directors and will devote part of his time to his growing personal interests.

Walsh vs. Brewer Debate Likely July 8

HOLLYWOOD, June 28—IATSE president Richard Walsh has tentatively accepted an invitation to attend the July 8th meeting of the Southern California delegates to the IATSE annual convention in Cincinnati, August 9th, it is announced by Pat O'fer, secretary of the Brewer-for-President Committee. It Walsh agrees to debate with candidate Roy M. Brewer on the election issues, offer (Continued on page 4)

CEA Further Advances Global Cooperation of Exhibitors

By WILLIAM PAY

LONDON, June 28—The desirability of increased cooperation between American and British exhibitors, in line with current proposals to effect a working arrangement among exhibitors internationally on subjects of joint interest, was further advanced at the annual convention of the Cinematograph Exhibitors Association at Harrogate, Yorkshire last week.

The subject was raised at the open forum in the convention by T. H. Fligelstone, an influential member of C. E. A. and its president in 1936. Referring to the recent announcement by the Theatre Owners of America directors at their Los Angeles meeting that delegates would be authorized to meet C. E. A. officers in London, Fligelstone said:

"In view of the way British and American exhibitors had stood together on new techniques and refused to be dictated to by renters, it was important that there should be even more cooperation between exhibitors of both continents. Fligelstone was supported by R. H. Dewes of the J. Arthur Rank Organization who said a full exchange of news with American exhibitors would be extremely helpful at times. Although C. E. A. rules restricted the scope of the meeting and no reso (Continued on page 4)

Senate Ratifies New Pact on Copyright
WASHINGTON, June 28.—The Senate has ratified, by an overwhelming 65 to 2 vote, the proposed new Universal Copyright Convention.

The new convention is designed to give international copyright protection to U. S. films, books, records and other art works. The convention does not become effective for the U. S. (Continued on page 4)
Orient, Europe, Latin America 
Universal Business Abroad Is Reported Up 20-35%

By LESTER DINOFF

Universal Pictures' foreign business in Australia, New Zealand, the Far East, Sweden and Latin America was reported as up 20 to 35 per cent ahead of previous years, "good," "prosperous," and "at an even keel" by five of the company's foreign executives who held a joint talk here yesterday at the "U" office. Here McIntyre, Universal's supervisor at Shanghai and the South Pacific, reported that "gross theatre receipts in Australia are bigger than ever before." He attributed the high business to "a prosperous period and conditions of the 'Down Under Land.'

New Zealand Called Prosperous

Art Doyle, Universal's Far East and Eastern Asia supervisor, said that film business was approximately up 20 per cent. Al Levy, Universal's American supervisor in Australia, said that Universal's foreign film company, said that Central and South American earnings of his company are up 15 per cent and about 30 per cent with a higher increase expected before the year is over.

Karl Jungmarker, Universal's manager in Sweden, stated the foreign market business in his country is "good and on an even keel" with Universal's earnings up 20 per cent. Al Levy, Universal's American supervisor in Australia, said that Central and South American earnings of his organization are up 15 per cent and about 30 per cent with a higher increase expected before the year is over.

No Shortage Expected

Reporting on the status of theatres throughout his area, the Universal official said that "since the end of World War II, not many new houses have been built. However, there has been reconstruction going on." Australia has a backlog of U. S. product and demand operation, he said, "wherever they are waiting here," he said. Most of the theatres are double bill houses. "Greater Union Theatres buy all and play all of Universal product regardless," he said. Meanwhile, his books U. S. films three to four months behind domestic release.

Commenting on television, McIntyre reported that "Australia will have TV in two years."

Doyle, reporting on the 10 countries which compose his Far East domain, said that while the economic situations in each area differ, universal business is up about 20 per cent. "French - produced films are starting to compete with U. S. product in some regions," he said.

Commenting on India, the Universal supervisor declared that "India has a shortage problem that with the exception of one company, is on the skids and in bad shape." He said that "for the first time the film is coming through."

Starting to come back and at present is fairly stable, he said; Doyle also stated that U. S. musicals are not generally accepted by the public in India and that "the film industry is still participating in conditions of the 'Down Under Land.'"

Commenting on the over-all situation in the Far East, Doyle asserted that "the business is up 25 per cent a year and that the Philippines are also gaining." Declaring the territory, he said that the U. S. films are "also reported that Russian and "Red" propaganda films "do as well in India as U. S. films" but in India there has been a crack down on them.

Mobile Circuits Active

Hislop, in his report on conditions in New Zealand, said that "business there is not bad" although the circuits there are "serious and old looking." Doyle said that "his understanding that the 62 per cent "invisible" tax in India did not involve U. S. films. Doyle also reported that Russian and "Red" propaganda films "do as well in India as U. S. films" but in India there has been a crack down on them.

New York Theatres

RUDY BERGER, M-G-M Southern sales manager, will arrive in New York today from Washington.

HARRY E. REEVES, president of Reeves Soundcrest Corp. and of Cine- tampa, who was recently attended by Yardley, have left New York by plane for Paris.

BEN THAI, M-G-M studio executive, and Spencer Tracy are scheduled to arrive from Europe, en route to Hollywood.

JEFF LIVINGTON, Universal Pictures Eastern advertising manager, left New York yesterday for Buffalo, Cleveland and Chicago.

F. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, has left here today for Oklahoma City.

HARRY BERMAN, M-G-M producer, and MITCHELL LEISEN, director, will leave the Coast for England and the Continent.

IRVING SHIFFMAN, United Artists exploitation representative, is in Hartford from New York.

WILLIAM D. KELLY, president of the M-G-M print department, arrived in Miami yesterday from New York.

Al ROOK, president of Film Booking Outfit, Inc., has returned there from Florida.

JOE LEVY, out-of-town booker for Loew's, returned here yesterday from Miami.

HUGH PUCKETT, Universal Pictures booker in Charlotte, has returned there from California.

WALTER THOMAS, M-G-M booker in Charlotte, has returned there from New York.

$42,000 Photograph Featured in 'Look'

A picture depicting a group of 41 Metro-Goldwyn-Mayer stars, part of a "Look" Magazine spread on the increase in production activity of the film industry, is probably the most expensive ever taken, says the magazine.

Three hours of production time on seven different films were lost in shooting the photo, said to be worth $42,000 by "Look."

MRS. MARION ENGEL, 48

BOSTON, June 28.—Funeral services for Mrs. Marion Engel, 48, wife of Phillip Engel, 20th Century-Fox publicist, who died Sunday will be held tomorrow at Stunensky Funeral Chapel, Brookline. She was an active member of Beth Zion Temple and woman's club of the Jewish Home for B'nai B'rith. Besides her husband she is survived by a son and her par

Exhibitors at Odds

In Northern Ohio On Film Carriers

CLEVELAND, June 28.—The film transit problem in northern Ohio was discussed in the offices of Horace Adams, president of Independent Theatre Owners of Ohio, by a committee of exhibitors and executives of the film company in question. They have been trying to discuss a proposal by Consolidated Trucking Co. to take over this service from the independent operators who have been operating here for as long as 40 years. Consolidated Trucking Co. is said to have quoted prices lower than the present carriers, however. It was agreed that proposals will be accepted by both Adams and Martin G. Smith, former ITOO president, who attended the conference. Ads have been placed by the company to maintain the messenger service in its status quo while owners of smaller independent theaters seem to be looking for means to reduce overhead. "I do not look with favor on a single messenger operation," Adams said, "but we will let it be known how it will lead us in the future."
INDUSTRY LEADERS PAY TRIBUTE TO HOYT’S TURNBULL AT DINNER

More than 100 distribution and exhibition leaders last night honored Harry L. Hoyt, president of Hoyt’s Theatres, Ltd., Australia, at a testimonial dinner at New York’s 21 Club. A tribute to the theatre executive from Australia, currently in the United States on a business trip, was delivered by leading producers, companies, theatre circuits, financiers and domestic and international sales executives.

Top Executives Present

Among the industry heads in attendance were Ira Stollman, president of 20th-Fox; Milton Rackmull, president, Universal International; Murray Silverstone, president, 20th Century-Fox’s International Corp.; James R. Grainger, president, and William W. Altschuler, head of Republic Pictures International; Sol A. Schwartz, president, RKO Theatres; George Skouras, president, Twentieth Century-Fox Distribution; Al Hitchcock, president, United Artists; and Sprouse Skouras, Jr., president of Skouras Theatres.

Privately, testimonial were Al Lichtenstein, director of distribution, 20th Century-Fox; Jack Cohr, executive vice-president, Columbia Pictures; C. E. Gray and William Griffith, president, Universal-International; Ned Dinjet, past head of RKO; Charles Booserg, chairman, RKO Pictures; W. C. Gehring, 20th Century-Fox, and Edward Morey, of Allied Artists. Also Arnold Picker, United Artists; William S. Fager, Loew’s; Norton Rich, 20th-Fox; Samuel Silverstone, 20th Century-Fox; Samuel Rinaldi, RKO Theatres; William McFarlin, Roxey Theatre; Walter Branson, RKO Pictures; Charles Reagan, Loew’s; and Benjamin Silverman, Allied Artists.

Bankers Attend

Also Herman G. Place, General Precision Equipment Corp.; Herbert Goldens and Harry A. Watkins, Bankers Trust Co.; A. C. Abeel, Guaranty Trust Co.; Frank G. Ross, Universal National Bank; and 20th Century-Fox directors Colby M. Chester, Robert L. Clarkson, Hon. Daniel O. Henderson, vice-president, Allied Artists; Harold Krane, United Artists; and David Idzel, Fox Theatre, Detroit.

Walters Sells Two Houses to Realty Co.

CLEVELAND, June 28.—In a real estate deal involving an announced $500,000, the Uptown and Variety theatres have been purchased by Paul Walter, president of Wargo Realty Co. here, from Warner Brothers who owned and operated the houses exclusively since 1925. The Uptown Theatre, a one-time deluxe neighborhood house, has 3,850 seats. Included in the Uptown property are the Mason Grand organ, eight stores with offices and medical suites on the second floor. Variety theatre property includes the 1,900-seat Variety Theatre, all equipment, ten stores units with twelve living suites and office apartments. The properties were built in 1928 by Sam Stecker, Meyer Fine and Abe Kramer, who now head the Associated Theatres Circuit. Original cost was approximately $200,000.

Wargo brothers have formed Up- town Variety, Inc. to operate the properties to which they took possession last week, with Edward as president and Henry as vice-president.

Wargo Realty is a long established real estate company founded 36 years ago by Edward Wargo, Sr., and now run by his two sons who during the past year, have purchased other theatre properties in this area and have combined them into one circuit. This includes the Rex, now a furniture store; Royal, a bank; Miles, converted into a warehouse and the Gordon Square, used for storage.

New UA Title

“Down Three Dark Streets” is the new title of the forthcoming crime film in which the popular California acting team of Gordon Douglas and Ethel Faye, F.B.I.,” United Artists announced.

Stock Brokers Hail 20th-Fox CinemaScope

Twentieth-Fox-Film’s demonstration of the “flying-camera” technique of CinemaScope was applauded yesterday when the film company screened the hour-long film for the New York Stock Exchange at its home office projection room.

The program, presided over by chairman, president and secretary of 20th-Fox, was held to acquaint representatives of leading brokers with the latest technical advances in stereophonic sound and CinemaScope.

Prior to the presentation of the film, Berle S. Sporn, head of Brokers’ section of CinemaScope’s new “talking” lenses which were developed by Bausch & Lomb, gave a detailed technical talk on the phonic sound. Models of equipment were displayed and described by Sporn.

‘Robe’ Lenses Shown

The CinemaScope projection attachments on display were: original lenses used in filming “The Robe,” Bausch & Lomb, Gamment—Kodak British; Officine Galilei, Italian; Aga-B & L, Swedish; Bell & Howells, British; Mailer, German; Carl Zeiss, German; Nippon Kogaku, Japanese.

The CinemaScope four-track magnetic, high-fidelity stereophonic reproduction, which is called “head,” was displayed on “Robe” product. Product Perfection, Swiss; Ballantine, U. S. A.; Mouthe, French; Altschuler, German; Rea-MGF, U. S. A.; Simplex; U. S. A.; British Acoustics; British; Brookley Simplex; British; Klangfilm, German; Philips, Dutch; Ampex, U. S. A.; La Precision Cinematigraphique, French; Magnavox, U. S. A.; Westrex, U. S. A.

Application Filed Against NYC Tax

Application has been filed in the Supreme Court, New York County, to seek prevention of the levying of the New York City tax on admission receipts on advance sales of tickets in legitimate theatres.

The application is made by Seven Lively Arts, Inc., for the Ziegfeld Theatre and Louis Lorio for the Martin Beck Theatre. A companion suit is being filed by three Shubert theatres in the city.

The object of the suit is to obtain a declaratory judgment holding the tax law unconstitutional insofar as it relates to tickets purchased before the enactment of the law on June 18 for performances on July 1 and thereafter. It also is intended to obtain an injunction pending trial of the action restraining the City Controller from collecting the taxes.

‘Caine’ Takes $88,000

In 4 Days at Capitol

Columbia’s “The Caine Mutiny,” currently at the Capitol Theatre here in its premiere engagement, grossed $90,000 during the first four days, with more than $14,000 anticipated for the first week. The film company announced yesterday.

The world market now accounts for approximately 40 per cent of Italian film grosses, goofredo Lombardo, president of Italian Producers Association, announced here yesterday at a trade luncheon.

The 33-year-old film executive, who is also president and sole owner of Titanus Films, one of the largest producing and distributing companies, arrived in New York at the weekend. President of the Ltda., a general manager of Titanus and Marcello Girosi, producer with the company, accompanied Lombardo.

Lombardo said the major purpose of his trip is to establish closer contact between IPA and Italian Films Export which he described as an important distribution factor for Rome product and a major key to fostering Italo-American production.

Plans Conferences

Discussions with top U.S. executives of IPE will include a intensive examination of present and future production facilities.

Attributing the reported increased popularity and grosses of Italian films both at home and abroad in a large measure to an improvement in quality, Lombardo indicated that production schedules of Italian producers are now planned for every quality film. He said that next year, the Italians will release 100 films instead of 50 last year.

Citing a trend toward bigger budgeted features, Lombardo estimated that Titanus’ budget for the coming year would be 60 per cent higher than for the previous 12 months. He said that this true despite a production schedule of 13 films this year as compared to 16 of a year ago.

Describes Regulatory System

He noted that the self-regulatory system of CinemaScope has recently initiated does not establish any rigid code for pictures, but calls for the careful examination of the merits, musical and artistic problems of each film by a committee of culturally and artistically qualified men.

The code board is “spontaneous and self-initiated,” Lombardo said, and is for the purpose of creating a feeling of “tranquility and ease” for producers before they begin a picture.

Lombardo said that Titanus is planning to make two films this year. Productions next fall in one of the new wide screen processes. He indicated, however, that he had not decided on any specific process, such as CinemaScope or VistaVision, as yet.

Here’s One Way to Save Ticket Price

MEMPHIS, June 28.—An alert motorist hurriedly telephoned police and reported he saw two youths “stuffing a girl’s leg into an automobile.” The police investigation disclosed the boys had put their date in the trunk to save admission price at a drive-in theatre here.
McDonough, Brewer

(Continued from page 1)
said, the press will be barred or admitted at the former's option.

Other speakers on the program, which will be a dinner affair at the Hollywood Athletic Club, will be James Sipe, candidate for vice-president, and William Bennett, Wash-

ington, D. C.

May Joins Brewer Slate for IA V.P.

COLUMBUS, O., June 28.—William J. May, business agent of the Motion Picture Operators Association here, has been invited by Roy Brewer to be his running mate in the union's elections. May, who is also secretary of the IATSE, first district and secretary of the Spokane Central Trades and Labor Council, will run for the fourth vice-presidency of the association.

Limit Senate Debate

(Continued on page 1)

day, and said that with this agreement, passage Wednesday or Thursday might be possible.

Senate to Consider House Change in Reciprocal Trade Extension Bill

WASHINGTON, June 28.—The House agreed to one Senate amendment but rejected another Senate change in the one-year reciprocal trade agreements extension bill. It sustained a change of its own for the second Senate change.

The House change must now be ap-

proved by the Senate before the legis-
lature can adjourn. The change, voted White House, would involve legislation for the White House with regard to the Senate.

Appeals Suit

(Continued from page 1)

fact that a similar, earlier suit had been disposed of by the courts three years ago and that the parties had worked out a settlement. The court held that the matter had been adjudicated once and could not be the subject of a second suit.

The plaintiffs claim that National Screen had violated the earlier settle-

ment, a settlement they were willing to sell to the independent film company as were under National Screen at the time of the settlement. They filed the suit in the court today that the new suit claimed damages only for actions taking place since the settlement, and that they should therefore not be barred from pressing the case.

Wilcox-Schaefer

(Continued from page 1)

partnership in 1939, following the production of Wilcox's "Victoria the Great," "(Continued from page 1)

"Apache Tomorrow"

United Artists "Apache" will have its world premiere at the Roosevelt Theatre in Chicago, tomorrow. The UA release opens at the Mayfair Theatre in New York on July 9.

A CADEMY AWARD winner Shirley Booth's second motion picture, "About Mrs. Leslie," a Hal Wallis production for Paramount, had an opening world premiere Sunday at the Astoria Theatre here. Miss Booth was on hand for the event, and received on the stage a special Actors' Equity Award as a tribute to her talent. Left to right: Ben Grauer, master-of-ceremonies; Adolph Zukor, Paramount board chairman; Kim Hunter, representing Equity Council; Miss Booth, Barry Sullivan, Hermione Gingold, Bill DeWolfe and Paul Jones, Equity official.

Moss Claims Further IA Brewer Support

Support for the slate of Roy Brewer and Russell M. Moss as candidates for president and vice-president, respectively, was alleged at the weekend by Moss, business representative and executive vice-president, Motion Picture Home Office Employees, Local H-63, IATSE. Moss announced that five delegates had pledged themselves to support the candidacy of the Brewer slate "immedi-
ately upon being elected." The announce-
ment followed a meeting of delegates from the special department locals of the Tenth District of IATSE Sunday in Allambly. Delegates elected to represent them at the com-
munity IATSE convention in Cincinnati, scheduled for the first week in August. Feels 'Very Optimistic'

Moss said he felt "very optimistic right now," over the developments. His main purpose now is to hold the pledged delegates to their word until the convention convenes, Moss added.

Meanwhile, he told of tentative plans to attend a forthcoming dinner in Los Angeles July 8 & to be attended by all Los Angeles locals supporting the Brewer slate. Moss said the locals have invited both sides running for election to attend and discuss their differences.

Brewer representatives, meanwhile, disclaimed knowledge of any challenge by Brewer to Walsh to debate on the Coast. They reiterated, however, re-
wrote statements by Brewer that he would like to debate any issues connected with IATSE with Walsh "at any time or place."

SPG, Press Discuss Product, Divorcement

HOLLYWOOD, June 28.—Product shortage and theatre divorcement's effect on the producer is the subject of discussions today at the SPG where a number of topics discussed by seven producers and their press guests at the first 1954 monthly luncheon given by the Screen Producers Guild at the Brown Derby here today. The product shortage, and its causes, dominated the discussion, which was informal and general, but no unanimity eventuated. Theatre divorcement, which has generally been held to have been beneficial, in that it tended to compel heightened competition among producers, direc-
tors, writers and other creative talents. Producers at meeting, presided over by producer Arthur Freed, included Carey Wilson, Buddy Adler, Julius Balaban, Louis Edelman, Samuel G. Engel and John Houseman.

$2,250,000 Asked in ' Miller Story' Suit

WASHINGTON, June 28.—A Washington public relations counsel for the producers of the Universal Pictures Co., alleging that he had the original idea for a film based on the life of Glenn Miller, Col. Edward M. Kirby claimed he was paid $3,000 for the story idea by Universal and was told he would receive additional compensation later. He said it was on this basis that he signed his rights to the film company and served as technical adviser for the film, but that he never received the additional pay.

Vacant, Engage Meggs

HOLLYWOOD, June 28. — The Motion Picture Magazine has been engaged to prepare national advertising for Filmmakers "Private Hell 30" through Mort Goodman Advertising, agency for the company.

CITE MISS BOOTHS AS FILM OPENS

(Continued from page 1)

of the Trade's Four Associations be called for June 29. If renters then persist in their present adamant attitude, theatre owners, accompanied by the producers, will go to the Government and lay a formal plaint of unjustifi-

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U.K. TV Film Ban Rouses Unions' Ire; Hint at Retaliation

LONDON, June 28—Following the recently reported American Federal of Labor ban on films made here for U.S. consumption, the two British film unions have threatened counter-measures. The two unions—the Association of Cine Technicians, and British Actors' Equity—are conveying their joint views direct to their American counterparts by registered letter.

Over 70 per cent of the screen time of British cinemas is devoted to American films, they claim, and a policy of banning them would undoubtedly react unfavourably on American actors and technicians. The unions are also warning that the British Government may intervene.

Discussed in Geneva

In addition, the ban sent N. A. T. K. E.'s Tom O'Brien flying to Geneva for talks with leading officers of the American Federation of Labor. On his return, Mr. O'Brien said that it was generally agreed that the problem could best be solved by an arrangement between the Hollywood and British film unions. He was opposed to retaliatory measures, but indicated that such measures would be forced upon the British unions unless the Hollywood unions approached the problem in a less aggressive manner. He hoped to further discuss the issue when he attends the International Alliance convention in Cincinnati in August.

Expect Okay of FCC Member's New Term

WASHINGTON, June 28.—The Senate Commerce Committee unanimously approved President Eisenhower's nomination of John C. Doerfer for a new seven-year term as a member of the Federal Communications Commission, starting July 1. Early Senate confirmation is expected.

RKO St. John Office Kramer Drive Victor

The Canadian branches of RKO Radio fulfilled their quotas in the Sidney Kramer, murderer, new York, series. It was disclosed yesterday by Jack L. Labow, Canadian district manager. Quotas for the drive were based on last year's all-time highs for RKO shorts in Canada. The leading branch in the drive to celebrate Kramer's 25 years with RKO was St. John, followed by Vancouver, Winnipeg, Toronto, Calgary and Montreal.

Remodel Mass. House

HARTFORD, June 28.—Sam Goldstein, president of Western Massachusetts Theatres, Inc., has disclosed plans for a $50,000 remodeling project at the Strand Theatre, 4578 Bridgeport Ave., in a variety of designs and other improvements.

U.S. Supreme Court to Halt C. P. U. Antitrust Suit

WASHINGTON, June 28.—The U.S. Supreme Court this morning agreed to halt the antitrust suit filed by the Citizens Publishing Union against the Columbia Broadcasting System. The high court was asked to stay the lower court's order until the U.S. Supreme Court can decide the case.

“Victory at Sea” Here on July 13

“Victory at Sea,” the NBC Film Division production which pictures the history of the United States Navy in World War II, will have its New York premiere at the Trans-Lux 60th St. Theatre on July 13, it has been announced by the vice-president, George Sullivan, of the NBC film division.

$6,000,000 Budget For “Conqueror”

The budget of “The Conqueror” has been increased to $6,000,000, making it what is said to be the most expensive production to be made in the country in the post-war period. The film, which has a recent big budget production has been filmed in part or in full in foreign countries, a studio spokesman pointed out. The cost of the John Wayne and Susan Hayward-Pedro Armendt star, currently on location at St. George, Utah, was originally set at $4,000,000.

Under the aegis of producer-director Dino De Laurentiis, the story of Genghis Khan is being filmed in CinemaScope and color.

Thompson Advanced

LONDON, June 28—Leslie E. Thompson has been appointed acting secretary of Columbia Pictures Corporation, Ltd. He entered the industry Dec. 32 and was Columbia production representative here in 1950. Since 1953 he has been administrator of Columbia here.
The only service on Super Constellations!

The only overnight non-stop service!

First to fly NON-STOP coast to coast, TWA now offers the ONLY non-stop service daily BOTH WAYS on luxurious Super Constellations. Here is the ultimate in transcontinental travel...including TWA's traditional "Best Bill of Fare in the Air," a friendly lounge for conversation and refreshments, 22% more cabin room for complete stretch-out comfort and a host of other exclusive features at NO extra fare! Best of all, you enjoy uninterrupted sleep as you speed non-stop to Los Angeles. If you wish, you can also enjoy the added luxury of a full-size sleeper berth for as little as $25 extra (plus tax)—the ONLY air sleeper service coast to coast!

For immediate reservations see your TWA travel agent or call TWA: LEXington 2-7100.

Lv. NEW YORK . . . . 105 am EDT
Ar. LOS ANGELES . . . . 6 am PDT

Visit one of TWA's conveniently located ticket offices:
East Side Airlines Terminal Building, 1st Ave. and 38th St.
80 East 42nd Street • Astor Hotel Lobby
624 and 630 Fifth Avenue • Hotel Statler
67 Broad Street • 120 Broadway
Brooklyn: 200 Livingston Street
Newark, N. J.: 15 Commerce St.—Mitchell 3-7650

Fly the finest... FLY TWA
TRANS WORLD AIRLINES
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MPIC SAYS IT RESIGNED FROM COMPO THREE MONTHS AGO

HOLLYWOOD, June 29.—The Motion Picture Industry Council, in a formal announcement today, disclosed that it had resigned from the Council of Motion Picture Organizations, in which it was a founder-member. The resignation took place three months "following careful deliberations and on the conclusion that divergence of opinion exists between the two organizations concerning a solution to problems in areas of mutual interest. The announcement closed with the assurance that "MPIC stands ready at all times to cooperate with COMPO or any other industry organization in order to best serve the interests of the industry."

In New York yesterday, it was reported that efforts were being made to "patch up" the differences between MPIC and COMPO.

First of Its Kind

Para. Appeals Salt Lake Ruling on Release Format

Paramount Pictures, American Broadcasting-Paramount Theatres and Intermountain Theatres of Salt Lake City have filed an appeal with the 10th Circuit Court of Appeals in Denver asking that an injunction against them—specifying how the film company should release and distribute pictures in Salt Lake City—be set aside.

Prior to the injunction, which was granted by Federal Judge Willis W. Kitter in favor of Village Theatres, Inc., who charged Paramount with discrimination against the Villa Theatre in Salt Lake City, no other court in the U.S. has ever directed how films should be distributed, it is understood.

The appeal papers which were filed in Denver by Paramount lawyers late (Continued on page 6)

Industry Asked to Aid Korean Relief

By the President

WASHINGTON, June 29.—President Eisenhower and leaders of the American Korean Foundation asked the film industry to conduct another money-raising Korean relief collection drive in theatres this fall.

The request was made at a White House luncheon, attended by some 30 industry leaders, primarily exhibitors. The industry representatives made no commitment, though sentiment seemed to favor a repeat performance this year of the highly successful Korean relief drive carried out in theatres last summer. A formal decision will probably have to be made at a meeting of all industry organizations. (Continued on page 6)

Hatch Resigns From Atlas Corp. Post

L. Boyd Hatch is retiring as a full-time associate in the Atlas Corp. organization, effective today, Hatch has been an officer of the company for over 30 years.

Hatch will continue as a director of Atlas and will also serve in a consulting capacity.

ALLIED CHECKING RENTAL DEMANDS

Damages Claim Against B & K Is Dismissed

CHICAGO, June 29.—Federal Judge James J. Moir today dismissed a treble damages claim for $1,800,000 filed against Balaban & Katz by attorney Thomas C. McConnell for plaintiff in the Jackson Park case.

Judge Igoe's memorandum opinion found McConnell's claim unwarranted. Defendants claimed continuing conspiracy on the part of Balaban & Katz following lifting of a two-week ban on first-run films last December.

Stricken also was McConnell's move to include 20 new defendants in claims for damages against Balaban & Katz. Ruling on a request for modification of the original decree, filed by B. and K., is set for Sept. 13.

Brackett Six-Time Academy President

HOLLYWOOD, June 29.—The board of governors of the Academy of Motion Picture Arts and Sciences today reelected Charles Brackett as president for his sixth term. Also elected were Johnny Green and Samuel O. Engel, vice-presidents; Edward B. Powell, secretary; Hal Elias, assistant secretary; John O. Aalberg, treasurer, and Hal Mohr, assistant treasurer. Mrs. Margaret Herrick was reelected executive director.

UK WANTS STERLING REMITTANCE PACT WITH HOLLYWOOD RENEWED

LONDON, June 29.—A Board of Trade spokesman let it be known today that government officials here are not prepared to dispense with a remittance pact governing conversion of American film earnings despite the nation's improved economic position and current talk of free convertibility of sterling.

"The present film agreement is working well and has done a lot of good," the spokesman said. "But it needs to be continued despite Britain's improved financial position. The Board will fight to this end," he said, adding that "there is no vast accumulation of blocked earnings here."

He confirmed that negotiation of a new pact will commence in Washington September 22 but dismissed as "wishful thinking" reports that no regulations would be imposed on American film companies earnings here after expiration of the current pact.

Will Seek Meeting With Distributors in July; Units to Submit Data

WASHINGTON, June 29.—Allied States Association's committee investigating members' complaints against distributors will probably seek a meeting with the film companies for sometime late in July.

Members of the committee met here informally, while they were in town to attend a White House luncheon on a proposed Korean relief drive. The committee is checking into charges by Col. H. A. Cole that higher rental demands by distributors are depriving the exhibitors of the benefits of the recent admission tax relief, and also into a demand by general counsel Abram F. Myers that print shortages should be adjusted by lower rentals.

Allied president Ben Marcus said the committee members discussed the situation and noted that the various Allied units are now being asked to check on all complaints and submit authenticated information to the committee. As soon as full reports are tabulated, Marcus said, the committee will seek a meeting with the heads of the film companies to discuss Allied's grievances.

Marcus declared that Allied would (Continued on page 6)

Eisenhower Gets Bill On Reciprocal Trade

WASHINGTON, June 29.—A one-year extension of the reciprocal trade agreements program was sent to the White House today.

Film industry leaders have backed an extension of the program, arguing that freer world trade will hasten the industry's search for overseas markets and for free remittances.

The House originally passed the one-year extension, continuing the program until next June 12. The Senate approved the House bill with two slight changes, and the House then insisted on a further change in the Senate version. The Senate today accepted the House changes, sending the measure to the President.
Personal Mention

TRUeman T. REMBUSCH, president of Allied theatre Owners of New York, is in New York from Frankfurt, Ind.


Rudy Berger, M-G-M Southern sales manager with offices in Washington, and Jacques C. Reville, Charleston manager, have returned to their respective headquarters from New York.

Al Schuman, retired general manager of the Hartford Theatre Circuit, Hartford, and Mrs. Schuman have left there for their home in Daytona Beach, Fla.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Simon B. Segerstrom, treasurer, have arrived in Detroit from New York.

Robert Dowling, president of City Investing Co., will arrive in New York on a trip from London via B.O.C. Monarch.

Barney Pitkin, Connecticut exchange manager for RKo Radio, and Mrs. Pitkin are marking their 39th wedding anniversary.

William Richardson, president of Lasky Productions, and Miss Richardson, have arrived in New York from their 39th wedding anniversary.

Caryl Hamburger, manager of the Little Theatre, Baltimore, has arrived in New York from there.

AMPP Dines Nagata, Japanese Producer

HOLLYWOOD, June 29.—The Association of Motion Picture Producers today honored the Japanese producer with a lunch, with Japanese-American cooperation the keynote voiced by chairman of the board, and celebrated their 39th wedding anniversary.

Doerfer Nomination To FCC Confirmed

WASHINGTON, June 29.—The Senate confirmed the nomination of John A. Doerfer for a new, seven-year term as a member of the Federal Communications Commission, starting tomorrow. Doerfer has been serving on the board an out of a partial term. From time to time, there has been speculation that the President might select Doerfer as FCC chairman.

RKO Radio to Hold N.Y. S.F. Meeting

RKO will hold sales meetings in New York, on July 7-8, and in San Francisco, July 12-13, it was announced by Charles Boosberg, RKO's general sales manager. The company last week completed completed sales conferences in New Orleans and Chicago.

The New York discussions will be held at the home offices of Loew's, and in San Francisco, the meetings will take place at the St. Francis Hotel. Boosberg will preside at the conferences, which will be assisted by L. B. Shaw, president of RKO Radio Pictures.

The San Francisco meeting will also be the premiere of "Susan Slept Here" on July 14 at the Golden Gate Theatre.

Bright Future Seen In Goldwyn Article

"There is no other medium of entertainment which, if properly utilized, can give people as much value as that of the movies," an article by Samuel Goldwyn built around, and enlarging upon, this and the American Defense in the issue to be published on July 11, and entitled "Is Hollywood Finished?" will give an emphatic answer in the negative. The reassessment of the comeback of films during the past two years following a five year period of serious financial dislocation.

Credit for much of the recovery is accorded by Goldwyn to the new media—Cinerama, 3-D, Omnimax, and television. His thesis is stated that what has brought back the audiences is quality, with or without star names. His pictures cited in this connection are "From Here to Eternity," "Roman Holiday," "Cagney," "The Quiet Man" and "Come Back, Little Sheba."

"Hollywood finished?" says Goldwyn in conclusion, "why, we haven't really started yet!"

Col. Sees Biggest Capital Film Rental

Hailed by Loew's Theatres as the greatest grosser for the time of year in the history of the Capitol Theatre, Columbia's "The Caine Mutiny" became a house tomorrow following an opening week that saw it gross approximately $140,000.

Joseph A. Vogel, vice-president of Loew's, controlled Columbia for the business done in the opening week and predicted that the theatre would turn over to Columbia the highest film rental they have ever paid, including the record amount paid for "From Here To Eternity."

Jazz Set For Paris

Roger Tilton's 20-minute featurette "Parisian Jazz" will be shown at the Paris Theatre here in the early Fall on the same program with Vittorio De Sica's "Bread, Love, and Dreams." The film is produced by the same Parisian firm that produced most of the European features presented this season.

Filmack Trailer at 35th Anniversary

CHICAGO, June 29.—Filmack Trailer Corp. of this city will observe its 35th anniversary on Thursday.

Irving Mack, head of the company, augmented the theatre exploitation and publicity activities in which he had been engaged in this city for seven years, by opening his own trailer company on July 1, 1919. The company expanded rapidly and within a year was distributing special trailers nationally. Its growth has been continuous since.

Plan Big Phoenix Premier of 'Fear'

PHOENIX, Ariz., June 29.—A circus and Hollywood luminaries will highlight the festivities that have been planned to mark the world premiere of "Ring of Fear," a Warner-MagnaScope production for Warner Brothers, here tonight.

Friday evening, Lt. Gov. Wesley Bolin, representing Arizona's Governor, will introduce Howard Pyle, a former state and civic dignitary who will attend the premiere.

This city is going all out in its cooperation for the release by block booking on Washington Street, its busiest thoroughfare in front of the theatre for the premiere events. This will mark the first time this has been done since the war days when it was occasionally roped off for band drives.

"Theatre" (Statin KOOL-TV) and newscast radio and microphones will be levied at the front of the, the Fox Theatre to catch the Holl-lywood contingent and the circus atmosphere of premiere night.

'Living It Up' Bow in A.C. on July 15

"Living It Up," Paramount Technicolor, which will star Dean Martin and Jerry Lewis, will have a world premiere at the Warner Theatre in Atlantic City on July 15. The production will highlight a two-day celebration with Dean and Jerry serving as hosts.

Mr. and Mrs. Ben Y. du Pont, who will mark the eightieth anniversary of the family of Martin and Lewis, who first joined forces in 1938 at the 50 Club in Atlantic City.

The comedians will celebrate this occasion by inviting a large delegation of press, radio, television, magazine and wire service columnists.

White Joints Schubert

Paul White, former executive with David O. Selznick and Paramount Pictures, has been elected executive vice-president of Bernard L. Schubert, Inc., and its affiliated companies.

Mrs. William Campbell

GREENVILLE, S. C., June 29.—Mrs. William Campbell, mother of the Allied Artists sales representative in Atlanta, died Wednesday of heart failure.

Five Major Imports From Times Slated For the Autumn

A slate of five major imports, described by Times Films Corp., will be released this fall by Times Films Corp., William Shelton, recently appointed vice-president in charge of sales, has announced as a press conference which was held here yesterday.

One of Times Films' fall schedule, "One Summer of Happiness," has already played pre-release engagements of four months in Los Angeles, 12 weeks in San Francisco, and Chicago, and is currently in its 10th week in Washington and its eighth week in San Diego, Shelton said.

Set San Diego Mark

The film opened to a record-breaking $940 gross at the 605 seat Mission Theatre in the latter city, Shelton stated.

The East Coast circuit has booked the Swedish-made film into a majority of its houses.

One Summer of Happiness" is the only one of the five to have been passed by the New York State Censor Board. It will open its first run in New York at the World Theatre around Labor Day.

The other attractions now being prepared for release, with probable premières at the company's two New York houses, the World and Little Carnegie Theatres, are: "The Game of Love," based on a Colette novel, recipient of the 1954 Grand Prix de Littérature for France, and its historical picture in color by Gaertner, a Belgian process. The film, out in October, "blows the Wind" in Paris this season, Shelton said.

Fernadel Feature Scheduled

"The French Touch," a Gallie comedy starring Fernandel, will be third on the company's August releases. It will be followed by a semi-documentary Eastman color called "Naked India," which tells the story of an informer told against an Indian background, which will round out the company's quartet of fall releases, Shelton indicated.

Harrison Acquires Japanese Picture

American distribution rights to the Japanese film, "Ugetsu," co-winner of the grand prize at the 1953 Venice Film Festival and voted the best foreign film of the year by the Italian critics, have been acquired by Edward Harrison from the Daiei Motion Picture Co.

"Ugetsu" was produced by Masachii Nagata, president of Daiei, who also authorized the film's being prepared for an early fall première.

'Evil' In 82 July Dates

Twentieth-Century-Fox's "Garden of Evil" will have a total of 82 domestic engagements by the end of July, the film company disclosed here yesterday.

Subscription rates per year, $6 in the Americas and $12 elsewhere; single copies, 85c.
M-G-M's GIANT CINEMASCOPE COLOR MUSICAL

"SEVEN BRIDES" gets the Campaign of The Year!

IT MUST BE TRADE SHOWN IN THEATRES!

PRESS TIME FLASH! BY NATIONWIDE DEMAND M-G-M WILL HAVE SCREENINGS IN MANY CITIES IN ADDITION TO THOSE BELOW! ASK YOUR BRANCH!

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<td>ST. LOUIS</td>
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<td>SALT LAKE CITY</td>
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<td>WASHINGTON</td>
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Procurement of Top Production Talent Is Problem: Aldrich

A major problem which confronts both independent producer and major studio in Hollywood is the procurement of top creative talent, Robert Aldrich, contract director for RKO-Lancaster Productions, said here yesterday.

Currently conferring with United Artists officials on "The Way We Were," a film which he hopes to produce and direct as an independent, Aldrich revealed that television is "taking the cream of the crop" away from motion picture feature production. "And since the independent producer pays higher wages, he gets first crack at the best," he said.

Just Finished Two Films

Saying that over-all independent production is more efficient and quicker, Aldrich said that "everybody pitches in to get the job done and takes greater pride in his work." Aldrich just completed the directorial chores of "Vera Cruz," a RKO-Lancaster film shot in Mexico, and the about-to-be-released "Apache," which UA is to distribute.

Aldrich revealed that "Vera Cruz" may be released in an anamorphic process. The film was shot with the 35 mm, frame nine per cent off center for SuperScope prints. However, "the delay in the availability of SuperScope lenses and prints may squash that hope entirely," he said.

Divorce' To Plaza

"Edge of Divorce" will have its American premiere tomorrow at the Plaza Theatre here. It is a Kingsley release.

PARENTS' MAGAZINE

is proud to present the

Parents' Magazine Family Medal

to the

Metro-Goldwyn-Mayer production of

SEVEN BRIDES

for SEVEN BROTHERS

as the best film for the month of June for the whole family to see and enjoy.

Review

"Garden of Evil" (20th Century-Fox)

The first CinemaScope production containing sequences photographed with the new Bausch & Lomb anamorphic lens should prove to be an unforgettable experience for audiences viewing the improved movie for the first time, as well as a welcome shot in the arm for box offices all over the country. For a film of this kind, employing natural settings and using a minimum of special effects, the new lens adds a color and polish to the line of search, each character's personality and inner thoughts are laid bare with the distant gold the major catalyst prompting their human reactions. Cooper, Widmark and Mitchell are three soldiers of torture stranded in Mexico when Miss Hayward finds them and begs them to help rescue her husband, Marlowe.

Tempted by a $2,000 reward the four men agree to follow the woman into the interior. It is during the trek to the mine that several outstanding examples of the new Bausch & Lomb lens prove its worth. Of particular note is a cleverly photographed after dark sequences, when the company camps for the night. In others, magnificent panoramic glimpses of the Mexican jungle and mountain ranges are shown.

The story takes a dramatic twist when the party finds Marlowe injured in the mine shaft. Before leaving the isolated mine, he becomes bitter toward his wife. Suspicious of the manner in which she found four men to help her, he makes certain for the sake of the gold alone.

At this point the presence of a band of Apaches nearby, ready to sweep down on the whitesmen, is discovered.

One by one the party is killed off by the Indians, until Cooper, Widmark and Miss Hayward are the only three left to survive. Cooper, as an Apache, leads the Indians to the mine. Marlowe returns to aid him. He finds the adventurer mortally wounded, and Widmark dies in his arms. Cooper leaves to join Miss Hayward.

Charles Brackett produced and Henry Hathaway directed. Frank Fenton wrote the screenplay from a story by Frederic and William Timberg. Milton Krasner and Jorga Stahl directed the photography and captured as much of the color of the Southwest as has been摄影可得到的. Running time, 100 minutes. General classification. For release in July.

FRANCIS BACKMAN

National Pre-Selling

Unique Campaign for "Seven Brides"

An unusual aspect of M-G-M's national magazine campaign for "Seven Brides for Seven Brothers" is the fact that the campaign is being conducted, for purposes, different for each publication, and with the text for each of the seven of the stories written by a writer for the publication.

Look's ad is headlined "The Seven Prettiest Brides Ever Kidnapped," by Tony Edwards; Time's is headlined "Big Bouquet," by John Dalley; in Parents' the heading is "You're Invited to a Hoe-down!" by C. Edwards; This Week's is "Four Brides Among Us," by Alan J. Benett; Parade leads it "... The Fresh-as-a-Daisy Musical," by Kay Noguchi. The campaign spoils a "More About M-G-M's Picture of the Month," by Florence Somers; in a full-page layout, with stabs and captions, Life's ad calls it "In Its Category.

Additionally, "Seven Brides" will be featured in "Picture of the Month" columns in 11 magazines, and in the complete list of fan magazines. There will be a newspaper campaign in 50 cities and a display campaign in 55 cities; also a radio spot ad, "Seven Brides" for 34 cities.

Three facets in the program of activities planned by M-G-M to make America "Seven Brides for Seven Brothers" are as follows: For example, five of the "brides" from the picture will visit Houston immediately after the premiere, for contact with newspapers and radio stations, and to make public appearances. The five girls will then be assigned to 100 key cities for similar purposes. All in all, "Seven Brides" is to receive quite a campaign.

As the initial step in a planned intensification of service to advertisers, J. B. Boynton, vice-president, general manager of Fawcett Publications, announces the appointment of James B. Boynton as special assistant and national advertising director.

"Jim" Boynton is a well-known figure in the magazine world. He spent some 10 years here as president of the national magazine field, and achieved recognition as a speaker and consultant to publishing. It was his flair for the group presentation that caused Dale Carnegie to include him in his now-famous "How to Win Friends and Influence People." He then moved to "The American Weekly" where he directed the coordination of research and editorial functions—the results of which also won him the respect of leaders in the motion picture field.

WALTER HAAS

7 Reasons

why MGM chose McCall's to carry a two-color advertisement for

"7 BRIDES for 7 BROTHERS"

McCall's—edited for the Woman and Her Family

1. McCall's is the nation's third largest magazine (4,357,861—ABC, Dec., 1953)
2. McCall's is the nation's No. 2 seller on the newsstands
3. McCall's reaches 1 out of 4 women in the homes in your area
4. McCall's has always given editorial support to motion pictures
5. McCall's will help MGM pre-sell "7 Brides for 7 Brothers"
6. McCall's influences women and their families through the backbone of your box-office
7. MGM's ad in August McCall's will build ball-box-office for you.

J. B. Boynton

is the strategist.
"I wish I were twins when two COMPANION-approved movies are in town at once!"

Which COMPANION-approved movie to go to?

It's a hard decision to make but they'll probably see both of them before the run is over. The authoritative movie review in each month's COMPANION has become a safe-and-sure guide for many a family.

The power of this stamp of approval is felt strongly in the box office—and as a result, you'll be seeing more and more COMPANION-approved movies. Theater managers know a good thing when they see it!

No wonder Hollywood has invested more money in the COMPANION over the past seven years than in any other monthly magazine!* 

*Except, of course, the fan magazines.

Currently advertised in the COMPANION

About Mrs. Leslie..............Paramount
7 Brides for 7 Brothers...............MGM
not be ready with its data for a few weeks yet, and on the other hand wanted to have the meeting well out of the way before the Alaskan summer would get under way for the end of August. Other Allied officials said late July seemed a likely time for the first session with the distributors.

An additional reason for the late July date is that general counsel Myres, who would be a key man in such a meeting, will not return from his vacation until July 22.

McKenna to RCA Post
CAMDEN, N. J., June 29—George L. McKenna has been appointed manager of the Theatre and Industrial Marketing office of the Electrical Products Division, Radio Corporation of America, it was announced yesterday by Theodore A. Smith, vice-president and general manager of the division.

Set IA Meet Plans
CINCINNATI, June 29—Advance arrangements are in progress for the FATN convention to be held here Aug. 9-13. Headquarters will be at the Netherlands Plaza, while the meetings will be held in Music Hall, according to William Lynne, business agent of Projectionists Local 327, head of the executive committee in charge of arrangements.

Heads Radio-TV Group
William H. Friesenhirter, Jr., vice-president in charge of the National Broadcasting Co. in New York, has accepted the chairmanship of the American Jewish Tercentenary Committee on radio and television.

\[ \text{Continued from page 1} \]

**Reviews**

*“Her Twelve Men”* (M-G-M)

COMEDY and pathos are combined in this production to make it well-balanced entertainment for the entire family. The plot is believable and the comedy moments are tastefully presented. Greer Garson and Robert Ryan in the title role bring to the screen a love story that has received much attention since its appearance in print. Greer Garson is a highly imaginative young lady who has constantly dreamt of such glamorous heights as attend with the circus, opera stage, and Broadway, but has been brought up in a rural home in the north. She is charged with the care of a group of twelve little poor boys led by Lou Aronson, youngest of the school. One of her big problems is created when the bards immediately voice their disapproval of a woman teacher.

**“Apache”** (Hecht-Lancaster-U-A)

The first of seven Hecht-Lancaster productions for United Artists is the historical account of the last Apache warrior, Massai, who waged a one-man war against the U. S. Army. “Apache,” in color by Technicolor, is a superior film of its kind, bringing to the screen an exciting and sensitive story of one man's struggle to receive the recognition of his country. Filmed in an aspect ratio of 1.85:1, “Apache” stars Burt Lancaster and Jean Peters. John McIntyre and Charles Bushinsky head up a supporting cast that includes the star of the film. The story is told from the Indians' point of view, and relates the adventures of Lancaster, as the last remaining Apache opposing white settlement of the Southwest. It tells of his one-man war against them and the Army, and of the love between him and Miss Peters. It is a story of a young American who falls in love on foot in an adventure filled trek to avenge himself on his white enemies.

In the midst of the destruction, he rides off with Miss Peters, whom he believes is one of his betrothals. He escapes to a mountain retreat in the Far West, where the Army finally tracks them down. Realizing the love for Miss Peters, who is about to bear his child, Lancaster prepares to die a warrior's death as the soldiers, led by chief scout McFarland, force him to surrender. He returns on foot in the film's dramatic climax, the adversaries bear the cry of the new-born baby. Lancaster stands up and walks in the direction of his wife. No one fires as the Apache stands down his horse, bringing peace to the future.

Harold Hecht produced and Robert Aldrich directed. James R. Webb wrote the screenplay from the novel "Broncho Apache" by Paul I. Wellman. The photography of Ernest Laszlo and David Raskin's score are worth of special mention.

Running time, 91 minutes. General classification. For release in July. F. B.

**Five For AA Begin Production in July**

Five films slated for Allied Artists release will begin production in July, according to an Allied spokesman. On July 7, producer Ben Schwall will put "Bobby" in Bagdad" before the cameras with Leo Gorcey and Huntz Hall starred. On the same day, Herman Cohen's production on "Target Earth" will roll.


**Adler Appointed**

Hollywood, June 29—Buddy Adler has been appointed the new president of the Screen Producers Guild, to the executive committee of the Guild.

**Reactivated Tent in Ohio Elects Board**

COLUMBUS, O., June 29.—An eleven-member temporary board of directors was elected by the reactivated Columbus Variety Club, Tent No. 2, replacing a steering committee. The board includes: Charles Sugarman, World; Lee Hofheinz, Miles theatres; Milton Yasenoff, Academy theatres; Robert Wile, secretary of the Independent Theatre Owners of Ohio; Robert Nelson, of Nelson's Magic Shop; Ralph Shaflet, Divad; Miss Peters, Frank WHKC newscaster; Robert Hutchins, WLW-C, and Bert Charles manager of WVKO.

**Para. Appeals**

(Continued from page 1)

last week are based upon alleged improper action in the Paramount case and that there was an absence of proof of any conspiracy against the Villa Theatre. It was learned that a hearing on this may take place in the fall.

It also is the first time in anti-trust court history, it is understood, that a court has enjoined the distribution of films to two separate theatre operating area. Judge Ritter's injunction, granted after a jury trial, is on an appeal brought by Warner Bros. with both defendant and plaintiff allowed to ask for a release if a hardship is involved. The court also ordered that bids be opened before all interested parties before being awarded.

The defendants were ordered to pay attorneys' fees of $29,200, court costs of about $7,400 besides triple damages of $60,000 to the Villa Theatre. Paramount-Alta and Silver Mountain Theatres were also ordered to post a bond of some $100,000 which included estimated appeal costs.

**Korean Relief**

(Continued from page 1)

presumably to be called by the Council of Motion Picture Organizations some time in the future.

The President held the White House meeting by praising the work done by the industry in the past in support of outstanding public causes. Then Dr. Howard B. and Henry Clay Alexander, of the American Korean Foundation, asked the industry for the money-raising drive this fall. Rusk told the industry officials that the theatre collections netted more than half the money the Foundation took in last year.

Attending the luncheon were these industry officials: John Balaban, Benjamin Berger, Myron Blum, Harry Brandt, Robert Coyne, Si Fahian, Myer Fine, Emanuel Fritsch, Edwin Fagen, Martin Geiling, I. J. Hoffman, Jack Kirsh, Al Lichtman, Ben Marcus, E. D. Martin, Pat McGee, A. F. Myers, Thomas F. Papas, Salvation Army, Lock and Schine, Theodore Schlanger, Sol A. Schwartz, Charles Skouras, George P. Skouras, Myron Sugarman, William Turner, Ernest Turnbull, Joseph R. Vogel, R. B. Wilby and Nathan Yamin.

**“Garden” Here July 9**

“Garden of Evil,” Twentieth Century-Fox Cinemascope production filmed on location in Mexico, will have its New York premiere at the Roxy Theatre on July 9.

**PREVIEW SCREENINGS**

- [Three Channel interlock projection](#)
- [35mm & 16mm interlock projection](#)
- [16mm interlock projection](#)

**SHOWPLACE OF THE EAST**

- [Three Channel interlock projection](#)
- [35mm & 16mm interlock projection](#)
- [16mm interlock projection](#)

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SEE YOUR 20th CENTURY-FOX REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it’s better than ever on film... better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension... with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation.

Your screen shows the difference... your boxoffice figures the difference in pay-off. Proof? Over 90% of the theatres showing CinemaScope use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how... gained from creating and producing the first practical CinemaScope optical system... from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.
I CANNOT REFRAIN FROM CONGRATULATING YOU AND YOUR COMPANY BOTH ON YOUR PICTURE "THE CAINE MUTINY" AND ON THE PHENOMENAL BUSINESS WHICH WE HAVE DONE THUS FAR IN THE FIRST WEEK AT THE CAPITOL THEATRE, NEW YORK. NEVER IN THE HISTORY OF THE THEATRE HAVE WE HAD SUCH CROWDS AND SUCH GROSSSES DURING ANY WEEK IN JUNE. THE FACT THAT THE FIRST WEEK OF "CAINE" WILL GROSS WELL OVER THE SIX FIGURE MARK UNQUESTIONABLY PROVES THE TREMENDOUS BOXOFFICE PULL OF THIS ATTRACTION. I AM CONFIDENT THAT THE WEEKS TO COME — AND THE MONTHS TO COME — WILL ENABLE US TO TURN OVER TO COLUMBIA THE GREATEST FILM RENTAL THIS THEATRE HAS EVER PAID IN ITS HISTORY, AND THAT INCLUDES THE RENTAL WE PAID YOU ON "FROM HERE TO ETERNITY".

JOSEPH A. VOGEL